

# PEDRO M. GARDETE

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## PROFESSIONAL EXPERIENCE

2023 – Present President of the Scientific Council, Nova SBE  
2020 – Present Full Professor of Marketing, Nova SBE  
2016 – 2019 Associate Professor of Marketing, Stanford GSB  
2014 – 2015 Visiting Professor at Católica Lisbon SBE  
2011 – 2016 Assistant Professor of Marketing, Stanford GSB

## EDUCATION

2011 Ph.D. in Business Administration, Marketing  
University of California, Berkeley

2007 M.Sc. Economics, *magna cum laude*  
Catholic University of Portugal

2003 B.A. Business Administration  
Catholic University of Portugal

## RESEARCH INTERESTS

Roles of Information in Markets  
Communication Strategies  
Supply-Side Industrial Organization  
Marketing Strategy

## TEACHING ACTIVITIES

2020 – 2023 Advanced Marketing (MSc.), Nova SBE  
2021 Big Data & Data Science for Business Analytics, Nova SBE  
2020 – 2022 Markets and Competition (MBA), Lisbon MBA, Nova SBE  
2015 – 2019 Econometric Methods I (PhD), Stanford University  
2012 – 2019 Marketing Management (MBA), Stanford University  
2002 – 2005 Microeconomics, Statistics, Operations Management, Optimization  
and Decision Models – Católica Lisbon, School of Business &  
Economics

## PUBLICATIONS / ACCEPTED WORK

**Search for Differentiated Products: Empirical Evidence and Information Design**, with Megan Hunter, Accepted at Marketing Science, 2024

**Pre-purchase Information Acquisition and Informative Advertising**, with Liang Guo  
Management Science, March 2021, 67(3):1696-1717.

**Refocusing Loyalty Programs in the Era of Big Data: A Societal Lens Paradigm**, with Valeria Stourm, Scott A. Neslin, Eric T. Bradlow, Els Breugelmans, So Yeon Chun, P. K. Kannan, Praveen Kopalle, Young-Hoon Park, David Restrepo Amariles, Raphael Thomadsen, Yuping Liu-Thompkins & Rajkumar Venkatesan  
Marketing Letters, 2020, Vol. 31, pp. 405-418.

**Dynamic Effects of Price Promotions: A Large-Scale Field Experiment**, with Andrés Elberg, Rosario Macera and Carlos Noton  
Quantitative Marketing and Economics, 2019, Vol. 17, pp. 1-58

**Tailored Cheap Talk: The Effects of Privacy Policy on Ad Content and Market Outcomes**, with Yakov Bart  
Marketing Science, September-October 2018, Vol. 37, Issue 5, pp. 733-752

**Television Ad-skipping, Consumption Complementarities and the Consumer Demand for Advertising**, with Harikesh Nair and Anna Tuchman  
Quantitative Marketing and Economics, June 2018, Vol. 16, Issue 2, pp. 111-174

**Competing Under Asymmetric Information: The Case of DRAM Manufacturing**  
Management Science, February 2016, Vol. 62, Issue 11, pp. 3291-3309

**Social Effects in the In-Flight Marketplace: Characterization and Managerial Implications**  
Journal of Marketing Research, June 2015, Vol. 52, pp. 360-374

**Multiplicity of Equilibria and Information Structures in Empirical Games: Challenges and Prospects**, with P. Ellickson, B. Gordon, V. Aguirregabiria, P. Grieco, T. Gureckis, T. Ho, L. Mathevet, A. Sweeting  
Marketing Letters, vol. 26, June 2014, pp. 115-125

**Cheap-Talk Advertising and Misrepresentation in Vertically-Differentiated Markets**  
Marketing Science, July-August 2013, Vol. 32, Issue 4, pp. 609-621

## HONORS & AWARDS

2020 Winner, Dick Wittink Prize, for Article “Dynamic Effects of Price Promotions: A Large-Scale Field Experiment”

2018 Winner, Frank M. Bass Dissertation Paper Award for Article “Competing Under Asymmetric Information: The Case of DRAM Manufacturing”

