

Florian Zettelmeyer

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Education

1992-1996 **MIT Sloan School of Management**
Ph.D. in Management Science
Major: Marketing
Minor: Economics

1990-1991 **University of Warwick, UK**
M.Sc. in Economics

1991-1992, **University of Karlsruhe, Germany**
1986-1990 Business Engineering, Vordiplom

Work Experience

from 2008 **Kellogg School of Management**
Northwestern University
Professor of Marketing
J. L. and Helen Kellogg Chair in Marketing

2008 **Haas School of Business**
University of California at Berkeley
Professor of Marketing

2006-2008 **Haas School of Business**
University of California at Berkeley
Chair, Marketing Group

2003-2008 **Haas School of Business**
University of California at Berkeley
Associate Professor of Marketing (with tenure)

1998-2003 **Haas School of Business**
University of California at Berkeley
Assistant Professor of Marketing

1996-1997 **Simon Graduate School of Business Administration**
University of Rochester
Assistant Professor of Marketing

1989-1991

McKinsey & Company, Inc.

Consultant during internships in Germany and Brazil, totalling 9 months.

Honors and Grants

Sidney J. Levy Teaching Award (2009, for teaching excellence in Kellogg School elective classes)

J. L. and Helen Kellogg Chair in Marketing, Northwestern University (2008)

Barbara and Gerson Bakar Faculty Fellow, highest honor of Haas School for Associate Professors (2007-08)

National Bureau of Economic Research (NBER), Promotion to Research Associate (April 2007)

2007 Paul E. Green Award (recognizes the best article in the Journal of Marketing Research in 2006) for "How the Internet Lowers Prices: Evidence from Matched Survey and Automobile Transaction Data," published in the May 2006 issue of the Journal of Marketing Research.

National Science Foundation (NSF), Economics Program Grants # SES-0550508 and SES-0550911, "Incentive Promotions in the US Automotive Industry," (2006-2009, \$151,000)

The Earl F. Cheit Outstanding Teaching Award (2006, for teaching in the M.B.A. program at the Haas School, UC Berkeley)

The Earl F. Cheit Outstanding Teaching Award (2006, for teaching in the Ph.D. program at the Haas School, UC Berkeley)

National Bureau of Economic Research (NBER), Appointment as Faculty Research Fellow (March 2003)

National Science Foundation (NSF), Economics Program Grant # SES-0111885, "The Effect of Internet Car Shopping on Prices and Discrimination," (2001-2004, \$184,000)

Schwabacher Fellowship, highest honor of Haas School for Assistant Professors (2001-02)

Junior Faculty Mentor Grant, University of California at Berkeley (2001-02)

Junior Faculty Research Grant, University of California at Berkeley (2000-01)

Honorable Mention in the Doctoral Dissertation Proposal Competition of the Marketing Science Institute (1995)

American Marketing Association (AMA) Doctoral Consortium Fellow (1995)

Scholar of the German Academic Exchange Service (1992-93)

Scholar of the German National Merit Foundation (Studienstiftung des Deutschen Volkes) (1986-92)

Professional Activities

Affiliations

American Marketing Association, American Economic Association, Institute for Operations Research and the Management Sciences (INFORMS), National Bureau of Economic Research (NBER)

Associate Editor

Management Science.
Quantitative Marketing and Economics

Editorial Board Member

Marketing Science, Journal of Marketing Research, Journal of Marketing (through 2005), Journal of Public Policy in Marketing (through 2005), Journal of Interactive Marketing (through 2005).

Ad-hoc Reviewer

Journal of Marketing Research, Management Science, American Economic Review, Journal of Political Economy, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Business, International Journal of Research in Marketing, Marketing Letters, Journal of Retailing, California Management Review, Industrial and Corporate Change, National Science Foundation

Research

Interests

Marketing Implications of Consumer Search and Uncertainty
Implications of the Internet on traditional industries
Electronic Selling Formats
Distribution Channels
Integration of Behavioral and Economic Approaches to Consumer Choice

Publications in Refereed Journals

1. "'The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry." (2009), *Marketing Science*, (forthcoming) (with Meghan Busse and Duncan Simester)
2. "Comparative Advertising and In-Store Displays." (2009), *Marketing Science*, (forthcoming) (with Greg Shaffer)
3. "Contingent response to self-customization procedures: implications for consumer choice and satisfaction." (2008), *Journal of Marketing Research*, (forthcoming), (with Ravi Dhar and Ana Valenzuela)
4. "1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions." (2006),

