

# ERIC M. SCHWARTZ

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[Google Scholar](#)  
[BibTeX](#)

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## Academic employment

Assistant Professor of Marketing, Ross School of Business, University of Michigan, July 2013-present  
Arnold M. and Linda T. Jacob Faculty Fellow, July 2018-June 2019

## Education

Ph.D. Marketing, Wharton School, University of Pennsylvania, May 2013  
B.A. Mathematics and Spanish, College of Arts and Sciences, University of Pennsylvania, May 2008

## Awards highlights

AMA Seenu Srinivasan Award, Young Quantitative Scholar in Marketing (2019)  
John D. C. Little Award for Best Marketing Paper (2017)  
Poets & Quants Best 40 Under 40 Professors (2019)  
Marketing Science Institute Young Scholar (2019)  
KDD Best Student Paper Award, Applied Data Science (2018)

## Published peer-reviewed journal papers

Aribarg, Anocha and **Eric M. Schwartz** (2019). Native advertising in online news: Tradeoffs among clicks, brand recognition and website trustworthiness. Forthcoming at *Journal of Marketing Research*. [PDF on SSRN](#).

Misra, Kanishka, **Eric M. Schwartz**, Jacob D. Abernethy (2019). Dynamic online pricing with incomplete information using multi-armed bandit experiments. *Marketing Science*, 38(2), 226-252. [Journal Link](#). [PDE](#).

**Schwartz, Eric M.**, Bradlow, Eric T., and Fader, Peter S. (2017). Customer acquisition via display advertising using multi-armed bandit experiments. *Marketing Science*, 36(4), 500-522. [Journal Link](#). [PDE](#).

Winner of the [2017 John D. C. Little Award](#) for the best marketing paper in *Marketing Science*, *Management Science*, and all *INFORMS* journals.

**Schwartz, Eric M.**, Bradlow, Eric T., and Fader, Peter S. (2014). Model selection using database characteristics: Developing a classification tree for longitudinal incidence data. *Marketing Science*, 33(2), 188-205. [Journal Link](#). [PDE](#). [Press Release](#).

Berger, Jonah, and **Eric M. Schwartz** (2011). What drives immediate and ongoing word of mouth? *Journal of Marketing Research*, 48 (5), 869-880. [Journal Link](#). [PDE](#). Featured in [Contagious](#).

## Published peer-reviewed conference papers

Abernethy, Jacob D., Alex Chojacki, Arya Farahi, **Eric M. Schwartz**, Jared Webb\* (2018). ActiveRemediation: The Search for Lead Pipes in Flint, Michigan. *KDD 2018, Proceedings of SIGKDD Conference on Knowledge Discovery and Data Mining*, London, England, U.K.

\*Alphabetical order. [PDF on Arxiv](#). [Video](#)

Winner of [Best Student Paper Award, KDD 2018](#) Applied Data Science Track

Chojnacki, Alex, Chengyu Dai, Arya Farahi, Guangsha Shi, Jared Webb, Daniel T. Zhang, Jacob Abernethy, **Eric M. Schwartz**\* (2017). A Data Science Approach to Understanding Residential Water Contamination in Flint. *KDD 2017, Proceedings of SIGKDD Conference on Knowledge Discovery and Data Mining*, Halifax, NS, Canada. \*Students first, then faculty; alphabetical order. [PDF on Arxiv](#)

## Working Papers

**Schwartz, Eric M.**, Jacob D. Abernethy, and Jared Webb (2019). Active Learning for Sequential Household-level Targeted Intervention: An Application to Find Lead Pipes in Flint, Michigan. Preparing for resubmission to *Marketing Science*. [PDF](#). [Press about this work in practice finding Flint's lead pipes](#).

**Schwartz, Eric M.**, Kenneth Fairchild, Bryan Orme, Alexander Zaitzeff (2018). Active Learning for Ranking and Selection: *Bandit MaxDiff* for Idea Screening. Preparing for resubmission to *Management Science*. [PDF](#). Developed in collaboration with Sawtooth Software.

*Bandit MaxDiff* available in [Sawtooth Software Lighthouse Studio v9.6](#) ([Documentation](#)).

Rajaram, Prashant, Puneet Manchanda, and **Eric M. Schwartz** (2019). Finding the Sweet Spot: Ad Scheduling on Streaming Media.