2017 Finalist, Frank M. Bass Dissertation Paper Award for Article “Competing Under Asymmetric Information: The Case of DRAM Manufacturing”

2017 Finalist, John D. C. Little Award for Article “Competing Under Asymmetric Information: The Case of DRAM Manufacturing”

2016 Fletcher Jones Faculty Scholar

2012 Dissertation Award, Competition Policy Center – UC Berkeley

2010 Hayase Award – UC Berkeley

2009 AMA-Sheth Doctoral Consortium Fellow – Georgia State University

2006 – 2010 Graduate Fellowship, Pinto-Fialon – UC Berkeley

2005 – 2010 Graduate Fellowship – Fundação para a Ciência e a Tecnologia

2006 – 2009 Summer Institute in Competitive Strategy (SICS) – UC Berkeley

2003 Rated 1st overall Teaching Assistant (Student Semester Evaluations)  
Catholic University of Portugal

1998 – 1999 Tuition and Fees waiver – Catholic University of Portugal and Somague

## SEMINAR PRESENTATIONS

**Search for Differentiated Products: Empirical Evidence and Information Design**

University College of London, School of Management, April 2023

Bocconi University, April 2022

Católica Porto Business School, February 2022

University of Navarra, February 2022

London Business School (Online Presentation), May 2020

UC San Diego, January 2019

INSEAD, January 2019

Catolica Lisbon Business and Economics, January 2019

Nova School of Business and Economics, December 2018

**No data? No problem! A Search-based Recommendation System with Cold Starts**  
Simon Business School, U. Rochester (Online Presentation), October 2020

**Tailored Cheap Talk**

Warrington College of Business, University of Florida, February 2017

MIT Sloan School of Management, September 2016

**Dynamic Effects of Price Promotions: A Large-Scale Field Experiment**

Haas School of Business, UC Berkeley, November 2015

**Complementarities in Consumption and the Consumer Demand for Advertising**

The Fuqua School of Business, Duke University, September 2015

Rotterdam School of Management, February 2015

INSEAD Business School, January 2015

**Informative Advertising with Discretionary Search**

The Wharton School at the University of Pennsylvania, December 2014

**Dynamic Effects of Price Promotions: A Large-Scale Field Experiment**

Santa Clara University, Leavey School of Business, May 2017

HKUST, HKUST Business School, March 2014

University of Washington at St. Louis, Olin Business School, January 2014

**Competing under Asymmetric Information: The case of DRAM Manufacturing**

Católica Lisbon, School of Business & Economics, October 2014

Yale University – Industrial Organization Seminar, March 2013

University of Zurich (UZH), March 2012

The University of Chicago Booth School of Business, March 2012

Harvard Business School, Harvard University, February 2012

S. C. Johnson Graduate School of Management, Cornell University, January 2012

University of Washington at St. Louis, Olin Business School, November 2010

University of Toronto, Rotman School of Management, November 2010

UT Dallas, School of Management, November 2010

Stanford University, Graduate School of Business, November 2010

Columbia University, Columbia Business School, October 2010

New York University, Stern School of Business, October 2010

Carnegie-Mellon University, Tepper School of Business, October 2010

HKUST, HKUST Business School, October 2010

National University of Singapore, NUS Business School, October 2010

University of Virginia, Darden School of Business, October 2010

IESE Business School – Barcelona, August 2010

University of California at Berkeley – Haas School of Business, August 2010

**CONFERENCE PRESENTATIONS**

**Search for Differentiated Products: Empirical Evidence and Information Design**

Marketing Camp, HEC Paris, November 2023

2020 Econometric Society/Bocconi University World Congress (Online Presentation)

2020 NBER Industrial Organization Program Meeting, SIEPR, Stanford, January 2020

2019 SICS - Summer Institute in Competitive Strategy, UC Berkeley, June 2019

Fourteenth Annual UT Dallas FORMS Conference, March 2019

2018 ISMS Marketing Science Conference, June 2018  
CMU-Temple 2018 Conference on Digital Marketing and Machine Learning

**Recommendation Systems: Beyond Matching Products to Buyers**

Fifteenth UT Dallas FORMS Conference, February 2021  
2020 European Quant Marketing Seminar (Virtual Presentation)  
2020 Econometric Society/Bocconi University World Congress