- American Economic Review*, Vol 96 (4), pp. 1253-1270, NSF funded (with Meghan Busse and Jorge Silva-Risso)
5. "How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data." (2006), *Journal of Marketing Research*, Vol. 43 (2), pp. 168-181, NSF funded (with Fiona Scott Morton and Jorge Silva-Risso)
 6. "Advertising in a Distribution Channel." (2004), *Marketing Science*, Vol. 23 (4), pp. 619-628, (with Greg Shaffer).
 7. "The Strategic Positioning of Store Brands in Retailer – Manufacturer Negotiations." (2004), *Review of Industrial Organization*, Vol. 24, pp. 161-194 (with Fiona Scott Morton).
 8. "Consumer Information and Discrimination: Does the Internet Affect the Pricing of New Cars to Women and Minorities?" (2003), *Quantitative Marketing And Economics*, Vol. 1 (1), pp. 65-92, NSF funded (with Fiona Scott Morton and Jorge Silva Risso).
 9. "When good news about your rival is good for you: The effect of third-party information on the division of channel profits." (2002), *Marketing Science*, Vol. 21 (3), pp. 273-293 (with Greg Shaffer).
 10. "Internet Car Retailing." (2001), *Journal of Industrial Economics*, Vol. 49 (4), pp.501-519 (with Fiona Scott Morton and Jorge Silva Risso).
 11. "Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels." (2000), *Journal of Marketing Research*, Vol. 37 (3), pp.292-308.
 12. "Brand Equity, Consumer Learning and Choice." (1998), *Marketing Letters*, Vol. 10 (3), pp.301-318 (with Tülin Erdem, Joffre Swait, Susan Broniarczyk, Dipankar Chakravarti, Jean-Noel Kapferer, Michael Keane, John Roberts, and Jan-Benedict Steenkamp).
 13. "The Role of Inference in Context Effects: Inferring What You Want From What is Available." (1997), *Journal of Consumer Research*, Vol. 24 (1) (with Drazen Prelec and Birger Wernerfelt).
 14. "Metrics to Evaluate R,D&E." (1997), *Research Technology Management*, Vol. 40 (4) (with John R. Hauser).
 15. "Testing Alternative Models of New Product Diffusion." (1993), *The Economics of Innovation and New Technology*, Vol. 2, pp.283-308 (with Paul Stoneman).

Other Publications

16. Review of "Ruling the Root: Internet Governance and the Taming of Cyberspace," by Milton L. Mueller. (2004), *Journal of Economic Literature*, Vol. XLII (September 2004), pp. 867-868.

Working Papers

17. "Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets." (4/2009), NSF funded (with Meghan Busse and Chris Knittel).

18. "Cowboys or Cowards: Why are Internet Car Prices Lower?" (7/2006), NSF funded (with Fiona Scott Morton and Jorge Silva Risso).
19. "What Matters for Price Negotiations: Evidence From the US Auto Retailing Industry." (7/2007), NSF funded (with Fiona Scott Morton and Jorge Silva-Risso)
20. "Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships" (9/2007), (with Fiona Scott Morton and Jorge Silva-Risso)
21. "The Strategic Use of Consumer Search Cost." (9/2000)

Work in Progress

- "The Effects of Information on Auction Outcomes: A Large Scale Field Experiment" (with Steve Tadelis)
- "Carbon Tax Incidence in the Automobile Industry" with (Christopher Knittel and Meghan Busse)
- "Decomposing the price of cars: Where do promotions pack their punch?" (with Meghan Busse)
- "Advertising and mutual fund returns." (with Jonathan Berk)
- "Sales person incentives in car retailing." (with Yesim Orhun and Meghan Busse)

Invited Conference Presentations and Discussions

National Bureau of Economic Research (NBER) IO Winter Meetings, (February 2009) Palo Alto, California. Invited Presentation: "Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets."

American Marketing Association (AMA) Sheth Foundation Doctoral Consortium, (June 2008) Columbia, Missouri. Invited Presentation: "From Research Idea to Research Agenda: An Example from Pricing Research." and "Rescuing a Class".

