

# Arnaud De Bruyn, Ph.D.

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## EDUCATION

- 2004      *Ph.D. in Business Administration*  
The Pennsylvania State University (USA)  
Major:     Marketing  
Area:      Marketing Models and Econometrics  
Advisor:   Dr. Gary L. Lilien
- 1997      *Master in Economics*  
Université de Liège (Belgium)  
Honors:    Graduated with distinction  
Field:      Econometrics, Math Programming and Computer Science

## OCCUPATIONAL RECORD

### ACADEMIA

- Since 2011      *Professor of Marketing*  
Since 2021      *Associate Dean for the Ph.D. Program*  
2011-2014      *Head of the Marketing Department*  
2008-2011      *Associate Professor of Marketing*  
2004-2008      *Assistant Professor of Marketing*  
ESSEC Business School (France)
- Since 2015      *Distinguished Visiting Research Scholar*  
2005-2015      *Visiting Research Scholar*  
Institute for the Study of Business Markets, Penn State University (USA)
- 2000-2004      *Research Assistant*  
Penn State University (USA)  
Supervisor: Dr. Gary L. Lilien
- 1994-1997      *Teaching Assistant*  
Université de Liège (Belgium)  
Supervisor: Dr. Jean-Marie Choffray

## PRIVATE SECTOR

Since 2013	<i>Founder</i> DECISIVE SYSTEM s.p.r.l. (Belgium)
Since 2016 Since 2014 2006-2014	<i>Vice-President &amp; Chief Technical Officer</i> <i>Board Member</i> <i>Senior Consultant</i> DecisionPro, Inc. (USA)
2011-2016	<i>Co-founder</i> île aux trésors s.p.r.l. (Belgium)
2005-2006	<i>Director of Marketing Research &amp; Development</i> QualiData (France) Responsibilities include strategy, planning, R&D, consulting and key account management for the marketing research business unit of a data warehousing and direct marketing company
1998-2000	<i>Head Analyst, Director of Development</i> QualiData (France) Developed the general business (sales +55% in 2 years) and created the marketing research business unit. Responsibilities included data analysis, R&D, business development, consulting and account management
1997-1998	<i>Data Analyst, Development Assistant</i> QualiData (France) Developed and implemented data analysis software solutions, created business development supports (website, brochures, presentations)
1997	<i>Programmer-Analyst</i> Optimus (France)

## CONSULTING CLIENTS

### *Nonprofit Sector*

Greenpeace, Médecins Sans Frontières (Switzerland), Fondation de France, Fédération Française des Diabétiques, Secours Islamique, Fondation Foch, Fondation 30 Millions d'Amis, Ecole Centrale de Paris, WWF, Gustave Roussy, Armée du Salut, Care France, SERA, CCFD, Fondation Notre Dame, Radio Notre Dame, France Alzheimer, Caritas Luxemburg (Luxemburg), Sanctuaire de Notre-Dame de Lourdes, Association des Paralysés de France, ARC, Perce-Neige, Amnesty International, Fondation de la Recherche Médicale, OXFAM, Foyer de Cachan, Albero della Vita (Italy), Chiens Guides d'Aveugles, Institut Curie, UMP, Croix-Rouge Française, Action contre la Faim, AFM-Téléthon, SOS Villages d'Enfants, Malte Liban, Fondation Lejeune, Fondation de l'Avenir, Vaincre la Mucoviscidose, ADV

### *Private Sector*

ImpactRx (USA), Chaire Sanofi-Aventis, HOIST Kredit, Cancer Treatment Centers of America (USA), Ricard, Pedigree, La Poste, Ernst & Young

### *Research Partners (academic collaboration)*

Greenpeace, Direct Social Communications (DSC), WWF, Secours Catholique, InSites Consulting, Institut Gustave Roussy, Armée du Salut

## RESEARCH AND PUBLICATIONS

### BOOKS

1. De Bruyn, Arnaud (2022), *Fundraising Analytics: A Roadmap for the Data-Driven Fundraiser*, Decisive System.
2. Lilien, Gary L., Arvind Rangaswamy and Arnaud De Bruyn (2017), *Principles of Marketing Engineering and Analytics (3<sup>rd</sup> Ed.)*, DecisionPro.

Listed as one of the 25 “must read” analytics book for 2018 ([link](#))

3. Lilien, Gary L., Arvind Rangaswamy and Arnaud De Bruyn (2013), *Principles of Marketing Engineering (2<sup>nd</sup> Ed.)*, DecisionPro.
4. Lilien, Gary L., Arvind Rangaswamy and Arnaud De Bruyn (2007), *Principles of Marketing Engineering*, Trafford.

### ARTICLES

5. De Bruyn, Arnaud, and Thomas Otter (2022), “Bayesian Consumer Profiling: How to Estimate Consumer Characteristics from Aggregate Data,” **Journal of Marketing Research**, 59(4), 755-774.

Featured in Today in Digital Marketing (online interview, April 11, 2022)

6. Ferecatu, Alina, and Arnaud De Bruyn (2022), “Understanding Managers' Trade-offs Between Exploration and Exploitation,” **Marketing Science**, 41(1), 139-165.
7. Mukherjee, Prithwiraj, Souvik Dutta, and Arnaud De Bruyn (2022), “Did Clickbait Crack the Code on Virality?” **Journal of the Academy of Marketing Science**, 50, 482-502.
8. Sarkar, Mainak, and Arnaud De Bruyn (2021), “LSTM Response Models for Direct Marketing Analytics: Replacing Feature Engineering with Deep Learning,” **Journal of Interactive Marketing**, 53, 80-95.

