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CURRENT AND VISITING POSITIONS

2016 – Present Associate Professor of Marketing, Stanford Graduate School of Business
2011 – 2016 Assistant Professor of Marketing, Stanford Graduate School of Business
2014 – 2015 Visiting Professor at Católica Lisbon, School of Business & Economics

EDUCATION

2011 Ph.D. in Business Administration, Marketing
University of California, Berkeley
2007 M.Sc. Economics, *magna cum laude*
Catholic University of Portugal
2003 B.A. Business Administration
Catholic University of Portugal

RESEARCH INTERESTS

Roles of Information in Markets
Supply-Side Industrial Organization
Marketing Strategy

TEACHING ACTIVITIES

2015 – Present Econometric Methods I (PhD), Stanford University
2012 – Present Marketing Management (MBA), Stanford University
2002 – 2005 Microeconomics, Statistics, Operations Management, Optimization and Decision Models – Católica Lisbon, School of Business & Economics

PUBLICATIONS / ACCEPTED WORK

- **Tailored Cheap Talk: The Effects of Privacy Policy on Ad Content and Market Outcomes**, with Yakov Bart
(Forthcoming at Marketing Science)
- **Complementarities in Consumption and the Consumer Demand for Advertising**, with Harikesh Nair and Anna Tuchman
(Forthcoming at Quantitative Marketing and Economics)
- **Competing Under Asymmetric Information: The Case of DRAM Manufacturing**
(Management Science, February 2016, Vol. 62, Issue 11, pp. 3291-3309)
- **Social Effects in the In-Flight Marketplace: Characterization and Managerial Implications** (Journal of Marketing Research, June 2015, Vol. 52, pp. 360-374)
- **Multiplicity of Equilibria and Information Structures in Empirical Games: Challenges and Prospects**, with P. Ellickson, B. Gordon, V. Aguirregabiria, P. Grieco, T. Gureckis, T. Ho, L. Mathevet, A. Sweeting, (Marketing Letters, June 2014)
- **Cheap-Talk Advertising and Misrepresentation in Vertically-Differentiated Markets**
(Marketing Science, July-August 2013, Vol. 32, Issue 4, pp. 609-621)

WORKING PAPERS

- **Dynamic Effects of Price Promotions: A Large-Scale Field Experiment**, with Andrés Elberg, Rosario Macera and Carlos Noton
(Minor Revision at Quantitative Marketing and Economics)
- **Coalition Loyalty Program Not Working? Maybe You're Doing It Wrong**, with James Lattin
(Under Review)
- **Pre-purchase Information Acquisition and Informative Advertising**, with Liang Guo
(Under Review)
- **Avoiding Lemons in Search of Peaches – Designing Search**, with Megan Hunter

HONORS & AWARDS

2017 Finalist, Frank M. Bass Dissertation Paper Award for Article “Competing Under Asymmetric Information: The Case of DRAM Manufacturing”

2017 Finalist, John D. C. Little Award for Article “Competing Under Asymmetric Information: The Case of DRAM Manufacturing”

2016 Fletcher Jones Faculty Scholar

2012 Dissertation Award, Competition Policy Center – UC Berkeley

2010 Hayase Award – UC Berkeley

2009 AMA-Sheth Doctoral Consortium Fellow – Georgia State University

2006 – 2010 Graduate Fellowship, Pinto-Fialon – UC Berkeley

2005 – 2010 Graduate Fellowship – Fundação para a Ciência e a Tecnologia

2006 – 2009 Summer Institute in Competitive Strategy (SICS) – UC Berkeley

2003 Rated 1st overall Teaching Assistant (Student Semester Evaluations)
Catholic University of Portugal

1998 – 1999 Tuition and Fees waiver – Catholic University of Portugal and Somague

SEMINAR PRESENTATIONS

- **Tailored Cheap Talk**

Warrington College of Business, University of Florida, February 2017
MIT Sloan School of Management, September 2016

- **Dynamic Effects of Price Promotions: A Large-Scale Field Experiment**

Haas School of Business, UC Berkeley, November 2015

- **Complementarities in Consumption and the Consumer Demand for Advertising**

The Fuqua School of Business, Duke University, September 2015
Rotterdam School of Management, February 2015
INSEAD Business School, January 2015

