

Oliver J. Rutz

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Employment

- Yale School of Management*, Assistant Professor of Marketing, 2007 - present
- McKinsey & Company*, Hamburg (Germany), Associate and Senior Associate, 1999-2003
- Consulting: Conducted projects in the banking, electronics, raw materials and telecommunications industries with a focus on strategy and marketing
 - Service: Member of the core instructor group of the European Strategy Practice

Education

- Ph.D. (Marketing), 2007, UCLA Anderson School of Management
- MBA, 2003, UCLA Anderson School of Management
- Diplom (Economics), 1999, Ruprecht-Karls-Universitaet Heidelberg, Germany
- Exchange Student (Economics), 1998, University of Port Elizabeth, South Africa
- Vordiplom (Mathematics), 1994, Technische Universitaet Darmstadt, Germany

Research Interests

- Substantive: Internet and E-commerce (Paid Search Advertising, Banner Advertising, Clickstream Analysis, Ad Copy and Landing Page Design)
- Methodological: Bayesian Methods, Discrete Choice Modeling, Dynamics

Teaching

- Data-driven Marketing, MBA Elective, Spring, Fall 2008, Fall 2009
- The Innovator's Perspective, MBA Core, Spring 2008, 2009
- Bayesian Data Analysis, Graduate Course, Fall 2007
- Marketing Models I, PhD Seminar, Spring 2008 (co-taught)
- Marketing Models II, PhD Seminar, Spring 2009 (co-taught)

Service

- PhD Committee (Reader), Hema Yoganarasimhan
- Fellow, Yale Center of Customer Insights

Publications

Randolph E. Bucklin, Oliver J. Rutz and Michael Trusov (2009), “Metrics for the New Internet Marketing Mix”, *Review of Marketing Research*, Vol. 5, 175-192.

Under Review

Oliver J. Rutz and Randolph E. Bucklin (2009), “From Generic to Branded: A Model of Spillover Dynamics in Paid Search Advertising,” conditionally accepted at *Journal of Marketing Research*

Oliver J. Rutz and Garrett P. Sonnier (2009), “Modeling the Evolution of Internal Market Structure,” invited for second round review at *Marketing Science*

Oliver J. Rutz and Randolph E. Bucklin (2009), “The Effects of Internet Banner Advertising Exposure on With-in Site Browsing Behavior,” invited for second round review at *Quantitative Marketing and Economics*

Oliver J. Rutz, Michael Trusov and Randolph E. Bucklin (2009), “Modeling Indirect Effects of Paid Search Advertising: Which Keywords Lead to More Future Visits?,” invited for second round review at *Marketing Science*

Working Papers/Work in Progress

“Rescuing the Long-tail in Paid Search”, formerly titled “A Shrinkage-based Approach to Measuring Keyword Conversion Rates in Paid Search,” with Randy Bucklin and Garret P. Sonnier; to be submitted to *Journal of Marketing Research*

“The Impact of Advertising and Promotion on Customer Spending in the Media Download Industry,” with Kerstin Reimer and Koen Pouwels; to be submitted to *Journal of Marketing*

“A Two-stage Individual-level Model of Paid Search calibrated on Aggregate Keyword Data,” with Michel Trusov; to be submitted to *Marketing Science*

“The Effect of Online Chatter on Sales – Accounting for Valence and Volume via Goodwill,” with Garret Sonnier and Leigh McAlister; to be submitted to the *Marketing Science* special issue on Word of Mouth

“A Model of Online Search Behavior: An Application to Air Travel,” with Ammara Mahmood and Catarina Sismeiro

“Dynamic Attribute Inferences in Choice Based Conjoint,” with Garrett P. Sonnier

“Modeling Marketing Effectiveness over the Product Life Cycle in the Case of Durables,” with Garret P. Sonnier

“Modeling Consumer `Self-Selection` into Keywords: A Dirichlet-Classification Approach,” with Michael Trusov

Presentations

Marketing Dynamics Conference (MDC), New York, NY, August 2009:

“*Modeling the Evolution of Internal Market Structure*”

Yale Center for Consumer Insights Conference, New Haven, CT, May 2009:

“Research in Paid Search”

Yale School of Management Faculty Speaker Series, New Haven, CT, February 2009:

“Paid Search Advertising”. Full length video at:

http://mba.yale.edu/news_events/lectures/facultyspeakerseries.shtml#rutz.

North-Eastern Marketing Conference, Harvard University, Boston, MA, September 2008:

“From Generic to Branded: A Model of Spillover in Paid Search Advertising”

HP Labs, Palo Alto, CA, August 2008:

“A Model of Individual Keyword Performance in Paid Search Advertising”

INFORMS Marketing Science Conference, Vancouver, Canada, June 2008:

“From Generic to Branded: A Model of Spillover in Paid Search Advertising” (Invited talk)

“Putting the Advertising back into Paid Search”

Advertising Research Foundation (ARF), New York, NY, April 2008:

“A Model of Individual Keyword Performance in Paid Search Advertising”

4-Schools Conference, Columbia University, New York, NY, April 2008:

“From Generic to Branded: A Model of Spillover in Paid Search Advertising”

Marketing Conference at UT Dallas, Dallas, TX, February 2008:

“A Model of Individual Keyword Performance in Paid Search Advertising”

European Marketing Academy Conference (EMAC), Reykjavik, Iceland, May 2007:

“From Generic to Branded: A Model of Spillover Dynamics in Paid Search Advertising”

“A Model of Individual Keyword Performance in Paid Search Advertising”

Yale School of Management, New Haven, CT, February 2007:

“A Model of Individual Keyword Performance in Paid Search Advertising”

Marketing Dynamics Conference (MDC), Los Angeles, CA, August 2006:

“From Generic to Branded: A Model of Spillover Dynamics in Paid Search Advertising”

INFORMS Marketing Science Conference, Pittsburgh, PA, June 2006:

“From Generic to Branded: A Model of Spillover Dynamics in Paid Search Advertising”

University of Houston Marketing Doctoral Symposium, Houston, TX, April 2006:

“From Generic to Branded: A Model of Spillover Dynamics in Paid Search Advertising”

Awards and Fellowships

2007: MSI Clayton Dissertation Proposal Competition, Honorable Mention

2007: EMAC Best Paper based on a Doctoral Dissertation Award

2007: Fellow, Sheth Foundation Doctoral Consortium

2003-2007: Ph.D. Degree Fellowship, Graduate Division, UCLA

2003-2006: Ph.D. Summer Fellowship, UCLA Anderson

2003: UCLA Anderson Business Honor Society (Top 15%)

2003: Finalist, Outstanding Marketing Student, UCLA Anderson

2002-2003: Fellowship for Outstanding Foreign Students, UCLA Anderson

2001-2002: UCLA Anderson Dean's Scholar

2001-2003: McKinsey Fellowship

Professional Activities

Ad-hoc reviewer: Marketing Science, Management Science