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EDUCATION

- Ph.D. *The University of Chicago*, 1995.
Graduating Thesis: "Loss Leaders: Store traffic and cherry picking."
- M.B.A. *The University of Chicago*, 1991, Dean's List,
Specialization in Marketing; Concentrations in Human Behavior and Business Policy.
- M.S. *Université Catholique de Louvain*, Belgium, 1988, with Honors.
Graduating Thesis: "Algorithmic Route Planning."

TEACHING INTERESTS

Marketing Research, New Products, Marketing Management.

RESEARCH INTERESTS

New Media, Loyalty programs, Customer Relationship Management.

RELATED EXPERIENCE

- 2012-Pres *Professor of Marketing*, UCLA Anderson School of Management.
- 2009-2011 *Associate Professor of Marketing*, UCLA Anderson School of Management.
- 2003-2009 *Assistant Professor of Marketing*, The Wharton School of the University of Pennsylvania.
- 2007-2008 *Visiting Professor of Marketing*, INSEAD.
- 2001-2003 *Visiting Professor of Marketing*, University of California Los Angeles, Anderson Graduate School of Management.
- 1995-2001 *Assistant Professor of Marketing*, University of Southern California, Marshall School of Business.
- 1996-1998 *Visiting Professor of Marketing*, Université Catholique de Louvain, Institut d'Administration et de Gestion.
- 1995 *Lecturer in Marketing*, The University of Chicago, Graduate School of Business.

REFEREED PUBLICATIONS

- Drèze, Xavier, and Joseph C. Nunes (2011), "Recurring Goals and Learning: The Impact of Successful Reward Attainment on Consumer Purchase Behavior," *Journal of Marketing Research*, XLVIII (April), 268-81.
- Nunes, Joseph C., Xavier Drèze, and Young Jee Han (2011), "Conspicuous Consumption in a Recession: Toning it Down or Turning it Up?," *Journal of Consumer Psychology*, 21 (2), 199-205.
- Han, Young Jee, Joseph C. Nunes, and Xavier Drèze (2010), "Signaling Status with Luxury Goods: The Impact of Brand Prominence," *Journal of Marketing*, 74 (July), 14-30.
- Drèze, Xavier and André Bonfrer (2009), "Moving from Customer Lifetime Value to Customer Equity," *Quantitative Marketing and Economics*, 7 (3), 289-320.
- Drèze, Xavier and Joseph C. Nunes (2009), "Feeling Superior: The Impact of Loyalty Program Structures on Consumer's Perceptions of Status," *Journal of Consumer Research*, 35 (6), 890-905.
- Bonfrer, André and Xavier Drèze (2009), "Real-Time Evaluation of Email Campaign Performance," *Marketing Science*, 28 (2), 251-63.
- Arora, Neeraj, Xavier Drèze, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Niladri Syam, Jacquelyn Thomas, Z. John Zhang (2008), "Putting One-to-One Marketing to Work: Personalization, Customization and Choice," *Marketing Letters*, 19 (3-4), 305-21.
- Drèze, Xavier and André Bonfrer (2008), "An Empirical Investigation of the Impact of Communication Timing on Customer Equity," *Journal of Interactive Marketing*, 22 (1), 36-50.
- Sood, Sanjay and Xavier Drèze (2006), "Brand Extensions of Experiential Goods: Movie Sequel Evaluations," *Journal of Consumer Research*, 33 (3), 352-60.
- Vanhuele, Marc, Gilles Laurent, and Xavier Drèze (2006), "Consumers' Immediate Memory for Prices," *Journal of Consumer Research*, 33 (2), 163-72.
- Nunes, Joseph C. and Xavier Drèze (2006), "The Endowed Progress Effect: How Artificial Advancement Increases Effort," *Journal of Consumer Research*, 32 (4), 504-12.
- Nunes, Joseph C. and Xavier Drèze (2006), "Your Loyalty Program Is Betraying You," *Harvard Business Review*, April, 124-31.
- Steckel, Joel H., Russell S. Winer, Randolph E. Bucklin, Benedict G. C. Dellaert, Xavier Drèze, Gerald Häubl, Sandy D. Jap, John D. C. Little, Tom Meyvis, Alan L. Montgomery, and Arvind Rangaswamy (2005), "Choice in Interactive Environments," *Marketing Letters*, 16 (3/4), 309-20.
- Ainslie, Andrew, Xavier Drèze, and Fred Zufryden (2005), "Modeling Movie Life Cycles and Market Share," *Marketing Science*, 24 (3), 508-17.

