

# PEDRO M. GARDETE

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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

- **Dynamic Effects of Price Promotions: A Large-Scale Field Experiment**, with Andrés Elberg, Rosario Macera and Carlos Noton  
(Forthcoming at Quantitative Marketing and Economics)
- **Tailored Cheap Talk: The Effects of Privacy Policy on Ad Content and Market Outcomes**, with Yakov Bart  
(Marketing Science, September–October 2018, Vol. 37, Issue 5, pp. 733-752)
- **Television Ad-skipping, Consumption Complementarities and the Consumer Demand for Advertising**, with Harikesh Nair and Anna Tuchman  
(Quantitative Marketing and Economics, June 2018, Vol. 16, Issue 2, pp. 111-174)
- **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

- **Pre-purchase Information Acquisition and Informative Advertising**, with Liang Guo  
(Under Review)
- **Coalition Loyalty Program Not Working? Maybe You're Doing It Wrong**, with James Lattin  
(Under Review)
- **Avoiding Lemons in Search of Peaches – Designing Information Provision**, with Megan H. Antill

## HONORS & AWARDS

2018 Winner, Frank M. Bass Dissertation Paper Award for Article “Competing Under Asymmetric Information: The Case of DRAM Manufacturing”

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 ‘Non-Informational Advertising Informing Consumers: How Advertising Affects Consumers’ Decision-Making in the U.S.’** by Yi-Lin Tsai and Elisabeth Honka

Workshop on the Economics of Advertising and Marketing, Columbia Business School, July 2018

- **Discussion of ‘The McMansion Curse: Housing Size Inequality, Status Competition and House Valuation in American Suburbs’** by Clément Bellet

Summer Institute in Competitive Strategy, UC Berkeley, June 2018

- **Avoiding Lemons in Search of Peaches – Designing Information Provision**

2018 ISMS Marketing Science Conference, June 2018

- **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, UC Berkeley, 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**

Caio Waisman (Stanford Economics, 2018)  
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 Choice Modelling  
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)