Featured in Marketing Weekly News (April 2, 2021)

9. De Bruyn, Arnaud, Vijay Viswanathan, Yean Shan Beh, Jürgen Kai-Uwe Brock, and Florian von Wangenheim (2020), “Artificial Intelligence and Marketing: Pitfalls and Opportunities,” **Journal of Interactive Marketing**, 51, 91-105.

Featured in Singapore Business Review ([link](#))

Featured in ESSEC Knowledge special issue on artificial intelligence ([link](#)).

Featured in Challenges ([link](#)).

10. De Bruyn, Arnaud, and Sonja Prokopec (2017), “Assimilation-Contrast Theory in Action: Operationalization and Managerial Impact in a Fundraising Context,” **International Journal of Research in Marketing**, 34(2), June, 367-381.
11. Butori, Raphaëlle, and Arnaud De Bruyn (2013), “So You Want to Delight Your Customers: The Perils of Ignoring Heterogeneity in Customer Evaluations of Discretionary Preferential Treatments,” **International Journal of Research in Marketing**, 30(4), December, 358-367.

Featured in ESSEC Knowledge research highlights; ([link](#))  
Featured in Economie Matin ([link](#)).

12. De Bruyn, Arnaud, and Sonja Prokopec (2013), “Opening a Donor’s Wallet: The Influence of Appeal Scales on Likelihood and Magnitude of Donation,” **Journal of Consumer Psychology**, 23(4), October, 496-502.

Featured as key take-away by the Nonprofit Management Group;  
Featured in ESSEC Knowledge research highlights ([link](#)).

13. Kayande, Ujwal, Arnaud De Bruyn, Gary L. Lilien, Arvind Rangaswamy and Gerrit H. van Bruggen (2009), “How Incorporating Feedback Mechanisms in DSS Design Affects DSS Evaluation,” **Information Systems Research**, 20(4), December, 527-546.

Finalist of the Syntec Conseil en Management Academic Prize 2010.

14. De Bruyn, Arnaud, Gary E. Bolton (2008), “Estimating the Influence of Fairness on Bargaining Behavior,” **Management Science**, 54(10), October, 1774-1791.

15. De Bruyn, Arnaud, John C. Liechty, Eelko K.R.E. Huizingh and Gary L. Lilien (2008), “Offering Online Recommendations with Minimum Customer Input through Conjoint-Based Decision Aids,” **Marketing Science**, 27(3), May-June, 443-460.

16. De Bruyn, Arnaud, Gary L. Lilien (2008), “A Multi-Stage Model of Word of Mouth through Viral Marketing,” **International Journal of Research in Marketing**, 25(3), September, 143-225.

Winner of the **Jan-Benedict Steenkamp Award for Long-Term Impact 2018**;  
Winner of the **IJRM Best Paper Award 2008**;  
Winner of the **Emerald Citations of Excellence Awards 2012**;  
Most downloaded article from early 2009 to mid-2011, and second most-downloaded article till the end of 2012, without discontinuity (90-day periods);  
Second most cited IJRM article in the period 2008-2013 (5-year period).

17. Liechty, John C., Duncan K.H. Fong, Eelko K.R.E. Huizingh and Arnaud De Bruyn (2008), “Hierarchical Bayesian Conjoint Models Incorporating Measurement Uncertainty,” **Marketing Letters**, 19(2), 141-155.

18. Kamakura, Wagner A., Jose Afonso Mazzon and Arnaud De Bruyn (2006), “Modeling Voter Choice to Predict the Final Outcome of Two-Stage Elections,” **International Journal of Forecasting**, 22(4), 689-706.

19. De Bruyn, Arnaud, C. Lee Giles, and David M. Pennock (2004), “Offering Collaborative-Like Recommendations When Data Is Sparse: The Case of Attraction-Weighted Information Filtering,” in **Lecture Notes in Computer Science**, Volume 3137, 393-396.

## WORKING PAPERS

20. Sarkar, Mainak, and Arnaud De Bruyn (2020), “LSTM Response Models for Direct Marketing Analytics: Replacing Feature Engineering with Deep Learning,” in SSRN Working Paper Series (June 9, 2020). <http://dx.doi.org/10.2139/ssrn.3601025>

Made the Top 10 List (downloads) in both Marketing, Marketing Science, and Customer Relationship Marketing.