- Drèze, Xavier (2005), "Lessons from the front line: two key ways in which the internet has changed marketing forever," *Applied Stochastic Models in Business and Industry*, 21 (4-5), 443-8.
- Drèze, Xavier, Patricia Nisol, and Naufel Vilcassim (2004), "Do Promotions Increase Store Expenditures? A Descriptive Study of Household Shopping Behavior," *Quantitative Marketing and Economics*, 2 (1), 59-92.
- Kamins, Michael A., Xavier Drèze, and Valerie S. Folkes (2004), "Effects of Seller-Supplied Prices on Buyers' Product Evaluations: Reference Prices in an Internet Auction Context," *Journal of Consumer Research*, 30 (4), 622-8.
- Drèze, Xavier and Joseph C. Nunes (2004), "Using Combined-Currency Prices to Lower Consumers' Perceived Cost," *Journal of Marketing Research*, 41 (1), 59-72.
- Drèze, Xavier and Fred Zufryden (2004), "Measurement of Online Visibility and its Impact on Internet Traffic," *Journal of Interactive Marketing*, 18 (1), 20-37. (Best Paper Award Runner-up)
- Drèze, Xavier and Francois-Xavier Husherr (2003), "Internet Advertising: Is Anybody Watching?," *Journal of Interactive Marketing*, 17 (4), 8-23. (Best Paper Award Runner-up)
- Balagué, Christine, Marc Vanhuele, Laurence Daudigeos, and Xavier Drèze (2003), "Mesure et Analyse de la Multi-Fidélité aux Magasins," *Décisions Marketing*, 32 (Octobre-Décembre), 71-82.
- Lee, Sukekyu, Fred Zufryden, and Xavier Drèze (2003), "A Study of Consumer Switching Behavior Across Internet Portal Web Sites," *International Journal of Electronic Commerce*, 7 (3), 39-63.
- Drèze, Xavier and David R. Bell (2003), "Creating Win-Win Trade Promotions: Theory and Empirical Analysis of Scan-Back Trade Deals," *Marketing Science*, 22 (1), 16-39. (John D.C. Little Award Finalist)
- Vanhuele, Marc and Xavier Drèze (2002), "Measuring the Price Knowledge Shoppers Bring to the Store," *Journal of Marketing*, 66 (October), 72-85. (Fondation HEC Award Winner)
- Bell, David and Xavier Drèze (2002), "Changing the Channel: A Better Way To Do Trade Promotions," *Sloan Management Review*, 43 (2), 42-49.
- Vanhuele, Marc and Xavier Drèze (2001), "Les clients savent-ils combien coûtent les produits qu'ils achètent?," *L'Expansion Management Review*, 103 (December), 54-63.
- Drèze, Xavier and F. Zufryden (2000), "Internet Advertising: The Medium is the Difference," *Consumption Markets and Culture*, 4 (1), 23-37.
- Drèze, Xavier and Francois-Xavier Husherr (1998), "Financing the Internet: Four Sustainable Business Models," *Communications & Strategies*, 32, 171-95.
- Drèze, Xavier and Stephen J. Hoch (1998) "Exploiting the installed base using cross-merchandising and category destination programs," *International Journal of Research in Marketing*, 15 (5), 459-71. (Finalist for Paper of the Year)

- Drèze, Xavier and F. Zufryden (1998), "Is Internet Advertising Ready for Prime Time?," *Journal of Advertising Research*, 38 (3), 7-18.
- Drèze, Xavier and F. Zufryden (1998), "A web-based methodology for product design evaluation and optimization," *Journal of the Operation Research Society*, 49, 1034-43.
- Drèze, Xavier and F. Zufryden (1997), "Testing Web Site Design and Promotional Content," *Journal of Advertising Research*, March/April, 77-91.
- Ainslie, Andrew and Xavier Drèze (1996), "Le Data-Mining et l'Alternative Modèles Classiques / Réseaux Neuronaux," *Décisions Marketing*, January-April, 77-86.
- Drèze, Xavier (1995), "Utiliser des bases de données à des fins stratégiques," *Revue Française de Gestion*, October, 76-83.
- Drèze, Xavier, Stephen J. Hoch, and Mary E. Purk (1994), "Shelf Management and Space Elasticity," *Journal of Retailing*, Winter, 301-26. (Paper of the Year award winner)
- Hoch, Stephen J., Xavier Drèze, and Mary E. Purk (1994), "EDLP, Hi-Lo, and Margin Arithmetic," *Journal of Marketing*, October, 16-27. (Alpha Kappa Psi award winner)

BOOKS AND BOOK CHAPTERS

- "Measuring Brand Equity: The Marketing Surplus and Efficiency (MARKSURE) Based Brand Equity," C. W. Park, Debbie J. MacInnis, Xavier Drèze, J. Lee (2009), in Brands and Brand Management: Contemporary Research Perspectives, by Barbara Loken, Rohini Ahluwalia, Michael J. Houston, Psychology Press.
- "Is Internet Advertising Ready for Prime Time?," Drèze, Xavier and F. Zufryden (2001), Reprinted in INTERNET MARKETING: Readings and Online Resources by Paul S. Richardson, Mc Graw Hill.

