

## **Elea McDonnell Feit**

828 Gerri C. LeBow Hall, 3220 Market Street, Philadelphia, PA 19104, eleafeit@gmail.com, 248.444.4892

### **EDUCATION**

PhD, Marketing, University of Michigan, Ross School of Business, 2009  
MS, Industrial Engineering (Operations Research), Lehigh University, 1998  
BA, Mathematics, University of Pennsylvania, 1994

### **ACADEMIC POSITIONS**

#### **LeBow College of Business, Drexel University**

*Assistant Professor of Marketing, 2014-present*

#### **The Wharton School, University of Pennsylvania**

*Fellow, Wharton Customer Analytics Initiative, 2014-2020*

*Lecturer in Marketing, 2010-2014, 2016*

*Executive Director, Wharton Customer Analytics Initiative, 2012-2014*

*Research Director, Wharton Customer Analytics Initiative, 2010-2012*

### **EXPERTISE**

**Substantive:** advertising response measurement, digital marketing, consumer choice, and consumer-focused product design (particularly for automobiles)

**Methodological:** missing data, data fusion, choice modeling, hierarchical models, Bayesian inference, and marketing experiments

### **JOURNAL ARTICLES IN MARKETING**

1. Netzer, O., Olivier T., E.T. Bradlow, E. Dahan, T. Evgeniou, F.M. Feinberg, E.M. Feit, S.K. Hui, J. Johnson, J.C. Liechty, J.B. Orlin and V.R. Rao (2008) Beyond Conjoint Analysis: Advances in Preference Measurement, *Marketing Letters*, 19, 337-354.
2. Feit, E.M., M.A. Beltramo, and F.M. Feinberg (2010) Reality Check: Combining survey and market data to estimate choice models, *Management Science*, 56, 5, 785-800.
3. Feit, E.M., P. Wang, E.T. Bradlow and P.S. Fader (2013) Fusing Aggregate and Disaggregate Data with an Application to Multi-Platform Media Consumption, *Journal of Marketing Research*, 50, 3, 348-364.
4. Helveston, J.P., Y. Liu, E.M. Feit, E. Fuchs, E. Klampfl and J.J. Michalek, (2015) Will Subsidies Drive Electric Vehicle Adoption? Measuring Consumer Preferences in the U.S. and China, *Transportation Research Part A: Policy and Practice*, 73, 99-112.
5. Haaf, C.G., W.R. Morrow, I. Azevedo, E.M. Feit and J.J. Michalek (2016) Forecasting light-duty vehicle demand using alternative-specific constants for endogeneity correction versus calibration, *Transportation Research Part B: Methodological*, 84, 182-210.
6. Dotson, J.P., R.R. Fan, E.M. Feit, J.D. Oldham, and Y. Yeh (2017) Brand Attitudes and Search Engine Queries, *Journal of Interactive Marketing*, 37, 105-116. [Authors listed alphabetically.]
7. Zantedeschi, D., E.M. Feit and E.T. Bradlow (2017) Measuring Multi-Channel Advertising Response, *Management Science*, 63(8), 2706-2728.
8. Helveston J.P., E.M. Feit and J.J. Michalek (2018) Pooling Stated and Revealed Preferences in the Presence of RP Endogeneity, *Transportation Research Part B: Methodological*, 109, 70-89.
9. Feit, E.M. and R. Berman (2019), Test & Roll: Profit-Maximizing A/B Tests, forthcoming at *Marketing Science*.

10. Han, J.A., E.M. Feit and S. Srinivasan (2019), Negative Buzz Can Increase Awareness and Purchase Intent, forthcoming at *Marketing Letters*.

#### WORKING PAPERS

11. Berman, R. and E.M. Feit, Enhancing Power Of Marketing Experiments Using Observational Data. [Under revision for second round at *Marketing Science*]
12. Dotson, J.P., M.A. Beltramo, E.M. Feit, and R. Smith, Modeling the Effect of Images on Conjoint Choices.
13. Ada, S., N. Abou Nabout and E.M. Feit, Disclosing information about ad placements in online display advertising auctions.
14. Novak, J., E.M. Feit, S.T. Jensen and E.T. Bradlow, Bayesian Imputation for Anonymous Visits in CRM Data.
15. Phan, T., E.T. Bradlow and E.M. Feit, An Integrated Model for Dynamic Brand Equity.
16. Feit, E.M., Extending the Generalized Multinomial Logit Model: Error Scale and Decision Maker Characteristics.
17. Bruch, Feinberg et al., A Framework for Studying Choices in Networks.