21. De Bruyn, Arnaud and Thomas Otter (2019), "Bayesian Consumer Profiling," in SSRN Working Paper Series (July 22, 2017, last updated May 12, 2021). <http://dx.doi.org/10.2139/ssrn.2740293>
22. Kayande, Ujwal, Arnaud De Bruyn, Gary L. Lilien, Arvind Rangaswamy and Gerrit H. van Bruggen (2006), "The Effect of Feedback and Learning on DSS Evaluations," in ERIM Report Series Research in Management (ref. ERS-2006-001-MKT).
23. Kayande, Ujwal, Arnaud De Bruyn, Gary L. Lilien, Arvind Rangaswamy and Gerrit H. van Bruggen (2006), "The Effect of Feedback and Learning on DSS Evaluations," in *ISBM Working Paper Series* (ref. 2006-1).
24. De Bruyn, Arnaud, John C. Liechty, Eelko K.R.E. Huizingh and Gary L. Lilien (2005), "Offering Online Recommendations to Impatient First-Time Customers with Conjoint Based Segmentation Trees," in *MSI Working Paper Series* (ref. 05-103).
25. De Bruyn, Arnaud, Gary L. Lilien (2004), "A Multi-Stage Model of Word of Mouth through Electronic Referrals," in *eBRC Research Paper Series* (ref. 2004-02).
26. De Bruyn, Arnaud, Gary E. Bolton (2004), "Predicting Bargaining Behavior: Out-of-Sample Estimates from a Social Utility Model with Quantal Response," in *ISBM Working Paper Series* (ref. 2004-1).

#### CONFERENCE PROCEEDINGS

27. Sarkar, Mainak, and Arnaud De Bruyn (2021), "Incorporating the Firm's Strategic Response into Customer Valuation Models," in *Proceedings of the 50<sup>th</sup> EMAC Conference*, Madrid: European Marketing Academy (virtual).
28. Chaudhuri, Sumon, and Arnaud De Bruyn (2021), "Building Bots That Can Beat Beings at Bargaining," in *Proceedings of the 50<sup>th</sup> EMAC Conference*, Madrid: European Marketing Academy (virtual).
29. Colicev, Anatoli, and Arnaud De Bruyn (2017), "The Spillover Effects Of Online Word-of-mouth On Rival Brands," in *Proceedings of the 46<sup>th</sup> EMAC Conference*, Groningen: European Marketing Academy
30. Alina Ferecatu, and Arnaud De Bruyn (2016), "Understanding Managers' Tradeoffs Between Exploration and Exploitation," in *Behavioral Industrial Organization & Marketing Symposium*, Ann Arbor, Michigan.
31. Colicev, Anatoli, and Arnaud De Bruyn (2015), "Don't Speak! How the Market Halo Effect Harms the Leaders," in *Proceedings of the 44<sup>th</sup> EMAC Conference*, Leuven: European Marketing Academy.
32. De Bruyn, Arnaud, Gary E. Bolton, and Bill Ross (2014), "Understanding the Normative Role of Industry Standards in Channel Negotiations," in *Proceedings of the 43<sup>rd</sup> EMAC Conference*, Valencia: European Marketing Academy.
33. Ferecatu, Alina, and Arnaud De Bruyn (2013), "Maximizing vs. Satisficing: Understanding Managers' Tradeoffs between Exploration and Exploitation", in *2013 AMA Summer Educators' Conference Proceedings*, Boston: American Marketing Association.
34. Ferecatu, Alina, and Arnaud De Bruyn (2012), "Estimating the Heterogeneity of Fairness Preferences on Bargaining Behavior," in *Proceedings of the 9th Marketing Dynamics Conference*, Bart Bronnenberg, Marnik Dekimpe, and Els Gijsbrechts (Ed.), Tilburg.

35. Mukherjee, Prithwiraj, and Arnaud De Bruyn (2012), "Investigating the Profitability of Multilevel Marketing," in *Proceedings of the 41<sup>st</sup> EMAC Conference*, Lisbon: European Marketing Academy.
36. De Bruyn, Arnaud (2011), "Modeling Unobserved Drop-Out Rate to Optimize e-Panelist Lifetime Value," in *Proceedings of the 40<sup>th</sup> EMAC Conference*, Maja Makovec Brenčič (Ed.), Ljubljana: European Marketing Academy.
37. Ferecatu, Alina, and Arnaud De Bruyn (2011), "Maximizing vs. Satisficing: How Managers' Psychological Traits Influence Strategic Trade-Offs Between Exploration and Exploitation," in *Proceedings of the 40<sup>th</sup> EMAC Conference*, Maja Makovec Brenčič (Ed.), Ljubljana: European Marketing Academy.
38. Verhaert, Griet, Arnaud De Bruyn, and Dirk Van den Poel (2010), "Assessing the Negative Impact of Competition in Direct Mail Fundraising," in *Proceedings of the 2010 Direct/Interactive Marketing Research Summit*, San Francisco: Direct Marketing Education Foundation.
39. De Bruyn, Arnaud, Sonja Prokopec (2010), "Optimizing Donations with Individually-Tailored Donation Grids: An Econometric Model of Compliance and Generosity," in *Proceedings of the 39<sup>th</sup> EMAC Conference*, Suzanne C. Beckmann and Torsten Ringberg (Ed.), Copenhagen: European Marketing Academy.
40. Althuisen, Niek, Berend Wierenga, Gerrit Van Bruggen, and Arnaud De Bruyn (2010), "Marketing Management Support Systems: When Help is not Recognized," in *Proceedings of the 39<sup>th</sup> EMAC Conference*, Suzanne C. Beckmann and Torsten Ringberg (Ed.), Copenhagen: European Marketing Academy.
41. Prokopec, Sonja, Arnaud De Bruyn (2009), "The Impact of Anchors on Donors' Behavior: A Field Experiment," in *Advances in Consumer Research*, Volume 37, Margaret C. Campbell, Jeff Inman and Rik Pieters (Ed.), Pittsburgh: Association for Consumer Research.
42. De Bruyn, Arnaud, Sonja Prokopec (2009), "When Asking for More Leads to Getting Nothing: the Impact of Anchors on Donor's Behavior," in *Proceedings of the 38<sup>th</sup> EMAC Conference*, Jean-Pierre Helfer and Jean-Louis Nicolas (Ed.), Nantes: European Marketing Academy.
43. De Bruyn, Arnaud, Nathalie Tramonte (2008), "How to Profile your Customers Using Collaborative Database Profiling: an Application to Age Estimation," in *Proceedings of the 37<sup>th</sup> EMAC Conference*, Keith Perks (Ed.), Brighton: European Marketing Academy.
44. De Bruyn, Arnaud (2006), "Short-Term Impact, Long-Term Doom: The Paradox of Optimizing the Number of Solicitations in Direct Marketing Fundraising," in *Proceedings of the 35<sup>th</sup> EMAC Conference*, George J. Avlonitis (Ed.), Athens: European Marketing Academy.
45. Kayande, Ujwal, Arnaud De Bruyn, Gary L. Lilien, Arvind Rangaswamy, and Gerrit Van Bruggen (2006), "The Effect of Feedback and Learning on Decision-Support System Adoption," in *Proceedings of the 35<sup>th</sup> EMAC Conference*, George J. Avlonitis (Ed.), Athens: European Marketing Academy.
46. Kamakura, Wagner A., Arnaud De Bruyn and José Afonso Mazzon (2006), "Predicting the Final Outcome of Two-Stage Elections with a Voter-Choice Model," in *Proceedings of the 35<sup>th</sup> EMAC Conference*, George J. Avlonitis (Ed.), Athens: European Marketing Academy.

