

# Ryan Dew

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## Education

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**Columbia University**, Columbia Business School

*Ph.D. Marketing, Expected 2018*

Dissertation: Machine Learning Methods for Data-Driven Decisions

Committee: Asim Ansari (advisor), Olivier Toubia, Oded Netzer, David Blei

**Columbia University**, Columbia Business School

*M.Phil. Marketing, 2016*

**University of Pennsylvania**, College of Arts and Sciences

*B.A. Mathematics, 2013*

Academic honors: Summa cum laude, Phi Beta Kappa

## Research Interests

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*Substantive*: customer relationship management, customer analytics, data-driven design, decision support, preference measurement, creativity

*Methodological*: machine learning, Bayesian nonparametrics, unstructured data (e.g. text, images), big data, scalable inference, Bayesian econometrics

## Publications and Working Papers

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Dew, Ryan and Asim Ansari (Forthcoming), “Bayesian Nonparametric Customer Base Analysis with Model-based Visualizations,” *Marketing Science*.

Dew, Ryan, Yang Li, and Asim Ansari, “Dynamic Preference Heterogeneity,” revision invited at *Journal of Marketing Research*.

## Research in Progress

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Dew, Ryan, Asim Ansari, and Olivier Toubia, “Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design.”

Dew, Ryan and Oded Netzer, “Customer-Centric Data Fusion.”

Dew, Ryan and Asim Ansari, “Scalable Decision Support Systems for Robust CRM.”

## Conference Presentations

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Marketing Science, Los Angeles, CA, June 2017

“Dynamic Heterogeneity: A Bayesian Nonparametric Approach”

Marketing Dynamics, Hamburg, Germany, July 2016

“Gaussian Process Dynamic Choice Models”

AMA Advanced Research Techniques Forum, Boston, MA, June 2016

“A Bayesian Semiparametric Framework for Understanding and Predicting Customer Base Dynamics”

Marketing Science, Shanghai, China, June 2016  
“Gaussian Process Dynamic Choice Models”  
Data Science Day (Poster Session), Columbia University, April 2016  
“Model-based Dashboards for Customer Analytics”  
Marketing Science, Baltimore, MD, June 2015  
“Bayesian Semiparametric Modeling of Cohort Lifecycles”

## Invited Talks

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The Wharton School, University of Pennsylvania, Nov 2017  
S.C. Johnson College of Business, Cornell University, Oct 2017  
Leeds School of Business, University of Colorado Boulder, Oct 2017  
Stern School of Business, New York University, Oct 2017  
School of Management, Yale University, Oct 2017  
Tepper Business School, Carnegie Mellon University, Oct 2017  
Simon Business School, University of Rochester, Oct 2017  
Ross School of Business, University of Michigan, Oct 2017  
Sauder School of Business, University of British Columbia, Sep 2017  
Katz Graduate School of Business, University of Pittsburgh, Sep 2017  
Tuck School of Business, Dartmouth College, Sep 2017  
McDonough School of Business, Georgetown University, Sep 2017  
Fuqua School of Business, Duke University, Sep 2017  
Fisher College of Business, The Ohio State University, Aug 2017

## Grants, Honors, and Awards

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AMA-Sheth Foundation Doctoral Consortium Fellow, 2017  
ISMS Doctoral Consortium Fellow, 2017  
Amanda and Harold J. Rudolph Fellowship, Columbia Business School, 2016  
Deming Center Doctoral Fellowship, Columbia Business School, 2016  
ISMS Doctoral Consortium Fellow, 2016  
Quantitative Marketing and Structural Econometrics Workshop, 2015  
ISMS Doctoral Consortium Fellow, 2015  
Adobe Digital Marketing Research Award (with Kinshuk Jerath and Miklos Sarvary), 2014  
Doctoral Program Fellowship, Columbia Business School, 2013-2018  
Phi Beta Kappa, University of Pennsylvania, 2013

## Teaching Experience

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Teaching Interests.....  
Marketing analytics, big data and computational marketing, marketing research, machine learning and Bayesian methods

## Teaching Assistant.....

### **MBA:**

- Marketing, *MBA Core*, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016
- Marketing Strategy, *EMBA Core*, Fall 2014, Summer 2015, Fall 2015, Spring 2016, Fall 2016
- Digital Marketing, *MBA Elective*, Fall 2015-2016
- Pricing, *MBA Elective*, Spring 2015, Spring 2016
- Marketing for Organic Revenue Growth, *EMBA Elective*, Winter 2015, Winter 2016
- The Psychology and Economics of Consumer Finance, *MBA Elective*, Winter 2014

### **Doctoral:**

- Causal Inference, *Ph.D. Seminar*, Fall 2015, Fall 2016
- Empirical Models in Marketing, *Ph.D. Seminar*, Spring 2015

## Tutorials.....

- Estimating Bayesian Models with Stan, for *Bayesian Methods in Marketing*, Fall 2015
- Introduction to Programming in R, for *Empirical Models in Marketing*, Spring 2015
- Conjoint Analysis, for *Marketing Strategy*, Fall 2014, Fall 2015, Spring 2016, Fall 2016

## Work Experience

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<b>Electronic Arts</b> <i>Advanced Analytics Intern</i>	Redwood City, CA 2013
<b>Wharton Customer Analytics Initiative</b> <i>Research Assistant</i>	Philadelphia, PA 2012-2013
<b>Self-run Tutoring Service</b> <i>Private Tutor</i>	Philadelphia, PA and New York, NY 2010-2014

Tutored undergraduate mathematics, statistics, economics, and English writing.

## Languages

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**Computer:** R, Python, Julia, Stan, Mathematica, SQL (basic)

**Human:** English (native), Spanish (intermediate), Mandarin (beginner)