

Adam N. Smith

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Academic Positions

Assistant Professor of Marketing, University College London (2017–present)

Education

Ph.D. Marketing, The Ohio State University (2013–2017)

M.S. Statistics, The Ohio State University (2012–2014)

B.A. Economics, *magna cum laude*, The Ohio State University (2008–2012)

Research Interests

Bayesian microeconometrics, large-scale measurement, computational methods, nonparametrics, model misspecification, demand modeling, market definition, pricing, personalization

Publications

1. A. Smith, P. Rossi, and G. Allenby (2019) “[Inference for Product Competition and Separable Demand](#),” *Marketing Science*, 38(4): 690-710.
2. A. Smith and G. Allenby (2020) “[Demand Models with Random Partitions](#),” *Journal of the American Statistical Association*, 115(529): 47-65.
3. A. Smith (2021) “[Invited Discussion—Centered Partition Processes: Informative Priors for Clustering](#),” *Bayesian Analysis*, 16(1): 339-345.
4. A. Smith and J. Griffin (2023) “[Shrinkage Priors for High-Dimensional Demand Estimation](#),” *Quantitative Marketing and Economics*, 21(1): 95-146.

2024 Dick Wittink Prize for the best paper published in QME

5. A. Smith, S. Seiler, and I. Aggarwal (2023) “[Optimal Price Targeting](#),” *Marketing Science*, 42(3): 476-499.
6. C. Kim, A. Smith, J. Kim, and G. Allenby (2023) “[Outside Good Utility and Substitution Patterns in Direct Utility Models](#),” *Journal of Choice Modelling*, 49: 100447.

Working Papers

7. “Boundaries of Differentiated Product Markets and Retailer Pricing”
with G. Compiani

8. “Constrained Heterogeneity”
with T. Kosyakova, M. Pachali, and T. Otter
9. “Learned Complementarity”
with D. Ershov and M. Pachali
10. “A Quasi-Bayes Approach to Nonparametric Demand Estimation with Economic Constraints”
with J. Brand

Presentations

- 2025 NYU Stern, NUS Business School, SMU Economics, UK Competition and Markets Authority
6th European Bayesians in Marketing Summit (Goethe), NSF/CEME Seminar on Bayesian Inference in Econometrics and Statistics (Philadelphia Fed), UCL Economics Gorman Conference, Marketing Science Conference (Washington DC)
- 2024 Case Western Weatherhead
- 2022 Vinted Data Science, Instacart Economics
EMAC Conference (Budapest), 3rd European Bayesians in Marketing Summit (Nova SBE), Marketing Science Conference (virtual)
- 2021 UC Riverside School of Business, Penn State Smeal, NYU Stern Economics
EMAC Conference (virtual), Marketing Science Conference (virtual), 26th International Panel Data Conference, NSF/NBER Seminar in Bayesian Inference in Econometrics and Statistics (virtual), KDD '21 Workshop on Machine Learning for Consumers and Markets, INFORMS Workshop on Data Science
- 2020 University of Kent Statistics, Virtual Quantitative Marketing Seminar, European Quant Marketing Seminar, Rochester Simon
1st European Bayesians in Marketing Summit (HEC Paris), 16th Symposium on Statistical Challenges in E-Commerce Research, 1st Science of Digital Business Development Conference (Johns Hopkins)
- 2019 BYU Marriott, BYU Statistics
Marketing Science Conference (Rome)
- 2018 Goethe University Frankfurt
EMAC Conference (Glasgow), Bayesian Young Statisticians Meeting (University of Warwick)
- 2017 Stanford GSB
Joint Statistical Meetings (Baltimore)
- 2016 University of Delaware Lerner, UBC Sauder, Chicago Booth, Wharton, UCL School of Management, INSEAD, UCLA Anderson, Northwestern Kellogg, UT Dallas Jindal
Bass FORMS Conference (UT Dallas), Haring Symposium (Indiana University)

Note: Invited seminars are listed first followed by conference presentations in italics

Refereeing Activity

Editorial Review Board: *Marketing Science* (2022–2024)

Journals:

- Marketing: *Marketing Science, Journal of Marketing Research, Management Science, Quantitative Marketing and Economics, International Journal of Research in Marketing*
- Economics & Statistics: *Journal of Business & Economic Statistics, Review of Economics and Statistics, Journal of Political Economy Microeconomics, Journal of the European Economic Association*
- Operations: *Production and Operations Management*

Grants and Awards: MSI Alden G. Clayton Dissertation Proposal Competition (2021)

Teaching

University College London

- Economics and Marketing Strategy, MSc Marketing Science (scheduled 2025/26)
- Marketing Science, BSc Management Science (2018–2022)
- Data Analytics I, BSc Management Science (2017–2022)

London School of Economics

- Marketing Analytics I, MSc Marketing (2018)

The Ohio State University

- Marketing Research, BSBA (2015–2016)

Honors and Awards

Winner, Dick Wittink Prize for the best paper published in QME (2024)

Runner-up, Best Teacher Award, UCL BSc Management Science (2021)

AMA Sheth Consortium Fellow, University of Notre Dame (2016)

Honorable Mention, Best Presentation Award, Haring Symposium (2016)

P&G Marketing Analysis Fellowship, Fisher College of Business (2015–2016)

Department of Statistics Corporate Fellowship, The Ohio State University (2012–2013)

Industry Experience

Google, Mountain View, CA (2022–2024): Worked full time in a data science research team on privacy-centric measurement for ads

Personal

U.S. citizen, married, one child (b. 2022)