#### WORK IN PROGRESS

- Online A/B tests with rare outcomes (with R. Berman)
- Assessing power in choice-based conjoint studies (with J. Howell and O. Netzer)
- Latent shopping motivations (with M. Guha)
- Billboard effectiveness (with B. Reavey and G. Knox)
- Incorporating biometrics into conjoint analysis (with H. Y and Z. Zho)

#### JOURNAL ARTICLES OUTSIDE MARKETING

18. Gordon, G. and E.H. McDonnell (1995) Trees with the same path numbers and degree sequence. *Discrete Math*, 147, 297-300.
19. Gordon, G., E.H. McDonnell, D. Orloff and N. Wung (1995) On the Tutte polynomial of a tree. *Congressus Numerantium*, 108, 141-151.
20. Feit, E.M. and S.D. Wu (2000) Transfer Line Design with Uncertain Machine Performance Information. *IEEE Transactions on Robotics and Automation*, 16, 581-587.
21. Turner, R.M., S.M. McDonnell, E.M. Feit, E.H. Grogan and R. Foglia (2006) Real-time ultrasound measure of the fetal eye (vitreous body) for prediction of parturition date in small ponies, *Theriogenology*, 66:2, 331-337.
22. Neal, D.E., E.M. Feit, and Jeremy R. Etzkorn (2018) Patient Preferences for the Treatment of Basal Cell Carcinoma: A Mapping Review of Discrete Choice Experiments, *Dermatologic Surgery*.
23. Etzkorn, J.R., S. Tuttle, I. Lim, E.M. Feit, J.F. Sobanko, T.M. Shin, D. Neal, C.J. Miller (2018) Patients prioritize local recurrence risk over other attributes for surgical treatment of facial melanomas - results of a stated preference survey and choice-based conjoint analysis, *Journal of the Academy of Dermatology*.

## INVITED CHAPTERS

24. Christian, J., E.M. Feit and M.A. Beltramo (2007, 2011) Expert Feature: Conjoint Analysis at General Motors in Feinberg, Kinnear and Taylor, *Modern Marketing Research: Methods and Cases*, Atomic Dog.
25. Feit, E.M., C. Pensig and J. Harper (2011) Expert Feature: Customer Analytics in Feinberg, Kinnear and Taylor, *Modern Marketing Research: Methods and Cases*, Atomic Dog.
26. Barr, M., J.K. Dokko and E.M. Feit (2012), Preferences for Plastic, in Barr, M., *No Slack*, Brookings Institution.
27. Stahl, F., V. Valli and E.M. Feit (2017) Field Experiments in Homburg, C., M. Klarmann and A. Vomberg *Handbook of Marketing Research*, Springer, New York. [Refereed by two anonymous reviewers]
28. Feit, E.M., F.M. Feinberg and P.J. Lenk (2017) Bayesian Analysis in Leeflang, P.S.H, J.E. Wieringa, T.H.A. Bijmolt and K.H. Pauwels *Advanced Methods for Modeling Markets*, Springer, New York. [Refereed by P.S.H. Leeflang and K.H. Pauwels]
29. Feit, E.M. and E.T. Bradlow (2019) Fusion Models in Homburg, C., M. Klarmann and A. Vomberg *Handbook of Marketing Research*, Springer, New York. [Referred by two anonymous reviewers]

## BOOKS

Chapman, C. and E.M. Feit (2019) *R for Marketing Research and Analytics, 2<sup>nd</sup> edition*, Springer UseR! Series, New York.

- Average Amazon rating 4.9/5.0 in 25 reviews
- Translated to Chinese, Japanese and Korean
- First edition reviewed in the *Journal of Statistical Software* by Thomas Rusch, October 2015, *Technometrics* by Stan Lipovetsky, July 2016, *Interfaces* by R. Jean Ruth, July 2016

Schwarz, J., C. Chapman and E.M. Feit, *Python for Marketing Research and Analytics*, forthcoming in the Springer UseR! Series.

