

# Thomas J. Steenburgh

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## Mailing Address

Harvard Business School  
Soldiers Field  
Boston, MA 02163

## Academic Positions

Harvard Business School  
Associate Professor, 2008 - present  
Assistant Professor, 2003 - 2008

## Education

PhD, marketing, Yale University, 2004  
MA, statistics, University of Michigan, 1992  
BS, mechanical engineering, Boston University, 1990

## Articles

1. "Adding Bricks to Clicks: Predicting the Patterns of Cross-Channel Elasticities over Time," with Jill Avery, John Deighton, and Mary Caravella, *Journal of Marketing* (forthcoming)
2. "An Investigation of Earnings Management through Marketing Actions," with Craig J. Chapman, *Management Science* (January 2011)
3. "Crafting Integrated Multichannel Retailing Strategies," with Jie Zhang, Paul Farris, Tarun Kushwaha, John Irvin, and Barton Weitz, *Journal of Interactive Marketing* (May 2010)
4. "Behavioral Frontiers in Choice Models," with Wiktor Adamowicz, David Bunch, Trudy Ann Cameron, Benedict G.C. Dellaert, Michael Hanneman, Michael Keane, Jordan Louviere, Robert Meyer, and Joffre Swait, *Marketing Letters* (December 2008)

5. "Effort or Timing: The Effect of Lump-Sum Bonuses," *Quantitative Marketing and Economics* (September 2008)
6. "The Invariant Proportion of Substitution Property (IPS) of Discrete-Choice Models," *Marketing Science* (March-April 2008)
7. "Measuring Consumer and Competitive Impact with Elasticity Decompositions," *Journal of Marketing Research* (November 2007)
8. "Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry," with Puneet Manchanda, Dick R. Wittink, Andrew Ching, Paris Cleanthous, Min Ding, Xiaojing J. Dong, Peter S. H. Leeftang, Sanjog Misra, Natalie Mizik, Sridhar Narayanan, Jaap E. Wieringa, Marta Wosinska, and Ying Xie, *Marketing Letters* (December 2005)
9. "Massively Categorical Variables: Revealing the Information in Zip Codes," with Andrew Ainslie and Peder Hans Engebretson, *Marketing Science* (winter 2003)

## Working Papers

1. "Do Bonuses Enhance Sales Productivity? A Dynamic Structural Analysis of Bonus-Based Compensation Plans," with Doug Chung and K. Sudhir
2. "The Flexible Substitution Logit: Uncovering Category Expansion and Share Impacts of Marketing Instruments," with Qiang Liu and Sachin Gupta
3. "Substitution Patterns of the Random Coefficients Logit," with Andrew Ainslie

## Book Chapters

1. "The Impact of Web 2.0 on Business-to-Business Marketing," with Das Narayandas. In *Legends in Marketing: Philip Kotler*, edited by Patrick J. Duparcq (forthcoming)
2. "Allocating Marketing Resources," with Sunil Gupta. In *Marketing Mix Decisions: New Perspectives and Practices*, edited by Roger A. Kerin and Rob O'Regan (2008)
3. "Market Research," with Dick R. Wittink. In the *International Encyclopedia of Social and Behavioral Sciences*, edited by Neil J. Smelser and Paul B. Baltes (2001)

## Cases

1. "Pitch Your Project!" (2011)
2. "Vestas' World of Wind," with Elena Corsi (2011)
3. "EMC<sup>2</sup>: Delivering Customer Centricity," with Jill Avery (2011)
4. "Serious Materials," with Liz Kind (2011)
5. "HubSpot: Lower Churn through Greater CHI," with Francisco de Asis Martinez-Jerez and Jill Avery (2010)
6. "Better World Books," with Michael I. Norton, Fiona Wilson, and Jill Avery (2010)
7. "Nanosolar, Inc." with Alison Berkley Wagonfeld (2009)
8. "Calera Corporation," with Joseph B. Lassiter III and Lauren Barley (2009)
9. "Verne Global: Building a Green Data Center in Iceland," with Nnamdi Okike (2009)
10. "HubSpot: Inbound Marketing and Web 2.0," with Jill Avery and Nasem Dahod (2009)
11. "Planned Parenthood Federation of America in 2008," with Allen Grossman, Lauren Mehler, and Matt Oppenheimer (2009)
12. "UnME Jeans: Branding in Web 2.0," with Jill Avery (2008)
13. "ScriptLogic: Point, Click, Done!" with Alexander Crisses (2008)
14. "Pitch Yourself!" with Michael I. Norton (2007)
15. "RKS Guitars," with Elie Ofek, Michael I. Norton, and Kerry Herman (2006)
16. "Sell Yourself!" with Michael I. Norton (2006)
17. "Perelson Weiner LLP," with Das Narayandas (2005)

## Background Notes for Students

1. "Marketing Analysis Toolkit: Pricing and Profitability," with Jill Avery (2010)
2. "Marketing Analysis Toolkit: Customer Lifetime Value," with Jill Avery (2010)
3. "Marketing Analysis Toolkit: Breakeven Analysis," with Jill Avery (2010)

4. "Marketing Analysis Toolkit: Market Size and Market Share Analysis," with Jill Avery (2010)
5. "Marketing Analysis Toolkit: Situation Analysis," with Jill Avery (2010)

## Module Notes for Students

1. "Personal Selling and Sales Management" (2006)

## Community Service and Awards

- Business-to-Business Leadership Board, 2011 to present
- Finalist, Wyss Award for Excellence in Mentoring, 2008 & 2010
- Co-chair, DMEF conference, 2010
- MSI Young Scholar, 2009
- Moderator, Social Enterprise Conference, 2008-2009
- Judge, Ignite Clean Energy Business Competition, 2009
- Judge, CMO of the Year, The CMO Institute, 2009
- Marketing Science Doctoral Consortium, 2002
- World-at-Work Compensation Summer Camp, 2001
- AMA Doctoral Consortium, 2000
- Editorial review board, *Journal of Personal Selling and Sales Management*, 2011
- Ad hoc reviewer for the *Journal of Marketing Research*, *Management Science*, *Marketing Science*, *Marketing Letters*, and *Quantitative Marketing and Economics*

## Doctoral Students

- Craig Chapman
- Lalin Anik

## Other Work Experience

Xerox Corporation, 1989-1997