47. De Bruyn, Arnaud, Gary E. Bolton (2005), “Predicting Bargaining Behavior When Money Is Not All That Matters: The Role of Fairness Considerations in Shaping Price Agreements,” in *Proceedings of the 34<sup>th</sup> EMAC Conference*, Gabrielle Troilo (Ed.), Milano: European Marketing Academy.
48. De Bruyn, Arnaud (2003), “Will They Listen Anyway? Viral Marketing and the Effectiveness of Unsolicited Online Word-of-Mouth Referrals,” in *2003 AMA Educators’ Conference Proceedings, Vol. 14*, R. Bruce Money and Randall L. Rose (Ed.), Chicago: American Marketing Association.
49. De Bruyn, Arnaud, John C. Liechty, Eelko K.R.E. Huizingh, and Gary L. Lilien (2003), “Offering Online Recommendations to Impatient, First-Time Customers with Conjoint Based Segmentation Trees,” in *Proceedings of the 32<sup>nd</sup> EMAC Conference*, Michael Saren and Alan Wilson (Ed.), Glasgow: European Marketing Academy.

#### **OTHER ACADEMIC CONFERENCES (WITHOUT PROCEEDINGS)**

50. “Incorporating the Firm’s Strategic Response into Customer Valuation Models” (with Mainak Sarkar), *Theory+Practice Marketing Conference*. Online, June 2021.
51. “Incorporating the Firm’s Strategic Response into Customer Valuation Models” (with Mainak Sarkar), *INFORMS Marketing Science Conference*. Online, June 2021.
52. “Building Bots That Can Bargain Against Beings” (with Sumon Chaudhuri), *INFORMS Marketing Science Conference*. Online, June 2021.
53. “LSTM Response Model for Direct Marketing Analytics: Replacing Feature Engineering with Deep Learning” (with Mainak Sarkar), *INFORMS Marketing Science Conference*. Online, June 2020.
54. “Building Bots That Can Bargain Against Beings” (with Sumon Chaudhuri), *NYU-Temple-CMU 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics*. Online, December 2020.
55. “Horizontal Referrals in B2B Markets” (with Mahima Hada, Gary L. Lilien), *ISBM Academic Conference 2018*, Boston, MA, August 2018.
56. “Horizontal Referral in B2B Markets” (with Mahima Hada, Gary L. Lilien), *INFORMS Marketing Science Conference*, Philadelphia, PA, June 2018.
57. “The Spillover Effects of Online Word-of-mouth On Rival Brands’ Customer Purchase Journey” (with Anatoli Colicev), *14th Marketing Dynamics Conference*, Hong Kong, August 2017.
58. “A Unified Model of Anchoring and Context-Dependent Preferences” (with Prithwiraj Mukherjee, Ayse Onçuler), *INFORMS Marketing Science Conference*, Los Angeles, CA, June 2017.
59. “The Spillover Effects Of Online Word-of-mouth On Rival Brands” (with Anatoli Colicev), *INFORMS Marketing Science Conference*, Los Angeles, CA, June 2017.
60. “Bayesian Customer Profiling: Applications to Age and Political Partisanship Estimation” (with Thomas Otter), *Kommission MARK*, University of Cologne, Germany, January 2017.