## SOFTWARE

Dziurzynski, L, E. Wadsworth, P. Fader, E.M. Feit, D. McCarthy, B. Hardie, A. Gopalakrishnan, E. Schwartz and Y. Zhang (2014) BTYD: Implementing Buy 'Til You Die Models, R package available at [cran.rproject.org](http://cran.rproject.org).

## PATENT

Kitner, H.J. and E.M. Feit, Method of determining the best mix of regular and contract employees, US Patent 6732079.

## RESEARCH PRESENTATIONS

Profit-maximizing marketing experiments

- Marketing Science (June 2018), Marketing Dynamics (June 2018), CMU Conference on Digital Marketing and Machine Learning (December 2018)

Enhancing the power of marketing experiments with observational data

- Goethe University Frankfurt (March 2017), University of Washington (February 2018)

Consumer data and product design

- Keynote Session at Design Engineering Technical Conference (August 2017)

An integrated model for dynamic brand equity

- Marketing Science (June 2017)
- Discussant for Sliced Designs for Multi-platform Online Experiments by Soheil (Sol) Sadegh, Peter Z. G. Qian and Neeraj Arora
- University of Texas at Dallas Bass Conference (March 2017)
- Accounting for anonymous visits in customer relationship management (CRM) data
- Wells Fargo (April 2016)
- Effects of campaign creatives on advertising response
- Wharton Customer Analytics Initiative Research Symposium (March 2016)
- Why do people search for brands? Search engine queries and brand attitudes
- Marketing Science (June 2015)
- Measuring multi-channel advertising effectiveness using consumer-level response data
- Marketing Dynamics Conference (June 2013), Temple University (July 2013), Drexel University (September 2013), Emory University (October 2013), Brigham Young University (February 2015), HEC Paris (September 2015), Washington University (January 2016), General Motors Research (July 2016), Sharif University of Technology (January 2017), Wells Fargo (June 2017)
- Modeling the effect of images on conjoint choices
- University of Michigan Design Science (March 2014), Marketing Science (June 2011)
- Modeling multi-platform media consumption for the FIFA World Cup
- Marketing Science (June 2010), Emory University (July 2010), WIMI in China (October 2010), AMA ART Forum (June 2011)
- Reality Check: Combining survey and market data to estimate choice models
- University of Pennsylvania (October 2008), University of Delaware (October 2008), Emory University (October 2008), University of Texas at Dallas (November 2008), Georgia Tech (November 2008), Carnegie Mellon University (November 2008), Michigan State University (November 2008), Purdue University (November 2008), Haring Symposium at Indiana University (April 2008), Marketing Science (June 2008), Advance Research Techniques Forum (Best Poster Award, June 2008)
- Incorporating engineering knowledge into the design of choice experiments
- Carnegie Mellon University, Design Decisions Lab (October 2007), University of Michigan Design Colloquium (November 2007)
- Discussant for The Role of Motivating Wants in Hierarchical Network Model for Advertising by Sandeep Chandukala, H. Rao Unnava and Greg M. Allenby
- Haring Symposium, Indiana University (April 2007)
- Validating conjoint models using real-world purchase data
- Poster at AMA ART Forum (Best Poster Award, June 2006), Poster at NSF Design, Service and Manufacturing Grantees and Research Conference, July 2006, Carnegie Mellon University, Design Decisions Lab (October 2006), General Motors Research and Development Center (September 2007)

## UNIVERSITY COURSES

Quantitative Methods in Marketing (Causal Inference & Bayesian Inference) (new PhD course)

- Drexel University, Spring 2019

Marketing Experiments (new MBA and MS Business Analytics course)

- Drexel University, Fall 2014, Fall 2015, Fall 2016, Fall 2017, Fall 2018, Fall 2019 (3.6/4.0)
- University of Pennsylvania, The Wharton School, Spring 2012, Spring 2013, Spring 2014, Fall 2016 (3.0/4.0)

Data-Driven Digital Marketing (new undergraduate course)

- Drexel University, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019 (3.7/4.0)