Status: In preparation to submit.

Earlier version published in AAAI 2018, Workshop on AI and Marketing Science. [PDF](#).

## Work in progress

“Online Advertising to Generate Leads with Randomized Controlled Experiments : Recruiting for the Detroit Police Department,” with Michael Braun and Hye Jin Yoon

- Status: Data collection completed, Writing in progress.

“Sequential Allocation for Customer Acquisition” with Liangbin Yang and S. Fader (2015)

<https://goo.gl/Z6xOC7>.

## Other published conference proceedings

Rajaram, Prashant, Puneet Manchanda, and **Eric M. Schwartz** (2018), “Bingeability and Ad Tolerance: New Metrics for the Streaming Media Age,” *Workshops of the 32nd AAAI Conference on Artificial Intelligence*, pp. 93 – 99. [PDF](#).

Abernethy, Jacob, Cyrus Anderson, Chengyu Dai, Arya Farahi, Linh Nguyen, Adam Rauh, **Eric M. Schwartz**, Wenbo Shen, Guangsha Shi, Jonathan Stroud, Xinyu Tan, Jared Webb, Sheng Yang\* (2016), “Flint Water Crisis: Data-Driven Risk Assessment Via Residential Water Testing” in *Proceedings of Bloomberg Conference Data for Good Exchange*, NY, NY. [PDE](#).  
\*alphabetical order

- In collaboration with Michigan Data Science Team, University of Michigan

Abernethy, Jacob, Cyrus Anderson, Alex Chojnacki, Chengyu Dai, John Dryden, **Eric M. Schwartz**, Wenbo Shen, Jonathan Stroud, Laura Wendlandt, Sheng Yang, Daniel Zhang\* (2016), “Data Science in Service of Performing Arts: Applying Machine Learning to Predicting Audience Preferences,” in *Proceedings of Bloomberg Conference Data for Good Exchange*, NY, NY. [PDE](#). \*alphabetical order

- In collaboration with Michigan Data Science Team and University Musical Society, University of Michigan

Fairchild, Kenneth, Bryan Orme, **Eric M. Schwartz** (2015), “Bandit Adaptive MaxDiff Designs for Huge Number of Items,” *Proceedings of 2015 Sawtooth Software Conference*, 105-117. [PDE](#).

### Research interests

Substantive: adaptive marketing experiments, digital advertising, dynamic pricing, customer acquisition and lifetime value, media consumption, public policy, public health

Methodological: statistical machine learning, adaptive sampling, multi-armed bandits, active learning, reinforcement learning, Bayesian data analysis and econometrics, and dynamic programming

### Research seminars, invited talks, competitive conferences

Duke University, Fuqua Marketing (scheduled 2020)  
 Washington University, Olin Marketing (scheduled 2020)  
 Southern Methodist University, Cox Marketing (scheduled October 2019)  
 Temple, Fox Marketing (scheduled October 2019)  
 Marketing Effectiveness Conference, Bologna, Italy (June 2019)  
 Choice Symposium, co-organizer (May 2019)  
 University of Miami Marketing (April 2019)  
 Boston University Marketing (March 2019)  
 MSI Marketing Analytics Conference, Columbia, NY (February 2019)  
 MSI Young Scholars, Utah (January 2019)  
 Frontiers in Empirical Marketing, Miami (November 2018)  
 University of Miami, PhD Seminar, remote (October 2018)  
 Economics of Advertising Workshop, Columbia (July 2018)  
 Notre Dame Mendoza Marketing (April 2018)  
 UT Dallas Bass FORMS, Presenter (March 2018)  
 Emory Goizueta Marketing (March 2018)  
 UT Dallas Marketing (February 2018)  
 Chicago Booth Marketing (February 2018)  
 Michigan, School of Information Seminar (October 2017)  
 Carnegie Mellon Tepper (September 2017)  
 Erasmus University, Rotterdam School of Management (April 2017)  
 UT Dallas Bass FORMS, Discussant (March 2017)

