

GARRETT JOHNSON
Visiting Assistant Professor of Marketing

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ACADEMIC EMPLOYMENT

<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

<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*)

"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

"Privacy Choice in Internet Advertising: Who Opt's Out and at What Cost to Industry?" (with Scott Shriver & Shaoyin Du)

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

RESEARCH EXPERIENCE

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

RESEARCH PRESENTATIONS

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

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