



# PARTICIPANT BIOGRAPHIES

## INTRODUCTORY REMARKS

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### **Steven Berry**

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Dr. Berry is the David Swensen Professor in the Economics Department at Yale University, specializing in the empirical analysis of markets in equilibrium. He is a winner of the Frisch Medal of the Econometric Society, was elected to be a member of the American Academy of Arts and Sciences in 2014, and was named the 2017 Distinguished Fellow of the Industrial Organization Society. At Yale, he has served as Department Chair, as Director of Division of Social Sciences and as inaugural Director of the Tobin Center at Yale, a research center focusing on domestic economic policy. He has served as a consultant for governments, policy institutes and the private sector, focusing on questions of antitrust as well as environmental and trade policy. Berry is also affiliated with the Cowles Foundation at Yale and is a Research Fellow at the NBER.

### **Marta E. Wosinska**

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Dr. Marta E. Wosinska is the Director of the FTC's Bureau of Economics. She comes to the FTC from Duke University where she was Consulting Professor and Deputy Director, Policy at the Duke-Margolis Center for Health Policy. Dr. Wosinska's research and policy experience has primarily focused on prescription drug markets and channels. In 2019, Dr. Wosinska served as an economic advisor to the US Senate Finance Committee, providing drug market analysis and expert guidance for the Committee's bipartisan investigative and legislative work on drug pricing. Her executive branch tenure includes positions as Chief Healthcare Economist in the Health and Human Services Office of Inspector General, Director of Economics Staff at Food and Drug Administration's Center for Drug Evaluation and Research, and Senior Economic Advisor to FDA's Deputy Commissioner for Medical Products and Tobacco. Before entering public service, Dr. Wosinska was an Assistant Professor of Marketing at the Harvard Business School and visiting Assistant Professor at the Columbia Business School. Dr. Wosinska received her Ph.D. in Economics from University of California at Berkeley and a bachelor's degree from Arizona State University.

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## SCIENTIFIC COMMITTEE

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### **Alessandro Bonatti**

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Dr. Alessandro Bonatti is the John Norris Maguire (1960) Associate Professor of Applied Economics at the MIT Sloan School of Management. His research studies the impact of information technology on firms' online advertising and pricing strategies, as well as on consumer welfare. His most recent work explores the role of data intermediaries with market power (e.g., large Internet platforms): how they collect, mine, and monetize information. He has also studied the optimal provision of incentives in research-intensive and creative industries, and the resolution of conflict inside standard-setting organizations. In addition to teaching, Dr. Bonatti serves as Editor of the Journal of Industrial Economics, and Associate Editor of the American Economic Journal: Microeconomics, and the Rand Journal of Economics. Dr. Bonatti holds a Ph.D. in Economics from Yale University.

### **Judith A. Chevalier**

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Dr. Judith A. Chevalier is the William S. Beinecke Professor of Finance and Economics at the Yale School of Management. Professor Chevalier's research is in the areas of both finance and industrial organization. Her research focuses on the impacts of new technologies on firms, individuals, and policy. She has written extensively on the economics of the retail sector

## SELECTED PAPERS' PRESENTERS

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### Jessica Fong

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Dr. Jessica Fong is an Assistant Professor of Marketing at the University of Michigan, Ross School of Business. Her research applies theory-driven models and experimentation to empirically analyze marketing data with the goal of improving firm strategy and better understanding consumer behavior. Substantively, her research focuses on matching markets, platform design, advertising, and behavioral economics. She earned her Ph.D. in Marketing from Stanford University, and her BS in Computer Science from the California Institute of Technology. Prior to joining Ross, she worked in product management at Fitbit.

### Garrett Johnson

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Dr. Garrett Johnson is an Assistant Professor of Marketing at the Questrom School of Business, Boston University. Garrett Johnson researches digital marketing: measuring its effectiveness and examining its privacy issues. His ad effectiveness research uses large-scale experiments to measure how and how much ads work. His privacy research both examines the impact of Europe's GDPR and studies the policy tradeoffs in online behavioral targeting. For his work, Prof. Johnson has been awarded the Paul Green Award and the John D. C. Little Award, and has been a finalist for the John D. C. Little Award and Gary Lilien Marketing Science Practice Prize.

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**Keywords:** advertising, behavioral economics, consumer behavior, digital marketing, firm strategy, matching markets, platform design, privacy issues, theory-driven models, experimentation



# SELECTED PAPERS' DISCUSSANTS

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**Allan Collard-Wexler**

**Financial Disclosure:** Avi has served as a consultant for Keystone Strategy, Cornerstone Research, the Canadian Competition Bureau, and Facebook in matters related to online advertising and to technology regulation. His full disclosure is available at [www.avigoldfarb.com/disclosure](http://www.avigoldfarb.com/disclosure)

## Ginger Jin

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Dr. Ginger Zhe Jin is currently Professor of Economics at the University of Maryland, College Park. In 2015-2017, she was on leave at the Federal Trade Commission, serving as the Director of the FTC Bureau of Economics from January 2016 to July 2017. In 2019-2020, she was on leave at Amazon. Most of her research focuses on information asymmetry among economic agents and how to provide information to overcome the information problem. The applications she has studied include retail food safety, health insurance, prescription drugs, e-commerce, online reviews, regulatory inspection, scientific innovation, air quality, blood donation, intrafamilial interaction, data regulation, venture investment, and consumer protection. Her research has been published in leading economics, management and marketing journals, with support from the National Science Foundation, the Net Institute, and the Sloan Foundation. Many of her works have been covered by major media outlets including Wall Street Journal, New York Times, Forbes, Bloomberg, and Los Angeles Times. She is currently Co-editor of Journal of Economics & Management Strategy, Associate Editor of RAND Journal of Economics, and a board member of the Industrial Organization Society. She has been Research Associate of NBER since 2012 and was a guest editor for the special issue of Marketing Science on consumer protection in 2020. In October 2014, she co-founded Hazel Analytics, an analytics company that promotes the use of open government data. She received her Ph.D. in Economics from the University of California, Los Angeles.

## Ro'ee Levy

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Dr. Levy is a Lecturer (Assistant Professor) at the Tel Aviv University, School of Economics. Before joining Tel Aviv University, Prof. Levy visited MIT as a post-doc and received his Ph.D. from Yale University. His research focuses on political economy and social media. He is especially interested in studying the forces shaping social norms, political attitudes, and policy preferences, and their subsequent influence on individual behavior.

**Financial Disclosure:** Dr. Levy is an unpaid member of Facebook's 2020 Election Research Project.

## Amalia R. Miller

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Dr. Miller is Professor and Director of Graduate Studies at the Department of Economics at The University of Virginia. Her research interests include labor economics, health economics, and law and economics. She earned her Ph.D. in Economics from Stanford University and a B.S. in Economics from MIT with a minor in Women's Studies.

## **Chad Syverson**

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Dr. Syverson is the George C. Tiao Distinguished Service Professor of Economics at The University of Chicago, Booth School of Business. Professor Syverson's research spans several topics, with a particular focus on the interactions of firm structure, market structure, and productivity. His research has been published in several top journals and has earned multiple National Science Foundation Awards. He also coauthored (with Austan Goolsbee and Steve