

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
Web: www.andrew.cmu.edu/user/derdenger

POSITIONS

- AY 2017- Associate Professor (without Tenure), Marketing and Strategy
Tepper School of Business, Carnegie Mellon University
- AY 2016- MBA Track Coordinator—Technology Strategy and Product Management
(Formerly Technology Leadership)
- AYs 2014-2016 *Frank and Helen Risch Faculty Development Professorship in Business*
Tepper School of Business, Carnegie Mellon University
- AYs 2010-2017 Assistant Professor, Marketing and Strategy
Tepper School of Business, Carnegie Mellon University
(Parental Leave AY 2013-2014)
- 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) “An Empirical Analysis of Consumer Purchase Behavior of Base Products and Add-ons” with Xiao Liu and Baohung Sun, *Marketing Science*, Vol. 37, No. 4, July-August 2018, pp 507-684
- 2) Examining the Impact of Celebrity Endorsements Across Consumer Segments: An Empirical Study of Tiger Woods’ Endorsement Effect on Golf Equipment” *Marketing Letters*, Vol. 29, No. 2, June 2018, pp 123-136.
- 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) "Small Sample Properties of the Inclusive Value Approximation to Estimating Dynamic Discrete Choice Models with Aggregate Data" with Vineet Kumar (*Revise and Resubmit*)
- 10) "Funding of Innovative Products: Exploring Early Investor Preferences" with Kannan Srinivasan (Submitted)
- 11) "Identification and Estimation of Dynamic Discrete Demand with Aggregate Data" with Cheng Chou and Vineet Kumar (Submitted)
- 12) "Should Network Television Enable Consumer Binge Watching?" 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

11th Triennial Choice Symposium, MD-2019
 Frontiers in Empirical Marketing, Miami, FL-2018
 Southern California Private Equity Conference, UCSD-2018
 10th Workshop on the Economics of Advertising and Marketing-2017
 Informs Marketing Science Conference: Los Angeles, CA-2017
 10th 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
20th 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, Sports and Business Panel, Tepper Alumni Event, NYC (November, 2018)
Moderator, Business and Technology Club's Industry Night Panel: Robotics (April, 2018)
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, 2018)
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, 2018)
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

Big 5 Pharmaceutical Company (Tepper Faculty Lead)—Dec. 2017, April 2018, July 2018

Materials Company 1—April 2018

Materials Company 2—August 2018

Big 3 Audit, Tax and Advisory Firm—August 2018

Large Multinational Banking and Financial Services Company—August 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)