Hosmer-Hall Seminar, Michigan Ross (January 2017)  
 Management Science Workshop, Chile (January 2017)  
 Quantitative Marketing and Economics (October 2016)  
 Michigan, School of Public Health (September 2016)  
 Michigan, Computer Science Engineering Faculty Seminar (September 2016)  
 Dartmouth, Tuck Marketing Camp (June 2016)  
 Texas A&M Marketing (April 2016)  
 Marketing in Israel 15 Conference (December 2015)  
 NYU Conference on Big Data and Marketing Analytics (October 2015)  
 Hosmer-Hall Seminar, Michigan Ross (March 2015)  
 Temple, Fox Global Center for Big Data and Mobile Analytics (November 2014)  
 Microsoft Research, Seattle (June 2014)  
 Cornell Johnson Marketing (February 2014)  
 Electronic Arts, Redwood City (February 2014)  
 Google Play, Mountain View (February 2014)  
 Stanford GSB Marketing (January 2014)  
 London Business School (November 2012)  
 INSEAD (November 2012)  
 University of Michigan (November 2012)  
 UCLA (October 2012)  
 NYU (October 2012)  
 Carnegie Mellon (October 2012)  
 Northwestern (October 2012)  
 Yale (October 2012)  
 Boston University (October 2012)  
 Emory (September 2012)  
 University of Pittsburgh (September 2012)  
 University of Washington (September 2012)  
 Rotterdam School of Management / Erasmus School of Economics (January 2012)  
 Tilburg University (January 2012)  
 Marketing in Israel 11 Conference (December 2011)

### **Other talks and conference presentations**

U.S. EPA Briefing, Conference Call (July 2019)  
 State of Michigan, Department of Environmental Quality (July/August 2019)  
 Marketing Science Conference, Rome, Italy (June 2019)  
 - Machine Learning in Marketing, Special Track  
 Ross Talks, Alumni Event, Michigan Ross (May 2019)  
 Smart Water Analytics SWAN Forum, Keynote, Miami (May 2019)  
 Alumni Board of Governors, Michigan Ross (October 2018)  
 LEAD Summer Institute, Michigan Ross (July 2018)  
 Marketing Science Conference, Philadelphia (June 2018)  
 - Machine Learning in Marketing, Special Track, Co-organizer  
 American Marketing Association Conference, New Orleans (February 2018)  
 Marketing Science Conference, Los Angeles (June 2017)  
 - Machine Learning in Marketing, Special Track, Co-organizer  
 Customer Analytics in Retail Marketing, Los Angeles (May 2017)  
 Michigan Student Symposium for Interdisciplinary Statistical Sciences, Keynote (March 2017)  
 Quicken Loans Data Science, MIDAS Collaboration (January 2017)  
 Water @ Michigan Conference (January 2017)

Artificial Intelligence Lab, Michigan (October 2016)  
 Customer Analytics in Retail Marketing, New York (October 2016)  
 SPARK Machine Learning Workshop, Ann Arbor (October 2016)  
 Kickstart Computer Science, Ann Arbor (September 2016)  
 Bloomberg Data for Good Exchange (Presenter and Panelist), New York (September 2016)  
 Big Data Summer Institute Symposium, Ann Arbor (July 2016)  
 SPARK Workshop for Startups, Ann Arbor (March 2016)  
 INFORMS Annual Meeting, Philadelphia (November 2015), session co-organizer  
 Marketing Science Conference, Baltimore (June 2015)  
 Sawtooth Software Conference, Orlando (March 2015)  
 American Marketing Association Conference, San Antonio (February 2015)  
 Joint Statistical Meetings, Montreal (August 2013), Session Organizer  
 ART Forum, Chicago (June 2013)  
 Capital One, Webinar (June 2013)  
 Marketing Science Conference, Boston (June 2012)  
 Wharton Customer Analytics Initiative, Webinar with Elea Feit (September 2012)  
 Marketing Science Conference, Houston (June 2011)  
 Marketing Science Conference, Cologne (June 2010)  
 Jay H. Baker Retailing Initiative Board Meeting (November 2009)  
 Marketing Science Conference, Ann Arbor (June 2009)

### **Awards, honors, and grants**

#### Highlighted awards

AMA Seenu Srinivasan Award, Young Quantitative Scholar in Marketing (2019)  
 Poets & Quants Best 40 Under 40 Professors (2019)  
 Marketing Science Institute Young Scholar (2019)  
 KDD Best Student Paper Award, Applied Data Science (2018)  
 Arnold M. and Linda T. Jacob Faculty Award for Junior Faculty Research, Michigan Ross (2018-19)  
 John D. C. Little Award for Best Marketing Paper (2017)  
 Top 25 Reviewer for Marketing Science (2015)  
 MSI Clayton Dissertation Proposal Competition, Honorable Mention (2012)  
 ISMS Doctoral Dissertation Proposal Competition, Sheth Winner (2012)