**Discussion of ‘Non-Informational Advertising Informing Consumers: How Advertising Affects Consumers’ Decision-Making in the U.S.’** by Yi-Lin Tsai and Elisabeth Honka  
Workshop on the Economics of Advertising and Marketing, Columbia Business School, July 2018

**Discussion of ‘The McMansion Curse: Housing Size Inequality, Status Competition and House Valuation in American Suburbs’** by Clément Bellet  
Summer Institute in Competitive Strategy, UC Berkeley, June 2018

**Discussion of ‘Advertising Strategy in the Presence of Reviews: An Empirical Analysis’** by Brett Hollenbeck, Sridhar Moorthy, and Davide Proserpio  
Twelfth Annual UT Dallas FORMS Conference, March 2018

**Dynamic Effects of Price Promotions: A Large-Scale Field Experiment**  
2017 Quantitative Marketing and Economics Conference, September 2017

**Tailored Cheap Talk**

Marketing Analytics and Big Data Conference, Columbia Business School, September 2017  
2017 INFORMS Marketing Science Conference, June 2017  
Marketing Science – Federal Trade Commission Economic Conference on Marketing and Consumer Protection, September 2016  
Summer Institute in Competitive Strategy, UC Berkeley, July 2016

**Discussion of ‘Social Learning and Solar Photovoltaic Adoption: Evidence from a Field Experiment’** by Kenneth Gillingham, Bryan Bollinger and Hilary Staver  
Quantitative Marketing and Economics Conference, October 2015

**Complementarities in Consumption and the Consumer Demand for Advertising**  
Summer Institute in Competitive Strategy, July 2015

**Informative Advertising with Discretionary Search**  
2015 INFORMS Marketing Science Conference, June 2015

**Social Effects in the In-Flight Marketplace: Characterization and Managerial Implications**

Yale Customer Insights Conference, May 2014  
2014 INFORMS Marketing Science Conference, June 2014

**Discussion of ‘When Technology Products Meet Social Needs: Product Pricing and Design’** by Jiong Sun, Tao Chen, Jihong Xie, Fei Li and Gao Wang  
Summer Institute in Competitive Strategy, July 2013

**Discussion of ‘Dynamic Platform Competition in a Two-Sided Market’** by Byung-Cheol Kim, Jeongsik Lee and Hyunwoo Park  
NET Institute, Berkeley, June 2013

**Cheap-Talk Advertising and Misrepresentation in Vertically-Differentiated Markets**  
Seventh Annual UT Dallas FORMS Conference, February 2013

**Incentives to Share Market Information: The Case of the DRAM Industry**  
2012 INFORMS Marketing Science Conference, June 2012

## OTHER ACADEMIC ACTIVITIES

### **Dissertation Committee Member**

Caio Waisman (Stanford Economics, 2018)  
Kristina Brecko (Marketing, 2016)  
Xing Li (Stanford Economics, 2016)  
Michael Leung (Stanford Economics, 2015)

### **Journal Positions**

2022 – Present Associate Editor, Marketing Science  
2020 – 2021 Senior Editor, Production and Operations Journal – Economics Interface

### **Referee Service**

Information Systems Research  
Journal of Applied Econometrics  
Journal of Choice Modelling  
Journal of Economics & Management Strategy  
Journal of Marketing Research  
Management Science  
Marketing Science  
Quantitative Marketing and Economics  
RAND Journal of Economics

### **Memberships**

American Marketing Association  
INFORMS (Institute of Operations Research and Management Science)