

# Tim Derdenger

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## POSITIONS

AY 2020-	Associate Professor (with Indefinite Tenure), Marketing and Strategy Tepper School of Business, Carnegie Mellon University
AY 2021-	Area Head (Marketing)—PhD Program
AY 2016-	MBA Track Coordinator—Technology Strategy and Product Management
AY 2017-2020	Associate Professor (without Indefinite Tenure), Marketing and Strategy Tepper School of Business, Carnegie Mellon University
AYs 2014-2016	<i>Frank and Helen Risch Faculty Development Professorship in Business</i> Tepper School of Business, Carnegie Mellon University
AYs 2010-2017	Assistant Professor, Marketing and Strategy Tepper School of Business, Carnegie Mellon University (Parental Leave AY 2013-2014)
AY 2009-2010	Instructor Tepper School of Business, Carnegie Mellon University

## EDUCATION

Ph.D., Economics, University of Southern California, December 2009  
“Vertical Integration and Two-Sided Market Pricing: Evidence from the Video Game Industry” Advisors: Thomas Gilligan, Geert Ridder  
M.A., Economics, University of Southern California, 2006  
B.B.A., Cum Laude, The George Washington University, 2002

## RESEARCH/ TEACHING INTERESTS

*Research Fields:* Quantitative Marketing  
*Industries:* High-Technology and Sports Markets  
*Teaching:* Marketing Management, Technology Strategy

## PUBLICATIONS

- 1) “The Key Role of Economic Analysis in PGA Tour Antitrust Suit” with Alison Palo, *Law360*, August, 2022.
- 2) “Platform Data Strategy” with H. Bhargava, O. Rubel, E. Altman, R. Arora, J. Boehnke, K. Daniels, B. Kirschner, D. LaFramboise, P. Loupos, G. Parker, A. Pattabhiramaiah, *Marketing Letters* **31**, pages 323–334 (2020)
- 3) “Estimating Dynamic Discrete Choice Models with Aggregate Data: Properties of the Inclusive Value Approximation” with Vineet Kumar. *Quantitative Marketing and Economics*, Vol 17, No. 4, December 2019, pp 359-384. **(Lead Article)**

- 4) "Linear Estimation of Aggregate Dynamic Discrete Demand for Durable Goods: Overcoming the Curse of Dimensionality" with Cheng Chou and Vineet Kumar. *Marketing Science*, Vol. 38, No. 5, September-October 2019, pp 888-909.
- 5) "An Empirical Analysis of Consumer Purchase Behavior of Base Products and Add-ons" with Xiao Liu and Baohung Sun, *Marketing Science*, Vol. 37, No. 4, July-August 2018, pp 507-684.
- 6) "Examining the Impact of Celebrity Endorsements Across Consumer Segments: An Empirical Study of Tiger Woods' Endorsement Effect on Golf Equipment," *Marketing Letters*, Vol. 29, No. 2, June 2018, pp 123-136.
- 7) "Firms' Strategic Leverage of Unplanned Exposure: An Analysis in the Context of Celebrity Endorsements" with Hui Li and Kannan Srinivasan, *Journal of Marketing Research*, Vol. 55, No. 1, February 2018, pp. 14-34.
- 8) "Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior" with Vithala R. Rao, Gary Russell, Hemant Bhargava, Alan Cooke, Hwang Kim, Nanda Kumar, Irwin Levin, Yu Ma, Nitin Mehta, John Pracejus, and R. Venkatesh, *Customer Needs and Solutions*, Vol. 5, No.1-2, March 2018, pp. 107-120
- 9) "Technological Tying and the Intensity of Price Competition: Empirical Analysis of the Video Game Industry" *Quantitative Marketing and Economics*, Vol. 12, No. 2, June 2014, pp. 127-165 **(Lead Article)**
- 10) "The Dynamic Effects of Bundling as a Product Strategy" with Vineet Kumar *Marketing Science*, Vol. 32, No. 6, November–December 2013, pp. 827–859 **(Lead Article)**
- 11) "Mixed Bundling in Two-Sided Markets in the Presence of Installed Base Effects" with Yong Chao *Management Science*, Vol. 59, No.8, August 2013, pp. 1904-1926
- 12) "The Economic Value of Celebrity Endorsements: Tiger Woods' Impact on Sales of Nike Golf Balls" with Kevin Chung and Kannan Srinivasan, *Marketing Science*, Vol. 32, No. 2, March–April 2013, pp. 271–293

**Research Paper(s) in Progress:**

- 13) "Regulating eXplainable AI (XAI) May Harm Consumers" with Behnam Mohammadi, Nikhil Malik and Kannan Srinivasan
- 14) "We Can Do Better: Effects of Government Incentives on EV Adoption" with Cheng Chou
- 15) "The Price of Streaming" with Franco Berbeglia and Sridhar Tayur
- 16) "A Stochastic, Dynamic Model for Optimizing Home Video Release" with Franco Berbeglia and Sridhar Tayur
- 17) "Strategic Implications of Binge Consumption for Entertainment Goods: An Analysis of AVOD Services" with Franco Berbeglia, Joseph Xu, and Kannan Srinivasan
- 18) "Influencing Product Competition through Shelf Design" with Francisco Cisternas and Alan Montgomery