Quantitative Marketing and Economics (QME) Conference, (October 2007) Chicago, Illinois. Organizer (with Greg Allenby).

Summer Institute in Competitive Strategy, (July 2007) Berkeley, California. Invited Presentation: "The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry."

National Bureau of Economic Research (NBER) IO Winter Meetings, (February 2007) Palo Alto, California. Organizer (with Catherine Wolfram).

National Bureau of Economic Research (NBER) IO Winter Meetings, (February 2007) Palo Alto, California. Invited Presentation: "The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry."

Quantitative Marketing and Economics (QME) Conference, (October 2006) Stanford, California. Invited Discussion: "Do Manufacturers Subsidize Leases? A Price Discrimination Model Of Leasing Behavior" by Srabana Dasgupta and S. Siddarth

Marketing in Israel Conference, (December 2005) Tel Aviv, Israel. Invited

Presentation: "Inventory Fluctuations and Price Discrimination: The Determinants of Price Variation in Car Retailing."

Quantitative Marketing and Economics (QME) Conference, (October 2005) Boston, Massachusetts. Invited Presentation: "\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions."

Massachusetts Institute of Technology, Buck-Weaver Conference, (September 2005) Cambridge, Massachusetts. Invited Presentation: "\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions."

Harvard Business School Strategy Conference, (October 2004) Boston, Massachusetts. Invited Presentation: "\$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions."

American Marketing Association (AMA) Sheth Foundation Doctoral Consortium, (June 2004) College Station, Texas. Invited Presentation: "From Research Idea to Research Agenda: An Example from Internet Research."

National Bureau of Economic Research (NBER) IO Winter Meetings, (February 2004) Palo Alto, California. Invited Presentation: "\$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions."

Quantitative Marketing and Economics (QME) Conference, (October 2003) Chicago, Illinois. Invited Presentation: "The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data."

National Bureau of Economic Research (NBER) IO Summer Institute, (July 2003) Cambridge, Massachusetts. Invited Presentation: "Inventory Fluctuations and Price Discrimination: The Determinants of Price Variation in Car Retailing."

IDEI-CEPR Conference On The Economics of the Software and Internet Industries, (January 2003) Toulouse, France. Opening Presentation: "Cowboys or Cowards: Why are Internet Car Prices Lower?"

INFORMS-Cornell Conference On Pricing Research, (September 2002) Ithaca, New York. Invited Presentation: "Cowboys or Cowards: Why are Internet Car Prices Lower?"

National Bureau of Economic Research (NBER) IO Summer Institute, (July 2001) Cambridge, Massachusetts. Invited Presentation: "Consumer Information and Price Discrimination: Does the Internet Affect the Pricing of New Cars to Women and Minorities?"

Berkeley Invitational Choice Symposium, (June 2001) Pacific Grove, California. Invited Presentation: "Internet Car Retailing."

NBER Winter IO Meetings, (February 2001) Palo Alto, California. Invited Discussion.

NBER E-Commerce Conference, (January 2001) Bodega Bay, California. Invited Presentation: "Internet Car Retailing."

Marketing Science Institute Young Scholar's Conference, (January 2001) Park City, Utah. Invited Presentation: "Internet Car Retailing."

Brookings/BRIE/Department of Commerce/OECD Conference on the Digital Economy,

(September 2000) Washington, D.C. Invited Presentation: "Internet Car Retailing."

NBER E-Commerce Conference, (July 2000) Cambridge, Massachusetts. Invited Presentation: "Internet Car Retailing."

NBER Winter IO Meetings, (January 2000) Palo Alto, California. Invited Presentation: "The Strategic Use of Store Brands in Retailer – Manufacturer Bargaining."

HEC Invitational Choice Symposium (July 1998) Paris, France. Invited Presentation: "Brand Equity and the Internet."

INFORMS Conference: "Marketing Science and the Internet" (March 1998) Cambridge, Massachusetts. Invited Presentation: "The Internet as a Medium for Marketing Communications: Channel Conflict over the Provision of Information."

Marketing Science Institute conference on "Research Frontiers in Interactive Marketing," (September 1997) Cambridge, Massachusetts. Invited Presentation: "Who Will be Affected by the Internet: The Role of Marketing Communications."

Invited Seminar Presentations

Texas A&M University, (April 2009) College Station, Texas. Invited Presentation: "Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets."