61. “Referring Competitors: Which Supplier Should a Customer Ask for a Competitor Referral?” (with Mahima Hada and Gary L. Lilien), *ISBM Biennial Academic Conference*, Atlanta, GA, August 2016.
62. “Genetics And Marketing: Myths, Unknowns, Established Facts, And Future Possibilities” (with Graciela Carrasco), *INFORMS Marketing Science Conference*, Shanghai, China, June 2016.
63. “Understanding Managers’ Tradeoffs Between Exploration and Exploitation” (with Alina Ferecatu), *INFORMS Marketing Science Conference*, Shanghai, China, June 2016.
64. “Bayesian Database Profiling” (with Thomas Otter), *Winter Marketing-Economics Summit*, Vail, Colorado, January 2016.
65. “Estimating the Heterogeneity of Fairness Preferences on Bargaining Behavior” (with Alina Ferecatu), *INFORMS Marketing Science Conference*, Baltimore, Maryland, June 2015.
66. “Understanding the Normative Role of Industry Standards in Channel Negotiations” (with Gary E. Bolton and Bill Ross), *INFORMS Marketing Science Conference*, Atlanta, Georgia, June 2014.
67. “Bayesian Profiling of Customers Using Census Bureau Data” (with Thomas Otter), *INFORMS Marketing Science Conference*, Istanbul, Turkey, July 2013.
68. “Modeling Unobserved Drop-Out Rate to Optimize e-Panelist Lifetime Value” (with Alina Ferecatu and Prithwiraj Mukherjee), *INFORMS Marketing Science Conference*, Istanbul, Turkey, July 2013.
69. “Maximizing vs. Satisficing: Understanding Managers’ Tradeoffs Between Exploration and Exploitation” (with Alina Ferecatu), *INFORMS Marketing Science Conference*, Boston, Massachusetts, June 2012.
70. “Investigating the Profitability of Multilevel Marketing” (with Prithwiraj Mukherjee), *INFORMS Marketing Science Conference*, Boston, Massachusetts, June 2012.
71. “Teaching Marketing Analytics in the Classroom: the Power and Shortfalls of Business Simulations”, *INFORMS Marketing Science Conference*, invited panel on “Teaching Marketing Analytics”, Houston, Texas, June 2011.
72. “Modeling Unobserved Drop-Out Rate to Optimize e-Panelist Lifetime Value”, *INFORMS Marketing Science Conference*, Houston, Texas, June 2011.
73. “The Perceived Usefulness of Marketing Management Support Systems: Closing the Reality–Perception Gap” (with Niek Althuisen, Gerrit Van Bruggen, Berend Wierenga) *2011 AMA Educators’ Conference*, special session on “Assessing the Adoption, Use and Impact of Marketing Analytics”, Austin, Texas, February 2011.
74. “Nullifying Endogeneity in Direct Mail Optimization: A Simple Delphi Solution to a Complex Marketing Problem,” *INFORMS Marketing Science Conference*, Cologne, Germany, June 2010.
75. “Customer Acquisition Strategies in Direct Marketing: Will Better Messages Always Mean Higher Value?” *INFORMS Marketing Science Conference*, Ann Arbor, Michigan, June 2009.



76. “When Asking for More Leads to Getting Nothing: the Impact of Anchors on Donor’s Behavior” (with Sonja Prokopec), *ESSEC-HEC-INSEAD Annual Marketing Seminar*, HEC School of Management, Jouy-en-Josas, March 2009.
77. “How to Profile your Customers Using Collaborative Database Profiling: An Application to Age Estimation” (with Nathalie Tramonte), *INFORMS Marketing Science Conference*, Vancouver, Canada, June 2008.
78. “Customer Acquisition Strategies in Direct Marketing: When Better Messages Mean Lower Value”, *ESSEC-HEC-INSEAD Annual Marketing Seminar*, ESSEC Business School, Cergy, March 2007.
79. “Short-Term Impact, Long-Term Doom: The Paradox of Optimizing the Number of Solicitations in Direct Marketing Fundraising,” *INFORMS Marketing Science Conference*, Pittsburgh, Pennsylvania, June 2006.
80. “The Effect of Feedback and Learning on Decision-Support System Adoption” (with Ujwal Kayande, Gary L. Lilien, Arvind Rangaswamy and Gerrit van Bruggen), *INFORMS Marketing Science Conference*, Pittsburgh, Pennsylvania, June 2006.
81. “The Effect of Feedback and Learning on Decision-Support System Adoption”, *ESSEC-HEC-INSEAD Annual Marketing Seminar*, HEC School of Management, Jouy-en-Josas, March 2006.
82. “Learning to Navigate the DSS Maze: Type of Feedback Matters” (with Ujwal Kayande, Gary L. Lilien, Arvind Rangaswamy and Gerrit van Bruggen), *INFORMS Annual Meeting*, San Francisco, California, November 2005.
83. “Harvesting the Value of Election Results for Political Marketing Analysis,” *INFORMS Marketing Science Conference*, Atlanta, Georgia, June 2005.
84. “Optimal Sequence of Questions for Recommendation Agents” (with John C. Liechty and Arvind Rangaswamy), *INFORMS Marketing Science Conference*, Atlanta, Georgia, June 2005.
85. “Predicting Bargaining Behavior When Money Is Not All That Matters: The Role of Fairness Considerations in Shaping Price Agreements”, *ESSEC-HEC-INSEAD Annual Marketing Seminar*, INSEAD, Fontainebleau, March 2005.
86. “How Much Is Your Customer Database Worth? A Stochastic, Finite Mixture Model of Lifetime Value”, *INFORMS Marketing Science Conference*, Amsterdam, The Netherlands, June 2004.
87. “Viral Recruiting: Model and Applications” (with Arvind Rangaswamy), *INFORMS Annual Meeting*, Atlanta, GA, October 2003.
88. “Designing Optimal Sequence of Questions for Online Recommendation Systems” (with John C. Liechty and Arvind Rangaswamy), *INFORMS Annual Meeting*, Atlanta, GA, October 2003.
89. “Bargaining and the Predictive Value of Social Utility” (with Gary E. Bolton), *INFORMS Annual Meeting*, Atlanta, GA, October 2003.
90. “Designing an Optimal Set of Questions for Product Design and Recommendation Systems” (with John C. Liechty and Arvind Rangaswamy), *INFORMS Marketing Science Conference*, University of Maryland, MD, June 2003.