#### Other awards

AMA-Sheth Consortium Faculty Fellow (2019)  
 MCubed Grant (\$60,000) with Laura Balzano and Al Hero (2016)  
 20 in Their 20s, Crain's Business Detroit (2016)  
 Golden Apple Teaching Award Nominee, University of Michigan (2014, 2015)  
 AMA-Sheth Foundation Doctoral Consortium, Fellow (2011)  
 Workshop on Quantitative Marketing and Structural Econometrics, Fellow (2010)  
 Russell Ackoff Award for Doctoral Student Research, Recipient (2009-12)  
 Jay H. Baker Retailing Initiative Research Grant, Recipient (2009)  
 Lauder CIBER Grant, Recipient (2009)  
 University of Pennsylvania Class of 1939 Fellowship, Recipient (2008-2009)  
 INFORMS Marketing Science Doctoral Consortium, Fellow (2009,2010,2011,2012)  
 Wharton Doctoral Fellowship, Recipient (2008-12)  
 Summa Cum Laude, Dean's List, University of Pennsylvania, GPA: 3.9/4.0 (2004-08)  
 Benjamin Franklin Scholar, University of Pennsylvania (2004-08)

## Media coverage

[Poets and Quants Best 40 Under 40 Professors \(2019 April\)](#)

Flint Water Crisis – Lead Service Line Pipes

[Summary of press coverage about this work in practice finding lead pipes in Flint and other cities.](#)

2019 – [NPR On Point \(2019-08-22\)](#), [The Atlantic \(2019-01-02\)](#), [Natural Resources Defense Council \(2019-02-12\)](#), [American Civil Liberties Union \(video: 2019-04-11\)](#), [NPR / Michigan Radio \(2019-04-12, audio: 2019-04-24\)](#), [Flint Journal \(2019-06-27, 2019-02-12, 2019-04-11\)](#), [Detroit News \(2019-02-12\)](#), [Irish Times \(2019-05-02\)](#), [Now This News \(video: 2019-04-28\)](#).

2018– [New Scientist](#), [U.S. District Court filing \(2018-10-01, Concerned Pastors et al. v Kohuri et al.\)](#), [Flint City Council Meeting \(2018-12-05\)](#), [Bloomberg – Law and Business](#), [Bloomberg – Environment](#), [Bridge Michigan](#), [Flint Journal](#), [\(2018-10-18, 2018-12-06, 2018-12-11, 2018-11-02\)](#), [Ross Thought in Action](#)

2017– [New York Times](#), [AccuWeather](#)

2016 – Co-authored report on lead service lines City of Flint [Mayor’s Office](#), reported/cited in [Detroit News](#), [MLive](#), [CBS Local \(WNEM TV\)](#), [Wikipedia Reference](#)

Flint Water Crisis – Water Lead Levels

2016 September-October - Wrote article in [The Conversation](#) (with Jacob Abernethy), 2016 September 8 reported/reposted in [Scientific American](#), [Business Insider](#), [Associated Press](#), [USA Today](#), [Government & Technology](#), [Detroit Free Press \(1, 2, 3, and 4\)](#), [Huron Daily Tribune](#), [RawStory](#), [Ross Thought in Action](#), [Civics Analytics on Medium](#),

2016 May - Announcement for [Google funding](#) research and app development, joint with U-M Flint and Engineering, 3 May 2016 reported in [Chicago Tribune](#), [Tech Crunch](#), [Gizmodo](#), [The Hill](#), [Detroit Free Press](#), [MLive](#), [Michigan Radio](#), [The University Record](#), [Michigan Engineering News](#)

[Quoted in “Is Detroit ready for more soccer?” Detroit Free Press, 5 July 2016.](#)

[Profile in 20 in their 20s, Crain’s Business Detroit, 23 May 2016.](#)

[Profile in Dividend, Michigan Ross, Fall 2015](#)

Model Selection Using Database Characteristics: Developing a Classification Tree for Longitudinal Incidence Data

– Featured in *Ross Thought in Action* (November 2013), *Knowledge@Wharton* (August 2012)