University of Chicago, (April 2009) Chicago, Illinois. Invited Presentation: "Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets."

Federal Reserve Bank of Chicago, (April 2009) Chicago, Illinois. Invited Presentation: "Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets."

Cornell University, (April 2009) Ithaca, New York. Invited Presentation: "Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets."

University of California Energy Institute, (April 2008) Berkeley, California. Invited Presentation: "Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing"

Duke University, (April 2008) Durham, North Carolina. Invited Presentation: "The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry"

Yale University, (November 2007) New Haven, Connecticut. Invited Presentation: "The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry"

Northwestern University, (September 2007) Evanston, Illinois. Invited Presentation: "Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations in Car Dealerships"

Dartmouth College, (March 2007) Hanover, New Hampshire. Invited Presentation:

- "The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry."
- Washington University in St. Louis*, (February 2007) St. Louis, Missouri. Invited Presentation: "Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations in Car Dealerships"
- Harvard Business School*, (October 2006) Boston, Massachusetts. Invited Presentation: "Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations in Car Dealerships"
- University of Arizona*, (March 2006) Tucson, Arizona. Invited Presentation: "\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions."
- Ford Advanced Research Labs*, (November 2005) Dearborn, Michigan. Invited Presentation: "How Transparency Affects What Consumers Pay : Evidence from the Internet and Promotions."
- Massachusetts Institute of Technology (Economics Department)*, (September 2005) Cambridge, Massachusetts. Invited Presentation: "\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions."
- Hebrew University (Economics Department)*, (December 2005) Jerusalem, Israel. Invited Presentation: "\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions."
- University of East Anglia*, (May 2005) Norwich, United Kingdom, Invited Presentation: "Inventory Fluctuations and Price Discrimination: The Determinants of Price Variation in Car Retailing."
- University of East Anglia*, (May 2005) Norwich, United Kingdom, Invited Presentation: "How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data."
- Federal Trade Commission*, (May 2005) Washington, D.C. Invited Presentation: "\$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions."
- University California, Davis*, (May 2004) Davis, California. Invited Presentation: "\$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions."
- Stanford University*, (March 2004) Palo Alto, California. Invited Presentation: "How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data."
- Dartmouth College*, (October 2003) Hanover, New Hampshire. Invited Presentation: "The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data."
- New York University*, (April 2003) New York, New York. Invited Presentation: "The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data."
- University of Southern California*, (March 2003) Los Angeles, California. Invited Presentation: "The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data."

University of Arizona, (March 2003) Tucson, Arizona. Invited Presentation: "The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data."

University of British Columbia, (February 2003) Vancouver, British Columbia. Invited Presentation: "The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data."

Northwestern University, (April 2002) Evanston, Illinois. Invited Presentation: "Cowboys or Cowards: Why are Internet Car Prices Lower?"

Harvard Business School, (November 2001) Boston, Massachusetts. Invited Presentation: "Cowboys or Cowards: Why are Internet Car Prices Lower?"

Stanford University, (May 2001) Stanford, California. Invited Presentation: "Internet Car Retailing."

Washington University, (April 2001) St. Louis, Missouri. Invited Presentation: "Internet Car Retailing."

University of Toronto, (April 2001) Toronto, Canada. Invited Presentation: "Internet Car Retailing."

University of Florida, (March 2001) Gainesville, Florida. Invited Presentation: "Internet Car Retailing."

Federal Trade Commission, (September 2000) Washington, D.C. Invited Presentation: "The Strategic Use of Store Brands in Retailer – Manufacturer Bargaining."

INSEAD, (June 2000) Fontainebleau, France. Invited Presentation: "Broadcast vs. Interactive Media: Influencing the perceived product differentiation in a channel."

Massachusetts Institute of Technology, (April 2000) Cambridge, Massachusetts. Invited Presentation: "The Strategic Use of Store Brands in Retailer – Manufacturer Bargaining."

University of Chicago, (February 2000) Chicago, Illinois. Invited Presentation: "The Strategic Use of Store Brands in Retailer – Manufacturer Bargaining."

Harvard University, (December 1999) Cambridge, Massachusetts. Invited Presentation: "Bargaining, Third-Party Information, and the Division of Profit in the Distribution Channel."

