

Adam N. Smith

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Academic Positions

Assistant Professor of Marketing, University College London (2017 – present)

Education

Ph.D. Marketing, The Ohio State University (2013 – 2017)

M.S. Statistics, The Ohio State University (2012 – 2014)

B.A. Economics, *magna cum laude*, The Ohio State University (2008 – 2012)

Research Interests

Bayesian microeconometrics, large-scale measurement, computational methods, nonparametrics, model misspecification, demand modeling, market definition, pricing, personalization

Publications

1. A. Smith, P. Rossi, and G. Allenby (2019) “[Inference for Product Competition and Separable Demand](#),” *Marketing Science*, 38(4): 690-710.
2. A. Smith and G. Allenby (2020) “[Demand Models with Random Partitions](#),” *Journal of the American Statistical Association*, 115(529): 47-65.
3. A. Smith (2021) “[Invited Discussion—Centered Partition Processes: Informative Priors for Clustering](#),” *Bayesian Analysis*, 16(1): 339-345.
4. A. Smith and J. Griffin (2023) “[Shrinkage Priors for High-Dimensional Demand Estimation](#),” *Quantitative Marketing and Economics*, 21(1): 95-146.

2024 Dick Wittink Prize for the best paper published in QME

5. A. Smith, S. Seiler, and I. Aggarwal (2023) “[Optimal Price Targeting](#),” *Marketing Science*, 42(3): 476-499.
6. C. Kim, A. Smith, J. Kim, and G. Allenby (2023) “[Outside Good Utility and Substitution Patterns in Direct Utility Models](#),” *Journal of Choice Modelling*, 49: 100447.

Working Papers

7. “[Boundaries of Differentiated Product Markets and Retailer Pricing](#)”
with G. Compiani

8. “Constrained Hierarchical Priors for Better Counterfactuals”
with T. Kosyakova, M. Pachali, and T. Otter
9. “Learned Complementarity”
with D. Ershov and M. Pachali
10. “A Quasi-Bayes Approach to Nonparametric Demand Estimation”
with J. Brand

Presentations

- 2022 EMAC Conference (Budapest), Vinted Data Science, Marketing Science Conference[†], Instacart Economics
- 2021 UC Riverside, Penn State University, EMAC Conference[†], Marketing Science Conference[†], 26th International Panel Data Conference[†], NBER-NSF SBIES Conference[†] (Wash U), KDD '21 Workshop on Machine Learning for Consumers and Markets[†], NYU (Stern Economics), INFORMS Workshop on Data Science[†]
- 2020 University of Kent (Statistics), Virtual Quantitative Marketing Seminar, 16th Symposium on Statistical Challenges in E-Commerce Research[†], 1st Science of Digital Business Development Conference[†] (Johns Hopkins), European Quant Marketing Seminar, University of Rochester
- 2019 Marketing Science Conference (Rome), Brigham Young University (Marketing and Statistics)
- 2018 Goethe University Frankfurt, EMAC Conference (Glasgow), Bayesian Young Statisticians Meeting (University of Warwick)
- 2017 Joint Statistical Meetings (Baltimore), Stanford University
- 2016 UT Dallas Bass FORMS Conference, Haring Symposium (Indiana University), University of Delaware, University of British Columbia, University of Chicago, University of Pennsylvania, University College London, INSEAD, UCLA, Northwestern University, UT Dallas

[†] Online conference

Professional Service

Editorial Review Board: *Marketing Science* (2022 – present)

Refereeing:

- Marketing: *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Quantitative Marketing and Economics*, *International Journal of Research in Marketing*
- Operations: *Production and Operations Management*
- Economics & Statistics: *Journal of Business & Economic Statistics*, *Review of Economics and Statistics*, *Journal of Political Economy* *Microeconomics*, *Journal of the European Economic Association*

Teaching

University College London

- Data Analytics I, BSc Management Science (2017 – 2022)
- Marketing Science, BSc Management Science (2018 – 2022)

London School of Economics

- Marketing Analytics I, MSc Marketing (2018)

The Ohio State University

- Marketing Research, BSBA (2015 – 2016)

Honors and Awards

Winner, Dick Wittink Prize for the best paper published in QME (2024)

Runner-up, Best Teacher Award, UCL BSc Management Science (2021)

AMA Sheth Consortium Fellow, University of Notre Dame (2016)

Honorable Mention, Best Presentation Award, Haring Symposium (2016)

P&G Marketing Analysis Fellowship, Fisher College of Business (2015 – 2016)

Department of Statistics Corporate Fellowship, The Ohio State University (2012 – 2013)

Industry Experience

Google, Mountain View, CA (2022 – 2024): Worked full time in a data science research team on privacy-centric measurement for ads

Personal

U.S. citizen, married, one child (b. 2022)