

GARRETT JOHNSON
Visiting Assistant Professor of Marketing

Kellogg School of Management
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ACADEMIC EMPLOYMENT

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| <i>Northwestern University, Kellogg School of Management</i> Visiting Assistant Professor of Marketing | 2016-Present |
| <i>University of Rochester, Simon Business School</i> Assistant Professor of Marketing (on leave 2016-2017) | 2013-2017 |

EDUCATION

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|---|------|
| <i>Northwestern University, Ph.D., Economics (Advisor: Robert Porter)</i> | 2013 |
| <i>University of British Columbia, B.A., Economics (Honors)</i> | 2007 |

PUBLISHED & FORTHCOMING PAPERS

Johnson, Garrett A., Randall A. Lewis, Elmar I. Nubbemeyer (2017) "Ghost Ads: Improving the Economics of Measuring Online Ad Effectiveness" *Journal of Marketing Research*, forthcoming.

Johnson, Garrett A., Randall A. Lewis, David H. Reiley (2017) "When Less is More: Data and Power in Advertising Experiments" *Marketing Science*, 36(1): 43-53.

WORKING PAPERS

"The Impact of Privacy Policy on the Auction Market for Online Display Advertising"

"Location, Location, Location: Repetition and Proximity Increase Advertising Effectiveness" (with Randall Lewis and David Reiley) (reject & resubmit at *Quantitative Marketing & Economics*)

"The Online Display Ad Effectiveness Funnel & Carry-Over: A Meta-study of Predicted Ghost Ad Experiments" (with Randall Lewis and Elmar Nubbemeyer) (reject & resubmit at *Marketing Science*)

"Consumer Privacy Choice in Online Advertising: Who Opt's Out and at What Cost to Industry?" (with Scott Shriver & Shaoyin Du) (submitted to *Marketing Science*)

"Cost Per Incremental Action: Efficient Pricing of Advertising" (with Randall Lewis)

"Great and Small Walls of China: Distance & Chinese E-Commerce" (with Liang Chen and Yao Luo)

WORK IN PROGRESS

"The Popup Paradox: Field Experiments at Collage.com" (with Ayelet Israeli & Joe Golden)

RESEARCH EXPERIENCE

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| <i>Facebook</i> , Visiting Professor, Data Science Team | Aug. 2013–Nov. 2013 |
| <i>Yahoo! Labs</i> , Research Scientist Intern | Jun. 2010–Sep. 2010, Jan. 2011–Sep. 2011 |

RESEARCH PRESENTATIONS

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| Workshop on the Economics of Advertising and Marketing in Tbilisi, Georgia | Jul. 2017 |
| INFORMS Society for Marketing Science Conference | Jun. 2017 |
| New York City Media Seminar | May 2017 |
| Hebrew University Jerusalem School of Business Administration | Mar. 2017 |
| Hebrew University (Department of Economics) | Feb. 2017 |
| U Chicago Booth Graduate School of Business | Feb. 2017 |
| UCLA Anderson School of Management | Feb. 2017 |
| Marketing Science-FTC Conference on Consumer Protection | Sep. 2016 |
| UT Dallas Jindal School of Management | Sep. 2016 |
| McGill U Marketing Camp | Aug. 2016 |
| INFORMS Society for Marketing Science Conference | Jun. 2016 |
| Greater China-Conference on Mobile Big Data Marketing | Jun. 2016 |
| 10 th Triennial Choice Symposium | May 2016 |
| Columbia Business School | Apr. 2016 |
| U Rochester Phelps Colloquium (university-wide lecture) | Dec. 2015 |
| Stanford Graduate School of Business | Dec. 2015 |
| UC San Diego Rady School of Management | Nov. 2015 |
| Northwestern U Kellogg School of Management | Nov. 2015 |
| MIT Conference on Digital Experimentation | Oct. 2015 |
| NYU Conference on Digital Big Data, Smart Life, Mobile Marketing Analytics | Oct. 2015 |
| Duke U Fuqua School of Business | Oct. 2015 |
| Yale CIIP China India Insights Conference | Sep. 2015 |
| UC Berkeley Summer Institute in Competitive Strategy, Big Data Special Session | Jul. 2015 |
| NBER Economics of Digitization Conference | Jul. 2015 |
| INFORMS Society for Marketing Science Conference | Jun. 2015 |
| UC San Diego Rady School of Management | Mar. 2015 |
| Cologne Symposium on Value Creation in a Changing Customer & Media Environment | Jan. 2015 |
| Chicago Booth Big Data Marketing Analytics Conference | Oct. 2014 |
| INFORMS Society for Marketing Science Conference | Jun. 2014 |
| International Industrial Organization Conference | Apr. 2014 |
| ACM Conference on Electronic Commerce, Economics of Privacy Workshop | Jun. 2013 |
| ACM Conference on Electronic Commerce, Ad Auctions Workshop | Jun. 2013 |
| International Industrial Organization Conference | May 2013 |
| Wharton (WCAI) Innovative Approaches to Measuring Ad Effectiveness Conference | May 2013 |

FELLOWSHIPS & AWARDS

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| Teaching Honor Roll, Simon Business School | Winter 2016 |
| NET Institute Research Grant (with L. Chen & Y. Luo) | 2015 |
| Best Rising Star Paper, International Industrial Organization Conference | 2013 |
| SEI-WCAI “Innovative Approaches to Measuring Advertising Effectiveness” Grant (with R. Lewis & D. Reiley) | 2012 |
| Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada | 2007–2011 |
| National Scholarship, University of British Columbia | 2002–2007 |

PROFESSIONAL SERVICE

Ad Hoc Reviewer

International Economic Review, Journal of Marketing Research, Management Science, Marketing Science,
Operations Research, Quantitative Marketing and Economics, Review of Economics and Statistics

TEACHING

Kellogg School of Management Courses

MKTG 956: Digital Marketing Strategy

Simon Business School Courses

MKT 435: Channels Strategy, MKT 437: Digital Marketing Strategy