Yale University, (November 1998) New Haven, Connecticut. Invited Presentation: "Channel Conflict over the Provision of Information."

University of Chicago, (May 1998) Chicago, Illinois. Invited Presentation: "Channel Conflict over the Provision of Information."

Stanford University, (July 1997) Palo Alto, California. Invited Presentation: "Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels."

University of Texas at Austin, (February 1997) Austin, Texas. Invited Presentation: "Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels."

Cornell University, (April 1996) Ithaca, New York. Invited Presentation: "The Strategic Use of Consumer Search Cost."

Conference Presentations

Marketing Science Conference, (June 2003) College Park, Maryland. "The Effect of Information and Institutions on Price Negotiation: Evidence from Matched Survey and Auto Transaction Data."

Marketing Science Conference, (July 2001) Wiesbaden, Germany. "Internet Car Retailing."

Marketing Science Conference, (June 2000) Los Angeles, California. "The Strategic Positioning of Store Brands in Retailer – Manufacturer Negotiation."

Marketing Science Conference, (May 1999) Syracuse, New York. "Comparative Marketing Campaigns and Retailer Participation."

Marketing Science Conference, (March 1997) Berkeley, California. "Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels."

Marketing Science Conference, (March 1996) Gainesville, Florida. "The Role of Inference in Context Effects: Inferring What You Want From What is Available."

Teaching

Interests

Internet Marketing Strategy, Marketing Strategy, Pricing, Database Marketing, Marketing Management

Experience

from 2008	Kellogg School of Management, Northwestern University "Information- And Technology-Based Marketing" for full-time MBA students
2006-2008	Haas School of Business, UC Berkeley "Information- And Technology-Based Marketing" for full- and part-time MBA students
2006	Haas School of Business, UC Berkeley "Teaching Business" for Ph.D. students
2004-2005	Haas School of Business, UC Berkeley "Information- And Technology-Based Marketing" for full- and part-time MBA students and Undergraduate Business Majors
2000	Haas School of Business, UC Berkeley Ph.D. Seminar on Internet/E-Commerce Research
1999-2008	Haas School of Business, UC Berkeley

	Executive Education on Internet Marketing/Strategy for senior managers
1999-2002	Haas School of Business, UC Berkeley “Internet Strategy” for full- and part-time MBA students
1997	William E. Simon School of Business, University of Rochester “Marketing Management” for part-time MBA students “Marketing on the Internet” for full- and part-time MBA students
1993	Sloan School of Management, MIT Teaching assistant for “New Product Development,” Masters program elective

Effectiveness

9.8 on a 10 point scale for Information- And Technology-Based Marketing (all sections) at the Kellogg School of Management.

Member of Club 6.0 (median 6.0 and above on a 7-point scale in regard to teaching effectiveness) in every course taught in Berkeley, except for one section.

Since 2002, median 7.0 (mean 6.8) in all sections.

The Earl F. Cheit Outstanding Teaching Award (2006, for teaching in the M.B.A. program at the Haas School, UC Berkeley)

The Earl F. Cheit Outstanding Teaching Award (2006, for teaching in the Ph.D. program at the Haas School, UC Berkeley)

Administrative Service

from 2008	Member of the Faculty Advisory Board for Kellogg Information Systems (KIS)
2006-2008	Chair, Marketing Group at the Haas School
2005-2008	Member of the Policy and Planning committee at the Haas School
2004	Member of the search committee for the director of the Evening and Weekend MBA program, Haas School, UC Berkeley
2003-2007	Chair of the Faculty and Ph.D. Computer Committee, Haas School, UC Berkeley
2001-2002	Member of the Faculty and Ph.D. Computer Committee, Haas School, UC Berkeley
2000	Member of the E-commerce Committee, Haas School, UC Berkeley
1998-2008	Member of the Marketing Recruiting Committee, Haas School, UC Berkeley

Consulting and Executive Education

Executive Education, Time Warner Channel

Executive Education, Security Network of America

Member of the Advisory Board, Bayalarm, Pacheco, CA

Consulting, iMediation, San Francisco, CA

Executive Education, Johnson & Johnson, New Brunswick, NJ

Internet Marketing/Strategy, BMW Group, Munich

E-commerce Bootcamps for senior managers, RoundTable Group, Chicago, IL

Other

Math instructor, Patten University at San Quentin State Prison