## Kristina Brecko

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Simon Business School University of Rochester 305 Schlegel Hall Rochester NY 14627

### **Academic Employment**

• University of Rochester
Simon Business School, Assistant Professor of Marketing

Rochester, NY 2017 - Present

### Education

• Stanford University
Graduate School of Business, Ph.D. in Marketing

Stanford, CA 2017

• Stanford University
Department of Economics, M.A. in Economics

Stanford, CA

• Cornell University
College of Arts and Sciences, B.A.

Ithaca, NY

- Majors: Economics, French Cultural Studies
- Study abroad: Pantheon-Sorbonne University, Paris, France

### Research Interests

Quantitative Marketing, Empirical Industrial Organization, Pricing, Product Design, Advertising,
 Marketing and Public Policy, Marketing and Sustainability, Prosocial Marketing

### **Publications**

• "New Features Free of Charge? Intertemporal Product Versions and Pricing in the Software Market" Recipient of a Wharton Customer Analytics Data Grant Forthcoming at Marketing Science

### **Working Papers**

 "Pro-Social Change for the Most Challenging: Marketing and Testing Harm Reduction for Conservation" with Wesley Hartmann

## Work in Progress

- "Place-Making or Consumer-Making: The Role of Amenities in Shaping Consumption Patterns" with Tomomichi Amano
- "Preference-Aligned Messaging for Water Conservation" with Wesley Hartmann and Kaleb Javier University of Rochester IRB Study 6951, Stanford GSB IRB eProtocol 34922 (with Pre-Analysis Plan)
- "Price Variation and Store Choice: The Welfare Implications of EDLP-HiLo Pricing" with Paul Ellickson and Avery Haviv
- "Voluntary Disclosure of Sustainability Claims: Evidence from Consumer Packaged Goods" with Yewon Kim

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### Conferences and Invited Talks

\* indicates presentations by co-authors

#### Voluntary Disclosure of Sustainability Claims: Evidence from Consumer Packaged Goods

IOFest at UC Berkeley,\* December 2022 George Mason University,\* November 2022

#### Pro-Social Change for the Most Challenging: Marketing and Testing Harm Reduction for Conservation

Marketing Dynamics Conference, November 2022

Quantitative Marketing and Economics Conference, October 2022

Marketing Science Conference, June 2022

Columbia Marketing Camp,\* May 2022

Stanford Graduate School of Business Quantitative Marketing PhD Alumni Conference, April 2022

UCLA Anderson School of Management,\* March 2022

Stanford Graduate School of Business Quantitative Marketing PhD Alumni Conference, August 2017

California Data Collaborative Technical Working Group Meeting, January 2017

#### Place-Making or Consumer-Making: The Role of Amenities in Shaping Consumption Patterns

Marketing Science Conference,\* June 2021

University of Chicago Booth School of Business, January 2021

Virtual Quant Marketing Seminar, October 2020

Marketing Science Conference,\* June 2019

#### New Features Free of Charge? Intertemporal Product Versions and Pricing in the Software Market

University of Washington Foster School of Business, December 2017

London Business School, November 2016

University of Pennsylvania Wharton School, November 2016

Duke University Fuqua School of Business, October 2016

Columbia Business School, October 2016

Harvard Business School, October 2016

University of Rochester Simon Business School, October 2016

Cornell Johnson Graduate School of Management, October 2016

University of Texas Dallas Jindal School of Business, September 2016

University of San Diego Rady School of Management, September 2016

Emory University Goizueta Business School, September 2016

Northwestern University Medill School of Journalism, September 2016

University of Utah David Eccles School of Business, September 2016

Wharton Customer Analytics Initiative Symposium, March 2016

#### The Role of Consumer Brand Preference Evolution in New Product Entry

Marketing Science Conference, June 2015

### **Professional Service**

- Referee: Marketing Science, Management Science, Quantitative Marketing and Economics, Frontiers in Marketing Science
- Conferences: co-organizer of Women's Career Workshop at the 2021 Marketing Science Conference hosted by Simon Business School

### **Teaching**

• University of Rochester
Marketing Management, MBA core course

Rochester, NY 2017 - Present

## Other Work Experience

Opera Solutions, Data Analytics Consulting
 Senior Associate
 Associate
 Business Analyst
 New York, NY
 2010 – 2012
 2009 – 2010
 2007 – 2009

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# Honors, Awards and Fellowships

Faculty Development Forum: Junior Faculty in Marketing Science	2019
AMA-Sheth Foundation Doctoral Consortium Fellow	2016
NBER Digitization Tutorial at Stanford University / SIEPR	2015
• Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics Sponsored Participant	2013
Stanford Graduate School of Business Fellowship	2012-2017
Stanford Graduate School of Business Jaedicke Award	2012
Alfred E. and Mary S. Kahn Scholarship - Cornell	2004-2007
Ada Rabotnikoff Scholarship for Women - Cornell	2004-2007
Calabasas Chamber of Commerce Scholarship - Cornell	2003

## Personal

I hold dual U.S. and Latvian (E.U.) citizenship. I am married to Pavel Zryumov, and we have two children (b. 2019, 2021).

Last Updated: December 2022