## PRACTITIONER CONFERENCES

91. “Predictive Fundraising : Exploit Your Data, Now !”, *16<sup>ème</sup> Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2017.
92. “Philanthropy in the Era of Big Data,” *Lunch & Learn Seminar*, ESSEC Philanthropy Chair, Paris, France, March 2016.
93. “Conducting Marketing Tests: Navigating Between Traps and Frustrations”, *13<sup>ème</sup> Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2014.
94. “Needle in a Haystack: Finding the Most Promising Donors among the ESSEC Alumni”, *9<sup>ème</sup> Conférence de Fundraising pour l'Enseignement Supérieur et la Recherche*, Paris, France, February 2014.
95. “Donor Scoring: How the WWF Went from Theory to Practice” (with Frédérique Chegaray, Gilles Gentais), *10<sup>ème</sup> Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2011.
96. “Donor Acquisition Campaigns: Between Short Term Imperatives and Long-Term Objectives, How to Measure the Success, Convince, and Grow”, *8<sup>ème</sup> Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2009.
97. “Demystifying Donors’ Scoring and their Applications”, *7<sup>ème</sup> Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2008.
98. “Segmentation 3.0 : New Approaches to Segmenting your Donors Database”, *6<sup>ème</sup> Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2007.
99. “Segmentation 101”, *5<sup>ème</sup> Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2006.
100. “Predictive Segmentation and One-To-One Targeting Applied to Fundraising”, *4<sup>ème</sup> Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2005.
101. “Optimizing Planned Giving”, Optimus/Qualidata, Paris, France, February 2004.
102. “Database Marketing Applied to Fundraising, Direct Marketing”, Optimus, Paris, France, October 2002
103. “Viral Marketing”, Optimus/Mvcd, Paris, France, June 2001
104. “Marketing Intelligence Applied to Fundraising”, ESSEC-IMD, Paris-La Défense, France, September 1999
105. “Marketing Intelligence Applied to One-to-One Communication”, ESSEC-IMD, Paris-La Défense, France, October 1998 and February 1999

## CASES STUDIES

106. De Bruyn, Arnaud (2019), “Optimizing the Fundraising of the Gabriel Hansen Foundation,” *Enginius*, DecisionPro Inc., State College, PA.
107. De Bruyn, Arnaud (2013), “Zach's Garage: Price Optimization,” *Marketing Engineering*, DecisionPro Inc., State College, PA.

108. De Bruyn, Arnaud, Anthony Anziany (2008), “Northern Aero Loyalty Program,” *Marketing Engineering*, DecisionPro Inc., State College, PA.
109. De Bruyn, Arnaud (2008), “BrainCell Internet Advertising,” *Marketing Engineering*, DecisionPro Inc., State College, PA.
110. De Bruyn, Arnaud (2007), “SyPhone B2B Customer Lifetime Value,” *Marketing Engineering*, DecisionPro Inc., State College, PA.
111. De Bruyn, Arnaud (2007), “OfficeStar Ink Cartridge Trial-Repeat Model,” *Marketing Engineering*, DecisionPro Inc., State College, PA.

## TUTORIALS

112. “Pricing Optimization,” *Marketing Engineering for Excel* (2013).
113. “Segmentation and Targeting,” *Marketing Engineering for Excel* (2007).
114. “Resource Allocation,” *Marketing Engineering for Excel* (2007).
115. “Positioning Analysis,” *Marketing Engineering for Excel* (2007).
116. “GE Portfolio Matrix,” *Marketing Engineering for Excel* (2007).
117. “Customer Lifetime Value,” *Marketing Engineering for Excel* (2007).
118. “Customer Choice,” *Marketing Engineering for Excel* (2007).
119. “Conjoint Analysis,” *Marketing Engineering for Excel* (2007).
120. “Bass Forecasting Model,” *Marketing Engineering for Excel* (2007).