OTHER PUBLICATIONS

- "First Impressions: Status Signaling Using Brand Prominence," Xavier Drèze, Young Jee Han, and Joseph C. Nunes (2009), MSI report 09-107.
- "Feeling Superior: The Impact of Loyalty Program Structure on Customer's Perception of Status," Joseph C. Nunes and Xavier Drèze (2008), MSI report 08-102.
- "Retaining Customer Loyalty," Xavier Drèze and Joseph C. Nunes (2007), ICAEW.
- "Exploring Relationship Marketing," May 1995, American Greetings Corporation, with S. Hoch and M. Purk.
- "How the 'Best' Grow their GM/HBC Business," April 1995, *American Greetings Corporation*, with S. Hoch and M. Purk.

- “Turning Traffic into Transactions,” September 1994, *American Greetings Corporation*, with S. Hoch and M. Purk.
- “Data Driven Micro-Marketing: An Analysis of EDLP & Hi-Lo Pricing Strategies,” July 1993, *The University of Chicago*, GSB, with S. Hoch and M. Purk.

RESEARCH IN PROGRESS

- “Network Effects in Defection,” Xavier Drèze, André Bonfrer, Jeongwen Chiang.
- “The Impact of Pre-Launch Hype on Box Office Performance,” Xavier Drèze, Sanjay Sood.
- “Markers of Progress in Loyalty Programs,” Xavier Drèze, Joseph C. Nunes.
- “The Essence of Brands,” Xavier Drèze, Joseph C. Nunes.

HONORS

- *Journal of Interactive Marketing* Best Paper Award Runner-up in 2005.
- *Journal of Interactive Marketing* Best Paper Award Runner-up in 2004.
- Prix du Meilleur Article Professeur de la Fondation HEC, 2004.
- *John D.C. Little Best Paper Award* finalist in 2004.
- Commendation for Excellence in Teaching, University of California, at Los Angeles, 2003.
- Commendation for Excellence in Teaching, University of Southern California, 2000.
- *International Journal of Research in Marketing* finalist for best paper award in 1998.
- *Journal of Retailing* award for best paper in 1995.
- *Journal of Marketing* award for best paper in 1994.
- Ph.D. Delegate, AMA Doctoral Consortium, Santa Clara, August, 1994
- Ph.D. Delegate, Haring Symposium, Bloomington, April, 1993.
- The University of Chicago Fellowship, 1991-1994

EDITORIAL BOARDS

Journal of Marketing, Journal of Retailing, Recherche et Application Marketing, Scientific Journal of Administrative Development.

REFEREE ACTIVITIES

California Management Review, European Journal of Operational Research, Interface, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Computer Mediated Communications, Journal of Consumer Research, Journal of Interactive Marketing, Journal of Marketing, Journal of Marketing Research, Journal of Retailing, Journal of Retailing and Consumer Services, Management Science, Marketing Letters, Marketing Science, Omega, Quantitative Marketing and Economics, Recherche et Application Marketing.

INVITED PRESENTATIONS

Arizona State University (2005), Boston University (2001), Carnegie Mellon (2006), Cheung Kong GSB, Beijing (2008), European School of Management and Technology (2008), Harvard Business School (2007), HEC Paris (1998), INSEAD (1996, 2000, 2007, 2008), MIT (2003), Modeler's group (2005), Northwestern University - Kellogg (2007), Ohio State (2003), Santa Clara University (1996), Singapore Management University (2004), Stanford (2003), Texas Christian University (2006), Tilburg University (2008), UC Berkeley (1999), UC Irvine (1999), UC Los Angeles (1997, 2002, 2003, 2008), Université Catholique de Louvain (1996, 1997), University of North Carolina at Chapel Hill (2006), University of Southern California (2000, 2006), Wharton (2003).

CONFERENCE PRESENTATIONS

ACR (1999, 2004), AMA (1998), AMA Ph.D. Consortium (2010), Association Française de Marketing (2005, 2007), Bruce Mallen Workshop (2009), Choice Conference (2004, 2007), DMEF (2008), EISAM (1996), EMAC (2006), EMAC Ph.D. Consortium (2006, 2007), Houston Ph.D. Consortium (2010), INFORMS (1997, 1998, 1999a, 1999b), Marketing Science and the Internet (1998, 2000), Marketing Science (1993, 1996, 1997, 1998a, 1998b, 1999a, 1999b, 2001, 2002a, 2002b, 2002c, 2003, 2004, 2006, 2007), MSI (1999, 2000, 2008), NYU-Columbia-Wharton-Yale 4 School Conference (2004), SCP (2005), UCLA-USC-UCI Consortium (1998).

HOBBIES

Competitive and recreational sailing, illusionism, bridge.