## **Cases and Teaching Material**

- 1) “The Evolution of Evolve” (A) and (B), with Zach Burggraf, 2018

## **EDITORIAL POSITIONS, REFEREEING and PROFESSIONAL SERVICE**

Associate Editor for *Management Science* (Marketing)

Member of the Editorial Review Board for *Marketing Science*—2017-2022

European Journal of Marketing, Information Economics and Policy, International Economics Review, International Journal of Research in Marketing, Management Science, Marketing Science, Journal of Marketing Research, The Rand Journal of Economics, Review of Economics and Statistics, Review of Economic Studies, Social Sciences and Humanities Research Council of Canada, Session Chair-*Structural Models of Sports Marketing, Marketing Science Conference. (June 7, 2012).*

## **PHD STUDENT ADVISING**

### **Dissertation Chair**

2021: Franco Berbeglia, Assistant Professor of Management—Purdue University

CMU Cooper Dissertation Award Winner—2021

### **Dissertation Committee**

2017: Francisco Cisternas, Assistant Professor of Marketing—Chinese University of Hong Kong

2011: Baojun Jiang, Assistant Professor of Marketing—Washington University of St. Louis

2011: Liye Ma, Assistant Professor of Marketing—University of Maryland

2010: Vineet Kumar, Assistant Professor Marketing—Harvard Business School

## **CONFERENCES AND SEMINARS**

UT Dallas Forms Conference: Dallas, TX-2023

University of Rochester—Simon School of Business-2021

University of Texas-Austin, McCombs School of Business-2021

3<sup>rd</sup> Conference on Structural Dynamic Models, University of Chicago-2019

11<sup>th</sup> Triennial Choice Symposium, MD-2019

UT Dallas Forms Conference: Dallas, TX-2019

Temple University, Fox School of Business-2019

Frontiers in Empirical Marketing, Miami, FL-2018

Southern California Private Equity Conference, UCSD-2018

10<sup>th</sup> Workshop on the Economics of Advertising and Marketing-2017

Inform Marketing Science Conference: Los Angeles, CA-2017

10<sup>th</sup> Triennial Choice Symposium, Canada-2016

University of California at Berkeley, Haas School of Business-2015

Harvard University, HBS-2015

University of Texas-Austin, McCombs School of Business-2015

Summer Institute in Competitive Strategy: Berkeley, CA-2015

University of Virginia, Darden School of Business-2014

Structural Modeling Applications for Research in Technology Conference: Pittsburgh, PA-2014

Inform Marketing Science Conference: Atlanta, GA-2014

University of Chicago, Booth School of Business-2014

University of Washington, Foster School of Business-2014

UT Dallas Forms Conference: Dallas, TX-2014

University of Colorado, Leeds School of Business-2013

MARC: State College, PA-2013

UT Dallas Forms Conference: Dallas, TX-2013

Yale School of Management-2012

Catholic University of Leuven-2012

University of Zurich-2012

University of Arizona, Eller College of Management-2012

University of California at San Diego, Rady School of Management-2012  
 Summer Institute in Competitive Strategy: Berkeley, CA-2011  
 Informs Marketing Science Conference: Houston, TX-2011  
 University of California at Los Angeles-2011  
 International Industrial Organization Conference: Vancouver, Canada-2010  
 Summer Institute in Competitive Strategy: Berkeley, CA-2010  
 Econometric Society World Congress: Shanghai, China-2010  
 University of California at Irvine, Merage School of Business-2010  
 University of California at Irvine, Department of Economics-2010  
 University of Texas-Austin, McCombs School of Business-2010  
 Carnegie Mellon University, Tepper School of Business-2009  
 Federal Communications Commission-2009  
 University of Louisville, College of Business-2009  
 20<sup>th</sup> Annual Workshop on Information Systems and Economics-2009  
 IDEI Fifth Biennial Conference on the Economics of the Software and Internet Industries, 2009  
 The George Washington University-2008