Introduction to Marketing Management (undergraduate course)

- University of Pennsylvania, Wharton Program for Working Professionals, Fall 2010, Spring 2011 (3.2/4.0)
- University of Michigan, Ross School of Business, Winter 2007 (5.0/5.0)

Teaching Assistant for Generalized Linear Models with Rich Gonzalez (half-semester, doctoral course)

- University of Michigan, Ross School of Business, Winter 2007

## WORKSHOPS & ONLINE COURSES

[Choice Modeling in R](#)

- DataCamp online course in the Marketing Analytics with R track (released August 2018)

[Advanced A/B Testing](#) (4-hour)

- AMA ART Forum (June 2019), Marketing Analytics Summit (June 2019)

Marketing Experiments (2-hour, half-day, full-day, 2-day, week)

- Catholic University Eigenstadt-Ingolstadt (October 2012), AMA ART Forum (June 2013), AMA Analytics with a Purpose (March 2014, March 2015), AMA Academy of Marketing Analytics, (September 2014, October 2015), HEC Paris (September 2015), Wharton-Google Marketing Academy (October 2015, April 2016, November 2016, June 2017, August 2017, March 2018, August 2018, March 2018, August 2018, March 2019, August 2019), Vienna University of Economics and Business (March 2017), Wharton Marketing Metrics (April 2017), Wharton Customer Analytics (September 2017)

[R for Marketing Analytics](#) (1-hour, 2-hour, half-day, 2-day, often with Chris Chapman)

- AMA ART Forum (June 2014), AMA Academy of Marketing Analytics (September 2014), Wharton Customer Analytics Initiative Student Workshop (October 2015, November 2016, February 2017, November 2017), Drexel IEEE Graduate Forum (January 2016, May 2016), Iowa R Users Group (July 2016), URBN (July 2016), University of Washington MBA Program (January 2017, February 2018), LeBow Analytics workshop for professionals (May 2017), Independence Blue Cross (July 2017)

[R for Reproducible Research in Business](#) (4-hour)

- Drexel University LeBow College of Business Doctoral Program (January 2018, January 2019), Temple University Fox School of Business Doctoral Program (February 2018)

[Designing New Products Using Choice Modeling in R](#) (2-hour)

- Philadelphia R Stats User Group (April 2015), Azevea Brown Bag Series (May 2015), University of Michigan MBA Guest Lecture (April 2017), Boston University MS/MBA Guest Lecture (April 2017)

[Introduction to Stan for Choice Modeling](#) (2-hour, 4-hour, 1-day, with Kevin Van Horn)

- AMA ART Forum (June 2017, June 2018)

[Is my advertising working? Model-Based Attribution, Media Mix Modeling, Holdout Experiments and Synthetic Controls](#) (1-hour, 4-hour)

- Wharton Customer Analytics Initiative Conference Workshop (May 2017), WebMD Sales Meeting (July 2017), Sawtooth Software Conference (March 2018)

Hierarchical Bayes Methods for Marketing (half-day, often with Jeff Dotson)

- AMA ART Forum (June 2014, June 2015, June 2016, June 2017), Drexel University (Spring 2015), Annenberg Center for Public Policy (September 2018)

Advanced Applications of Discrete Choice Models (half-day, with Jeff Dotson)

- AMA ART Forum (June 2011, June 2012, June 2013)

Becoming a CBC/HB Power User (half-day, with Jeff Dotson and John Howell)

- Sawtooth Software Users Conference (March 2009)

Tutorial on Making the Most of ART Forum (half-day, with Jeff Brazell and Cindy Ford)

- ART Forum (June 2009)

## **GUEST LECTURES**

Customer Analytics

- The Wharton School, Qiaowei Shen (Spring 2011, Fall 2011), New York University, Sam Hui (Spring 2011), Drexel University, Arun Gopalakrishnan (Fall 2013), West Chester University, Paul Arsenaut (Fall 2013), Brigham Young University, Analytics Club (February 2015)

Beyond the Big Data Hype

- The Wharton School (November 2013)

Marketing Research for Product Design

- Carnegie Mellon University, College of Engineering, Jeremy Michalek (Fall 2006, Fall 2007, Spring 2010), University of Michigan, Design Science Program, Panos Papalambros, (Winter 2007, Winter 2008, Winter 2009, Winter 2013)