What Drives Immediate and Ongoing Word of Mouth

– Featured in book *Contagious* (2013), featured in *Insights from MSI* (Fall 2010), formerly *MSI Working Paper* [10-105]

## Teaching

### Instructor

Marketing Management (Ross MBA Core, MKT 503), Fall 2017, 2018, 2019  
Ratings: 4.4/5.0 with 85% respondents giving top rating (averaged over two years)

Marketing Management (Ross BBA, MKT 300), Fall 2013, 2014, 2015, 2016  
Ratings: 5.0/5.0 with 99% respondents giving top rating (averaged over four years)

Living Business Leadership Experience (MBA and BBA) 2018-19, 2019-20

### Teaching materials developed

“Blue Apron: Turning Around the Struggling Meal Kit Market Leader,” Case study by Daniel M. McCarthy and **Eric M. Schwartz**. [Michigan WDI Publishing \(#5-177-309\)](#).

Also available at [Harvard Business School Publishing \(#W73C09-PDF-ENG\)](#).

### Teaching interests

Customer-base analysis and customer lifetime value; model building, and statistical machine learning for customer analytics; marketing research and experimental design in marketing practice; action-based learning.

## Advising

### PhD Dissertation Committee Member

Gwen Ahn, Marketing, expected 2022  
Prashant Rajaram, Marketing, expected 2021  
Dana Turjeman, Marketing, expected 2021  
Aravind Govindarajan, Technology and Operations, 2019  
Longxiu Tian, Marketing, 2019  
Aniket Anand Deshmukh, Electrical and Computer Engineering, 2019  
Yanzhe (Murray) Lei, Technology and Operations, 2018  
Evgeny Kagan, Technology and Operations, 2018  
Eunsoo Kim, Marketing, 2017  
Qi George Chen, Technology and Operations, 2017  
Guy Benedict Wilkinson, Sports Management, 2017  
Joseph Golden, Economics, 2015

## Service

To the marketing field

Editorial Review Board member  
*Marketing Science* (2019-present)

Reviewing activity as ad hoc reviewer

*Marketing Science*  
*Journal of Marketing Research*  
*Management Science*  
*Quantitative Marketing and Economics*  
*Journal of Consumer Research*  
*Information Systems Research*  
*Marketing Letters*  
*Journal of the American Statistical Association*  
*Journal of Applied Econometrics*

Conference activity

Session co-organizer, “Consumer Choice, Big Data, and Machine Learning,”  
Choice Symposium (May 2019)  
Track co-organizer, “Machine Learning in Marketing,”  
Marketing Science Conference, Philadelphia (June 2018)  
Track co-organizer, “Machine Learning in Marketing,”  
Marketing Science Conference, Los Angeles (June 2017)  
Session co-organizer, “Machine Learning in Marketing,”  
INFORMS Annual Meeting, Philadelphia (November 2015)

To Ross School of Business and the University of Michigan

Ross Marketing Seminar Organizer  
(2018-19, 2019-20)  
Ross Marketing Student Awards Committee  
(2013-14, 2014-15, 2016-17, 2017-18, 2018-19, 2019-20)  
Ross MBA Data Insights and Analytics Club Co-Advisor  
(2015-16, 2016-17, 2017-18, 2018-19, 2019-20)  
Michigan Data Science Team (MDST), Faculty Co-Advisor  
(2015-16, 2016-17, 2017-18, 2019-20)  
Michigan Initiative for Data Science (MIDAS), Education and Training Committee  
(2018-19)  
Ross Marketing 300 Course Coordinator  
(2015 Fall, 2016 Fall)  
Ross Undergraduate Marketing Club Advisor  
(2014-15, 2015-16, 2016-17)  
School of Kinesiology, Sports Marketing Faculty Search Committee  
(2016 Winter)  
Ross Marketing Internal Seminar Coordinator  
(2014-15)  
Marketing Undergraduate Case Competition Coach



(2014, First place at national L’Oreal Brandstorm Competition)  
Google Online Marketing Challenge Advisor  
(2015, 2016)

### **Professional affiliations**

American Marketing Association  
INFORMS Society for Marketing Science  
American Statistical Association  
Phi Beta Kappa

### **Computer and natural languages**

Fluent: R, Spanish, SQL, Tidyverse  
Proficient: Catalan, Matlab, Python, SAS