

# Timothy P. Derdenger

Carnegie Mellon University  
Tepper School of Business  
5000 Forbes Ave  
Pittsburgh, PA 15213

Ph: 412.268.9812  
E-mail: [derdenger@andrew.cmu.edu](mailto:derdenger@andrew.cmu.edu)  
Web: [www.andrew.cmu.edu/user/derdenger](http://www.andrew.cmu.edu/user/derdenger)

---

## POSITIONS

- AY 2017- Associate Professor (w/o Tenure), Marketing and Strategy  
Tepper School of Business, Carnegie Mellon University
- AY 2016- MBA Track Coordinator—Technology Leadership
- AYs 2010-2017 Assistant Professor, Marketing and Strategy  
Tepper School of Business, Carnegie Mellon University  
(Parental Leave AY 2013-2014)
- AYs 2014-2016 *Frank and Helen Risch Faculty Development Professorship in Business*  
Tepper School of Business, Carnegie Mellon University
- 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

## PAPERS

### Publications

- 1) “Examining the Impact of Celebrity Endorsements Across Consumer Segments: An Empirical Study of Tiger Woods’ Endorsement Effect on Golf Equipment” (*Forthcoming-Marketing Letters*)
- 2) “An Empirical Analysis of Consumer Purchase Behavior of Base Products and Add-ons” with Xiao Liu and Baohung Sun (*Forthcoming-Marketing Science*)
- 3) “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
- 4) "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

- 5) “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)**
- 6) “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)**
- 7) “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
- 8) “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:**

- 9) “Funding of Innovative Products: Exploring Early Investor Preferences” with Kannan Srinivasan (Submitted)
- 10) “Small Sample Properties of the Inclusive Value Approximation to Estimating Dynamic Discrete Choice Models with Aggregate Data” with Vineet Kumar (Submitted)
- 11) “Identification and Estimation of Dynamic Discrete Demand with Aggregate Data” with Cheng Chou and Vineet Kumar (Working Paper)
- 12) “Linear vs Non-Linear Television: Is Release Timing Informative” with Franco Berbeglia, Joseph Xu, and Kannan Srinivasan (Working Paper)
- 13) “Influencing Product Competition through Shelf Design” with Francisco Cisternas and Alan Montgomery (Working Paper)

**CASES AND TEACHING MATERIAL**

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

**CONFERENCES AND SEMINARS**

Southern California Private Equity Conference, UCSD-2018  
 10<sup>th</sup> Workshop on the Economics of Advertising and Marketing-2017  
 Informs 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  
 Informs 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 of Southern California-2008

#### **UNIVERSITY SERVICE**

Moderator, Business and Technology Club's Industry Night Panel: E-Commerce (December, 2017)  
Moderator, Business and Technology Club's Industry Night Panel: Autonomous Vehicles (March, 2017)  
Faculty Advisor for Tepper Technology Innovation Challenge (2015, 2016, 2017)  
Committee Member, Elliott Dunlap Smith Award (2017)  
Invited Speaker for Tepper School of Business Webinar (May, 2017)  
Invited Speaker for Tepper School of Business Silicon Valley Trek (2017)  
Invited Panelist for Tepper School of Business Welcome Weekend (April 2015, 2016, 2017)  
Invited Speaker for Tepper School of Business Seattle Alumni Event (2016)  
Invited Speaker for Tepper School of Business Alumni Reunion (April 2014, 2016)  
Faculty Participant in Business and Technology Club "Let's talk Tech" Lunch Series (2016-2017)  
Chairperson, Francis Walker Award for Academic Excellence in Strategic Planning (2014-2016)  
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)  
Chairperson, Marketing Faculty Recruiting. (2012)  
Committee Member, MEAC. (September 2012--)  
Committee Member, Marketing Faculty Recruiting. (2011, 2013, 2014)  
Marketing Qualifier Grader (2011--)  
Committee Member, Marketing PhD Student Recruiting (2011--)  
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)

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

Associate Editor for *Management Science* (Marketing)

Member of the Editorial Review Board for *Marketing Science*

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).*

## **EXPERIENCE**

### **Teaching:**

MBA:

Marketing Management—2012, 2015, 2016-M3, 2016-M2, 2017

Technology Strategy—Mini 4 2010-2018

Undergrads:

Technology Strategy—Spring 2011, 2012, 2013, 2015, 2017

Auctions and Markets—Spring 2010

Executive Education:

S.P. Jain Institute of Management & Research—2015, 2016, 2017, 2018

Roche: Accelerate IT (Tepper Faculty Lead)—Dec. 2017, April 2018, July 2018

II-VI—April 2018

### **Notable Media Appearances:**

Business Week, KDKA (CBS-Pittsburgh), KVAL (ABC affiliate in Portland OR), NPR, Tepper homepage, CMU homepage, Forbes.com, 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

### **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)

*Updated: April, 2018*