## **PRACTITIONER OUTREACH**

Occasional co-host of Marketing Matters on SiriusXM Business Radio Powered by the Wharton School (2014-present)

Research profiled in [ResearchWorld.com](#) (July 2019)

The New Languages of Data – What to use and when, Insights Association Webinar Series (with Chris Robson, July 2019)

Test & Learn: Systematic Process to Validate Results and Performance, Marketing Science Institute Lunch & Learn Webinar Series (with Michael Cohen, Marketing Evolution, July 2019)

Statistics – It'll be okay, Marketing Analytics Summit (June 2019)

Becoming a Data Maker, Marketing Science Institute Trustees Meeting (April 2019)

Guest on [Customer Equity Accelerator](#) podcast (March 2019)

Panel Discussion on Attribution for Retail, Baker Retailing Center, Wharton San Francisco (November 2018)

Guest of the Test and Learn Community discussing statistics for A/B testing (March 2018, November 2018)

Data Takers and Data Makers, Philadelphia Data Jawn (June 2018)

Guest on the [Data Gurus](#) podcast by Greenbook (April 2018)

Guest on the [Digital Analytics Power Hour](#) discussing Bayesian statistics (February 2018)

Experimentation for Attribution, Attribution Accelerator Conference (October 2017)

Panelist for a discussion on women in analytics at Pennsylvania Conference for Women (October 2017)

Guest on JMP Webcast [Analytically Speaking](#) (August 2017)

Research profiled on [Drexel Now](#) (January 2017)

Business Experiments: The Cheap Trick of Analytics, Keynote at Deloitte Data Science Summit (March 2016)

Is your advertising working? (And why that is a difficult question to answer), Digital Analytics Association Philadelphia Symposium (October 2015), Wharton Customer Analytics Initiative Corporate Partner's Meeting (October 2015)

Panel discussion on Careers in Analytics, Philadelphia Digital Analytics Association (October 2014)

Panel discussion on Causal Inference is Hard: Lessons, Recommendations and Best-Practices, Advertising Research Foundation Audience Measurement (June 2014)

Don't tell Don Draper: Advertising has changed, Digital Analytics Association Philadelphia Symposium (October 2013)

Why Customer Analytics? Why Now?

- Online Marketing Summit, Philadelphia & Atlanta (keynote, July 2010), Wharton Pre-Term Lectures (August 2010), Xchange Conference (keynote, September 2011), Wharton Alumni Club of Boston (October 2011), Web Analytics Association Philadelphia Symposium (October 2011), Wharton Tech Club (November 2013)

Testing Your (Marketing) Ideas

- WCAI Practitioner Webinar (September 2012), Wharton Venture Initiation Program (October 2012, October 2013, November 2014), Keynote at AMA Purposeful Analytics Conference (March 2013), Keynote at Digital Analytics Association Philadelphia Symposium (October 2013)

Why conjoint is harder than you think, TRC Frontiers in Marketing Conference (May 2011)

## SERVICE

Editorial Boards

- *Marketing Science* (2017-present)
- *Journal of Marketing Research* (2018-2020)

Ad-hoc Reviewer

- *Management Science*, *Journal of the American Statistical Association*, *International Journal of Research in Marketing*, *Transportation Research*, *Marketing Letters*, *Journal of Interactive Marketing*, *Customer Needs and Solutions*, *Journal of Statistical Software*, *Design Science*, *Nature Energy*, Design Engineering Technical Conference

Conference Organizing

- INFORMS Conference on Business Analytics and Operations Research
  - \* Program Committee Chair (2016)
  - \* Member-at-Large, Program Committee (2017)
  - \* Executive Forum Committee (2016, 2017)
  - \* Marketing Analytics Track Co-Chair (2012, 2013, 2014, 2015, 2018)
- AMA ART Forum
  - \* Program Committee (2011, 2012, 2017, 2018, 2019)
  - \* AMA Parlin Award Board of Governors (2017)
- Sawtooth Software Conference Program Committee (2018-present)