- **Informative Advertising with Discretionary Search**

The Wharton School at the University of Pennsylvania, December 2014

- **Dynamic Effects of Price Promotions: A Large-Scale Field Experiment**

Santa Clara University, Leavey School of Business, May 2017
HKUST, HKUST Business School, March 2014
University of Washington at St. Louis, Olin Business School, January 2014

- **Competing under Asymmetric Information: The case of DRAM Manufacturing**

Católica Lisbon, School of Business & Economics, October 2014
Yale University – Industrial Organization Seminar, March 2013
University of Zurich (UZH), March 2012
The University of Chicago Booth School of Business, March 2012
Harvard Business School, Harvard University, February 2012
S. C. Johnson Graduate School of Management, Cornell University, January 2012
University of Washington at St. Louis, Olin Business School, November 2010
University of Toronto, Rotman School of Management, November 2010
UT Dallas, School of Management, November 2010
Stanford University, Graduate School of Business, November 2010

Columbia University, Columbia Business School, October 2010
New York University, Stern School of Business, October 2010
Carnegie-Mellon University, Tepper School of Business, October 2010
HKUST, HKUST Business School, October 2010
National University of Singapore, NUS Business School, October 2010
University of Virginia, Darden School of Business, October 2010
IESE Business School – Barcelona, August 2010
University of California at Berkeley – Haas School of Business, August 2010

CONFERENCE PRESENTATIONS

- **Discussion of ‘Advertising strategy in the presence of reviews: an empirical analysis’** by Brett Hollenbeck, Sridhar Moorthy, and Davide Proserpio
Twelfth Annual UT Dallas FORMS Conference, March 2018

- **Dynamic Effects of Price Promotions: A Large-Scale Field Experiment**
2017 Quantitative Marketing and Economics Conference, September 2017

- **Tailored Cheap Talk**
Marketing Analytics and Big Data Conference, Columbia Business School, September 2017

2017 INFORMS Marketing Science Conference, June 2017

Marketing Science – Federal Trade Commission Economic Conference on Marketing and Consumer Protection, September 2016

Summer Institute in Competitive Strategy, July 2016

- **Discussion of ‘Social Learning and Solar Photovoltaic Adoption: Evidence from a Field Experiment’** by Kenneth Gillingham, Bryan Bollinger and Hilary Staver
Quantitative Marketing and Economics Conference, October 2015

- **Complementarities in Consumption and the Consumer Demand for Advertising**
Summer Institute in Competitive Strategy, July 2015

- **Informative Advertising with Discretionary Search**
2015 INFORMS Marketing Science Conference, June 2015

- **Social Effects in the In-Flight Marketplace: Characterization and Managerial Implications**
Yale Customer Insights Conference, May 2014

2014 INFORMS Marketing Science Conference, June 2014

- **Discussion of ‘When Technology Products Meet Social Needs: Product Pricing and Design’** by Jiong Sun, Tao Chen, Jihong Xie, Fei Li and Gao Wang
Summer Institute in Competitive Strategy, July 2013

- **Discussion of ‘Dynamic Platform Competition in a Two-Sided Market’** by Byung-Cheol Kim, Jeongsik Lee and Hyunwoo Park

NET Institute, Berkeley, June 2013

- **Cheap-Talk Advertising and Misrepresentation in Vertically-Differentiated Markets**
Seventh Annual UT Dallas FORMS Conference, February 2013

- **Incentives to Share Market Information: The Case of the DRAM Industry**
2012 INFORMS Marketing Science Conference, June 2012

OTHER ACADEMIC ACTIVITIES

Dissertation Committee Member

Kristina Brecko (Marketing, 2016)
Xing Li (Stanford Economics, 2016)
Michael Leung (Stanford Economics, 2015)

Editorial Board

Marketing Science

Referee Service

Information Systems Research
Journal of Applied Econometrics
Journal of Economics & Management Strategy
Journal of Marketing Research
Management Science
Marketing Science
Quantitative Marketing and Economics
RAND Journal of Economics

Membership

American Marketing Association
INFORMS (Institute of Operations Research and Management Science)