

CURRICULUM VITAE
RONALD L. GOETTLER

Contact Information

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Employment

Amazon: Chief Economist, Amazon Web Services, 2022–

Simon Business School, University of Rochester (currently on academic leave)

Professor of Economics, Marketing, and Entrepreneurship, 2014–

James N. Doyle Sr. Professor of Entrepreneurship, 2012–

Senior Associate Dean of Faculty and Research, 2014–2022

Associate Professor of Economics, Marketing, and Entrepreneurship, 2012–2014

Booth School of Business, University of Chicago

Assistant Professor of Marketing, 2008–2012

Tepper School of Business, Carnegie Mellon University

Associate Professor of Economics, 2005–2008

Assistant Professor of Economics, 1999–2005

Instructor of Economics, 1997–1999

Education

Yale University, New Haven, CT

Ph.D., Economics, 1999 (Advisors: Steven Berry, Moshe Buchinsky, and Roni Shachar)

M.Phil., Economics, 1996

M.A., Economics, 1994

Miami University, Oxford, Ohio

B.A., Summa Cum Laude, Economics, 1990

Publications

“Competition and Product Innovation in Dynamic Oligopoly,” with Brett Gordon, *Quantitative Marketing and Economics*, 12(1), 2014. (lead article)

“New Drug Diffusion when Forward-Looking Physicians Learn from Patient Feedback and Detailing,” with Pradeep Chintagunta and Minki Kim, *Journal of Marketing Research*, 49(6), 2012.

“Does AMD spur Intel to innovate more?” with Brett Gordon, *Journal of Political Economy*, 119(6), 2011.

“Tariff Choice with Consumer Learning and Switching Costs,” with Karen Clay, *Journal of Marketing Research*, 48(4), 2011. (lead article)

- “Informed Traders and Limit Order Markets,” with Christine Parlour and Uday Rajan, *Journal of Financial Economics*, 93(1), 2009.
- “Cofinancing to Manage Risk in the Motion Picture Industry,” with Phillip Leslie, *Journal of Economics and Management Strategy*, 14(2), 2005. (lead article)
- “Equilibrium in a Dynamic Limit Order Market,” with Christine Parlour and Uday Rajan, *Journal of Finance*, 60(5), 2005. (lead article)
- “Structural Applications of the Discrete Choice Model,” with Dubé J. P., P. Chintagunta, B. Bronnenberg, A. Petrin, P.B. Seetharaman, K. Sudhir, R. Thomadsen, Y. Zhao, *Marketing Letters*, 13(3), 2002.
- “Spatial Competition in the Network Television Industry,” with Roni Shachar, *RAND Journal of Economics*, 32(4), 2001.

Working Papers

- “Advertising Rates, Audience Composition, and Competition in the Network Television Industry,” Chicago Booth manuscript, 2012.

Honors and Awards

- Nominated for the Smith-Breeden Prize for the best paper not in corporate finance in the *Journal of Finance*, 2005, for “Equilibrium in a Dynamic Limit Order Market,” with C. Parlour and U. Rajan.
- NYSE award for the best paper on equity trading at the 2004 Western Finance Association Meeting, awarded for “Equilibrium in a Dynamic Limit Order Market” with C. Parlour and U. Rajan.
- Excellence in Teaching Award, Tepper School of Business, 2003.
- Roman Weil Prize, Tepper School of Business, 2000.

Presentations

- “Competition and Product Innovation in Dynamic Oligopoly”
 Stanford University, GSB, Economics and Marketing, March 2013
 University of Rochester, Laboratory for Laser Energetics, March 2013
 Industrial Organization Society, Annual Meetings at ASSA, San Diego, January 2013
 Quantitative Marketing and Economics (discussant Ron Bar), Rochester, September 2011
- “Does AMD spur Intel to innovate more?” Cornell University, Marketing, February 2012
 University of Rochester, Simon School of Business, November 2011
 Penn State, Economics, October 2011
 Marketing Science Conference, Houston, June 2011
 University of Toronto, Economics, April 2011