#### Dissertation Committees

- Sila Ada, Marketing, Vienna University of Business and Economics, 2019  
(visited Drexel Fall 2018)
- Jung An (Jenny) Han, Marketing, LeBow College of Business, Drexel University, 2019
- Chelsey Hill, Decision Sciences, LeBow College of Business, Drexel University, 2018
- Tung Phan, Statistics, The Wharton School, University of Pennsylvania, 2016
- John Helveston, Public Policy and Engineering, Carnegie Mellon University, 2016
- Julie Novak, Statistics, The Wharton School, University of Pennsylvania, 2015
- Grace Haaf, Mechanical Engineering, Carnegie Mellon University, 2014

#### Student Advising

- STAR Research Program Advisor for Spencer Ross focusing on webscraping and sentiment analysis for video games (2018)
- Faculty Advisor for Google Online Marketing Challenge (2016)
- Faculty Advisor for Adobe Analytics Competition focusing on digital analytics (2015, 2017)

#### LeBow College of Business, Drexel University

- Marketing Department faculty search committee (2019)
- Marketing Department doctoral student awards committee (2018)
- Marketing Department doctoral student admissions committee (2018, 2019)
- Judge for CIO.com/Drexel Analytics 50 Award (2016)
- Faculty and staff working group for Business Analytics (2014-2018)
- Marketing Department journals list committee (2014)
- Marketing Department first-year doctoral students evaluation committee (2014)

#### Stephen M. Ross School of Business, University of Michigan

- Organizer, First Marketing Modelers Summer Reading Group (2007)
- Grants Committee, Ross School Doctoral Students Forum (2007-2009)
- Facilities Co-Chair, Ross School Doctoral Students Forum (2005-2006)

#### Other Universities

- External Reviewer for Vienna University of Economics and Business, Chair in Marketing

DataCamp Instructor Advisory Board (2019-2020)



## GRANTS

Adobe Data Science Research Award, \$25,000, with Ron Berman (2017)

National Science Foundation Small Grant for Exploratory Research / Grant Opportunity for Academic Liaison with Industry co-funded by the General Motors Vehicle Development Research Lab, \$60,000, with Fred Feinberg and Mark Beltramo (2005-2006)

## AWARDS

Allen Rothwarf Award for Teaching Excellence, university-wide teaching award for tenure-track faculty at Drexel (2019)

American Marketing Association, AMA ART Forum Best Software Demo (2017)

LeBow College of Business Excellence in Research Award (2016)

LeBow College of Business Junior Teaching Award (2016)

American Marketing Association “4 Under 40” Emerging Leaders in Marketing Award (2013)

INFORMS Young Researcher Connection (2012)

Fellow, American Marketing Association Sheth Doctoral Consortium, University of Missouri (2008)

Rackham Graduate School Pre-Doctoral Fellowship, 1 of 18 awarded across all doctoral programs in the social and behavioral sciences at the University of Michigan (2008)

Gerald and Lillian Dykstra Fellowship for Teaching Excellence and Academic Performance, University of Michigan (2007)

Milton and Josephine Kendrick Award in Marketing, University of Michigan (2007)

Thomas William Leabo Memorial Award for Academic Excellence, University of Michigan (2006)

*Phi Beta Kappa*, Delta Chapter, University of Pennsylvania (1994)

## PROFESSIONAL EXPERIENCE

### **Consulting**

*2010-2014*

Consulted on a variety of marketing analytics and statistical modeling projects for clients including YouGov BrandIndex and Google.

### **The Modellers, LLC**

*Vice President & Methodologist, 2009-2010*

Developed methods and software for market research, focusing on Bayesian design of choice experiments and Bayesian estimation of choice models; consulted on methodology issues for client projects; trained statistical analysts and market research managers; coordinated the company’s Academic Advisory Board.

### **General Motors**

*Project Engineer, Advanced Vehicle Development Center, 2001-2004*

*Research Scientist, Operations Research Department, R&D Center, 1998-2001*

Developed methods to address marketing and operations research problems including forecasting demand using click-stream data, predicting custom-ordering behavior using choice models, and determining the optimal mix of contract and regular employees.

### **American U-Brew**

*Operations Director, 1995-1996*

### **Systems Research & Applications**

*Economic Analyst, 1994-1996*