## **UNIVERSITY SERVICE**

University Faculty Senator (2020--)  
 University Faculty Senator Leadership Committee (2023--)  
 Faculty Senate Nominating Committee (2023)  
 Moderator, Tepper Reunion Weekend: Alumni Technology Panel (April 2023)  
 Moderator, Tepper Reunion Weekend: Alumni Technology Panel (May 2022)  
 Faculty Instructor, Level Up (2022)  
 Chairperson, Marketing Faculty Recruiting. (2022)  
 Invited Panelist for Tepper School of Business Welcome Weekend (April 2015--Current)  
 Faculty Advisor for Tepper Technology Innovation Challenge (2015--Current)  
 Chairperson, Francis Walker Award for Academic Excellence in Strategic Planning (2014-2016, 2018--Current)  
 Chairperson, Elliott Dunlap Smith Award (2021)  
 Moderator, CMU Industry Insights: Alumni Sports Panel (March 2021)  
 Moderator, Business and Technology Club's Industry Night Panel: E-Sports (Feb. 2021)  
 Moderator, Tepper School of Business Big Tech and Antitrust (Dec. 2020)  
 Invited Speaker, Tepper Undergrad Marketing Association Event (Oct. 2020)  
 Committee Member, Elliott Dunlap Smith Award (2017, 2018, 2019, 2020)  
 Host, Tepper School of Business Alumni Event, San Francisco CA (Oct. 2019)  
 Moderator, Tepper School of Business Silicon Valley Trek: Alumni Technology Panel (Oct. 2019)  
 Moderator, Business and Technology Club's Industry Night Panel: Cloud Computing (Feb. 2019)  
 Moderator, Business and Technology Club's Industry Night Panel: Ethics of AI (Dec. 2018)  
 Moderator, Tepper Alumni Event Panel: Analytics of Online Shopping at Google, Pittsburgh (Nov. 2018)  
 Moderator, Tepper Alumni Event Panel: Sports and Business, NYC (Nov. 2018)  
 Moderator, Business and Technology Club's Industry Night Panel: Robotics (April 2018)  
 Moderator, Business and Technology Club's Industry Night Panel: E-Commerce (Dec. 2017)  
 Moderator, Business and Technology Club's Industry Night Panel: Autonomous Vehicles (March 2017)  
 Invited Speaker for Tepper School of Business Webinar (May 2017)  
 Invited Speaker for Tepper School of Business Silicon Valley Trek (2017)  
 Invited Speaker for Tepper School of Business Seattle Alumni Event (2016)  
 Invited Speaker for Tepper School of Business Alumni Reunion (April 2014, 2016)  
 Invited Panelist for Tepper School of Business Welcome Weekend (April 2015--Current)  
 Faculty Participant in Business and Technology Club "Let's talk Tech" Lunch Series (2016-2017)  
 Committee Member, Francis Walker Award for Academic Excel. in Strategic Planning ('11-'13 & '17)  
 Tepper School of Business BaseCamp Faculty Participant (2013, 2014)  
 Committee Member, Undergraduate Curriculum Review (January 2013-2014)  
 Committee Member, MEAC. (September 2012--Current)

Chairperson, Marketing Faculty Recruiting. (2012)  
Committee Member, Marketing Faculty Recruiting. (2011, 2013, 2014, 2017)  
Committee Member, Marketing PhD Student Recruiting (2011--Current)  
Marketing Qualifier Grader (2011--Current)  
Coordinator: Applied Micro Seminar (2010-2012)  
Committee Member: Economic Recruiting (2010, 2011)  
Econometrics Qualifier Grader (2010, 2011)  
Faculty Advisor for the MBA Golf Club (2010-2011)

## **EXPERIENCE**

### **Teaching:**

#### **MBA:**

Marketing Management—2012, 2015, 2016-M3, 2016-M2, 2017  
Technology Strategy—Mini 4 2010—Current (5 sections)  
Product Marketing for Product Managers (Mini 4, 2021—Current)

#### **Undergrads:**

Technology Strategy—Spring 2011, 2012, 2013, 2015, 2017  
Auctions and Markets—Spring 2010

#### **Executive Education:**

Big 5 Pharmaceutical Company (Tepper Faculty Lead)—Dec. 2017-2022 (twice a year)  
S.P. Jain Institute of Management & Research—2015, 2016, 2017, 2018, 2019, 2022  
Materials Company 1—April 2018  
Materials Company 2—August 2018  
Big 3 Audit, Tax and Advisory Firm—August 2018  
Large Multinational Banking and Financial Services Company 1—August 2018  
Technology Company A (Tepper Faculty Lead)—July 2019  
Large Multinational Banking and Financial Services Company 2—2019, 2020, 2021, 2022  
American Clothing Company—Winter 2020, Fall 2021  
CDigitalO Heinz Executive Program—March 2021, 2022  
CIO Heinz Executive Program—May 2021-Current  
Industrials Company—August 2022 (India)  
Blockchain Company Product Management Certification (Faculty Director)—2022-Current

### **Notable Media Appearances:**

Associated Press, Business Week, Time, CBSnews, Forbes.com, NBCnews.com, New York Times  
USA Today, WashingtonTimes.com, KDKA (CBS-Pittsburgh), KVAL (ABC affiliate in Portland  
OR), NPR, Tepper homepage, CMU homepage, Businessweek.com, Advertising Age,  
fox12idaho.com; cbs8.com, Golf Digest, Financial Times, Pittsburgh Post-Gazette, Fort Worth  
Star Telegram, Poets and Quants, The Boston Globe, Superintendent Magazine, Golf.com, Quartz,  
Washington Post, Dallas News, Businessinsider.com, ChicagoTribune.com,...

### **Private Sector:**

Competition Policy Associates (Compass), Washington, DC—Summer Analyst, 5/04-8/04  
Analysis Group, Los Angeles, CA—Summer Analyst, 5/06-9/06  
Compass Lexecon, Los Angeles, CA—Academic Research Associate, 01/07-05/09  
Consultant, Yum! Brands (2016)  
Consultant, Private Golf Club (2017)  
Consultant, Hospital System (2019—2020)  
Consultant, Entertainment Technology Company (2020—2021)