Brigham Young University, Marketing, March 2011
UCLA, marketing, February 2011
University of Minnesota, Economics, September 2010
Society for Economic Dynamics, Montreal, July 2010
Marketing Dynamics, Istanbul, Turkey, June 2010
Bates-White Antitrust Conference, June 2010
Econometric Society North American Meeting, January 2010
United States Department of Justice, December 2009
International Symposium of Mathematical Programming (ISMP), August 2009
Stanford University, Graduate School of Business, November 2008
Harvard University, Economics, November 2008
University of Arizona, Economics, October 2008
University of Wisconsin, Economics, October 2008
Initiative for Computational Economics (ICE), August 2008
NBER summer IO meetings (discussant John Rust), July 2008
University of Chicago, Booth (Applied Economics), May 2008
Board of Governors of the Federal Reserve System, December 2007
Purdue University, Marketing, December 2007
Quantitative Marketing and Economics (discussant Stephen Ryan), October 2007

“Learning Models”

Doctoral Consortium, Marketing Science Conference, June 2010

“ Tariff Choice with Consumer Learning and Uncertainty”

Marketing Science Conference, June 2010
Duke University, Marketing, April 2010
American Economic Association, January 2010
Marketing Dynamics, NYU, August 2009
International Industrial Organization Conference, April 2007
Board of Governors of the Federal Reserve System, November 2006
Econometric Society North American Meeting, June 2006
Summer Institute in Competitive Strategy (discussant Wes Hartmann), June 2006
Society of Economic Dynamics, Vancouver, July 2006
Stanford Institute for Theoretical Economics (SITE), July 2006
Federal Reserve Bank of Boston workshop on Consumer Behavior and Payment Choice (discussant Dirk Bergemann), July 2006

“Informed Traders and Limit Order Markets”

Econometric Society North American Meeting, June 2006
Doha Conference on Applied Mathematics and Computational Sciences, March 2008

“Equilibrium in a Dynamic Limit Order Market”

Stanford Institute for Theoretical Economics (SITE), July 2003

“Cofinancing to Manage Risk in the Motion Picture Industry”

Economics of the Entertainment Industry, Washington University, April 2003

“Spatial Competition in the Network Television Industry”

Choice Symposium, UC Berkeley, June 2001
University of Chicago, Marketing, March 2001
Econometric Society World Congress, August 2000
Stanford Institute for Theoretical Economics (SITE), June 2000
Cornell University, Economics, September 1999
Stanford Institute for Theoretical Economics (SITE), July 1999
Marketing Science Conference, Syracuse, June 1999
University of Virginia, Economics, April 1998
UC Berkeley, Marketing, April 1998
Columbia University, Economics/Finance, February 1997
Washington University, Marketing, February 2007
Carnegie Mellon University, Economics, February 2007
Charles River Associates, February 2007
Federal Reserve Bank of New York, February 2007
Board of Governors of the Federal Reserve System, January 2007
University of Rochester, Marketing, January 1997

Professional Service

Simon School Venture Fund Board, 2012–present

Advisory Board of Health Care Originals, Inc., 2014–present

Advisory Board of Meltek, Inc., 2020–present

Summer Institute of Competitive Strategy: Data Analytics & Marketing, co-chair, 2017

Marketing Science, Editorial Review Board, 2015–2021

International Journal of Research in Marketing, Editorial Review Board, 2021–present

Reviewer of submitted manuscripts for: American Economic Journal: Applied Economics, American Economic Review, Econometrica, European Economic Review, International Journal of Industrial Organization, International Journal of Research in Marketing, Journal of Business, Journal of Business and Economics Statistics, Journal of Economics and Management Strategy, Journal of Finance, Journal of Financial Economics, Journal of Financial Markets, Journal of Marketing Research, Journal of Political Economy, Journal of Retailing, Management Science, Marketing Science, Operations Research, Quantitative Marketing and Economics, RAND Journal of Economics, Review of Economics and Statistics.

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