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His industry experience includes Retail Management (Walgreens) and Financial Services (UBS Financial; Umpqua Bank), where he most recently worked as a Data Scientist.

His academic research utilizes rigorous econometric modeling techniques on Big Data to empirically address managerially relevant questions in the topical domains of product management and retailing. Publications from these research efforts have appeared in various outlets, including: *Strategic Management Journal*, *Journal of Interactive Marketing*, and *Journal of the Academy of Marketing Science*.