## FEATURED IN THE PRESS

121. “Marketing and Artificial Intelligence : Pitfalls and Possibilities,” Singapore Business Review ([link](#)).
122. “Quelles sont les applications de l’intelligence artificielle ?,” in *Challenges* ([link](#)) and *ESSEC Knowledge* (December 2019).
123. “USA Elections 2012: Big Data, Data Mining and Marketing Analytics Make November’s Vote Much Less Secret Than One Might Think,” in *ESSEC Knowledge* (October 2012), Sarah Brown.
124. “Fundraising : la Chasse au Don,” in *Le Nouvel Economiste* (April 2011), Sébastien Dumolin.
125. “Le marketing ne sera plus jamais comme avant: La révolution de la relation marque-client,” in *Le Nouvel Economiste* (July 2010), pp.18-19, Patrick Arnoux.
126. “To Effectively Measure Customer Engagement, You First Have to Define It,” in *Marketing<sup>NPV</sup> Journal*, 5(1) (Feb 2008), Rob O'Regan, <http://www.marketingnpv.com>.
127. “Marque ONG: Après le Don, Instaurer la Culture du Don,” in *Marketing Magazine N°93* (March 2005), pp.28-32, Ava Eschwège, Paris: AM Edition.

## ACADEMIC TALKS (INVITED)

Paris Dauphine University (2011), Erasmus University Rotterdam (2010), Penn State University (2003), ESSEC Business School (2003), HEC Paris (2003), University of Groningen (2003), Erasmus University Rotterdam (2003), Tilburg University (2003), University of Pennsylvania (2002), La Sorbonne (1998), ESSCA Angers (1998)

## RESEARCH GRANTS

- |      |  |
|------|--|
| 2021 | <i>Bots Beating Beings at Bargaining: Two Studies Analysing Bargaining Games Between Human Beings and Artificial Intelligence Agents</i><br>ESSEC Research Center, ESSEC Business School (4,800 €) |
| 2020 | <i>Multi-GPU Computational Unit</i><br>ESSEC Research Center, ESSEC Business School (5,000 €)  |
| 2008 | <i>How to Profile and Target your Customers Using Collaborative Database Profiling</i><br>ESSEC Research Center, ESSEC Business School (1,890 €)   |
| 2008 | <i>Greed, Fear, Vision: How Organizational Incentives Affect Marketing Decision Support System Adoption</i><br>ESSEC Research Center, ESSEC Business School (6,400 €)                              |
| 2005 | <i>Online Recommender Systems and the Design of Virtual Sales Agents</i><br>ESSEC Research Center, ESSEC Business School (4,000 €)   |
| 2004 | <i>Online Recommender Systems</i><br>e-Business Research Center, Penn State University (\$2,500)   |
| 2002 | <i>Is The Small World Even Smaller Online (And Is It So Small After All)?</i><br>e-Business Research Center, Penn State University (\$1,000)   |
| 2001 | <i>Antecedents of Wireless Internet Adoption in the US, in the UK and in Japan</i><br>e-Business Research Center, Penn State University (\$2,000)  |
| 2000 | <i>Improving Conjoint by Incorporating Uncertainty</i> (co-applicant)<br>Institute for the Study of Business Markets, Penn State University (\$8,000)  |

## PHD STUDENTS

- |            |   |
|------------|---|
| Advisor    | <i>Danhan Wang</i> (current)<br><i>Madhav Arora</i> (current)<br><i>Mainak Sarkar</i> (current)<br><i>Sumon Chaudhuri</i> (current)<br><i>Alina Ferecatu</i> , ESSEC (2014). Joined Erasmus (The Netherlands)<br><i>Prithwiraj Mukherjee</i> , ESSEC (2014). Joined IIM Bangalore (India) |
| Co-Advisor | <i>Wenyu Jiao</i> , ESSEC (2018). Joined Temple University (USA)<br><i>Jau-Shyuam (Christine) Lai</i> , ESSEC (2012). Joined University of Laval (Canada)   |
| Committee  | <i>Griet Verhaert</i> , Ghent University, Belgium (2010). Joined the industry.  |

## HONORS AND AWARDS

- |      |   |
|------|---|
| 2018 | <i>Jan-Benedict E.M. Steenkamp Award for Long Term Impact</i><br>The award is given annually to a paper published in IJRM that is perceived to have made a long-term impact on the field of marketing |
|------|---|

2016	<i>ESSEC Foundation Teaching Award, Runner-Up</i> Selected by students and executive education participants as one of their "favorite professors"
2012	<i>Emerald Citations of Excellence Award</i> Chosen as one of the top 50 articles with proven impact since its publication date (2008), selected amongst a pool of 15,000 articles published that year in the top 300 management and economics journals
2012	<i>Excellence in Teaching Award</i> ESSEC Business School, Marketing Department
2010	<i>Best Paper Award, Finalist</i> Prix Académique Syntec Conseil en Management
2009	<i>Best Paper Award</i> International Journal of Research in Marketing
2004	<i>Finalist</i> e-Business Research Center Doctoral Award Competition
2003	<i>Doctoral Fellow</i> AMA Sheth Foundation Doctoral Consortium
2003	<i>Doctoral Fellow</i> Marketing Science Doctoral Consortium
2000-2004	<i>ISBM Fellowship</i> Institute for the Study of Business Markets, Penn State University (\$150,000)
2000-2003	<i>Executive Program Scholarship</i> Executive Program at Penn State University (\$15,000)

## EDITORSHIPS

Since 2011	<i>Editorial Board, Member</i> International Journal of Research in Marketing
Since 2009	<i>Editorial Board, Member</i> Journal of Interactive Marketing
2021, 2022	<i>Chair</i> EMAC-AiMark Doctoral Dissertation Award
2011-2021	<i>Editorial Board, Member</i> Recherche et Applications en Marketing
2008, 2009 2007	<i>Track Chair</i> <i>Deputy Chair</i> EMAC Conference, New Technologies & E-marketing Track
Since 2004	<i>Ad Hoc Reviewer (journals)</i> Journal of Business Ethics, MIT Sloan Management Review, Marketing Science, Journal of Marketing, Journal of Marketing Research, Management Science, International Journal of Research in Marketing, Marketing Letters, Journal of Interactive Marketing, Journal of Marketing Communication, Social Science

Computer Review, Review of Economics and Statistics, International Journal of Internet Marketing and Advertising, Harvard Business School Press, Décisions Marketing, International Journal of E-Commerce, Journal of Interactive Advertising, Journal of Marketing Theory and Practice, International Journal of Internet Marketing and Advertising

- Since 2003     *Ad Hoc Reviewer (conferences)*  
AFM Conferences; Academy of Marketing Science; AMA Educator's Conferences; EMAC Conferences
- Since 2005     *Jury member (competitions)*  
EMAC McKinsey Marketing Dissertation Award (2011); Institute for the Study of Business Markets Doctoral Award Competition (2005); eBusiness Research Center Doctoral Award Competition (2005)
- Since 2011     *Ad Hoc Reviewer (research proposals)*  
Israeli Science Foundation (2022); Erasmus Research Institute in Management / ERIM (2013), National Science Foundation (2011, 2013)
- Since 2016     *Ad Hoc Reviewer (book proposals)*  
Springer (2016)
- 2002-2004     *Doctoral Student Editorial Board*  
Marketing Science (*the journal*)

## ACADEMIC SERVICE

- Since 2005     *Member of various ESSEC committees and task forces*
- HRS4R accreditation steering committee, member (2022)
  - Working group on department heads' role, member (2021-2022)
  - Working group on faculty coaching, member (2022)
  - Ph.D. committee, marketing-track representative (2020-2021)
  - Recruiting committee for the marketing department, chair (2019-2021)
  - Academic evaluation committee, member (2014-2016)
  - Scientific committee, member (2013-2015)
  - KPI, career and faculty development task force, leader (2012-2018)
  - Marketing management course, coordinator (2006-2019)
  - Experimental lab, advisory board, member (since 2006)
  - Strategic committee on Research & Innovation, faculty chairman (2013)
  - ESSEC Foundation, faculty seconded to fundraising strategy (2013)
  - Board of Overseers, faculty representative (2012, faculty election)
  - Career and faculty development survey, designer and analyst (2012, 2014)
  - Head of the marketing department (2011-2014, department election)
  - Experimental lab, project selection committee, member (since 2009)
  - ESSEC fundraising campaign, advisor (2008-2012)
  - Financial Times academic journal rankings, ESSEC representative (2010)
  - Scientific committee, member (2008-2010)
  - Marketing department, recruiting coordinator (2006-2010)
  - Communication agency selection committee, member (2009)
  - ESSEC alumni survey, advisor (2009)
  - Research and managerial impact committee, member (2009)
  - ESSEC value survey, designer and analyst (2009)
  - ESSEC branding committee / Dragon Rouge, member (2009)
  - ESSEC home page committee, member (2008)
  - Rankings and publications committee, member (2007)
  - Professors and research web pages committee, member (2005)

2019-2022	<i>EMAC Vice-President for Education and Professional Development</i> (international elections)
2014-2016 2011-2013	<i>EMAC Representative for France</i> (national elections)
2015-2018 2013, 2014 2010-2012	<i>Chair</i> <i>Track Chair</i> <i>Faculty Member</i> EMAC Doctoral Colloquium
2010	<i>Academic Counselor</i> ISBM's Ph.D. Student B2B Camp, Harvard Business School
2004	<i>Publicity Chair</i> ACM Sixth Conference on Electronic Commerce
2004	<i>Web Designer, Database Manager</i> Marketing the Profession Survey, INFORMS
2003	<i>Analyst, co-author</i> Branding Survey for the INFORMS Public Information Committee
2001-2004	<i>Student Advisory Board Member</i> e-Incubator at Penn State University
1993-1996	<i>Board Member</i> AIESEC, International Student Association in Business Administration and Economics
1991-1993	<i>Student Body Representative</i> Université de Liège, Department of Economics

## LANGUAGE SKILLS

French	Native language
English	Fluent

## COMPUTER SKILLS

### *Software and Web Development*

Self-taught analyst-programmer since 1986

Python, PHP, HTML, JavaScript, JQuery, smarty, MySQL, Joomla, Wordpress, Visual Basic .NET, Visual Basic, Basic, Delphi, Pascal; notions of Apache, Ubuntu

### *Data Analysis Software Packages*

Pytorch, R, MATLAB, SPSS, SAS, MiniTab, Lisrel, Arena, Alice

### *Online courses*

- Structuring Machine Learning Projects (Coursera, Dec 2017)
- Improving Deep Neural Networks (Coursera, Dec 2017)
- Neural Networks and Deep Learning (Coursera, Nov 2017)