

## **Olivier Toubia**

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Columbia Business School  
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### **EMPLOYMENT**

2012-present: Glaubinger Professor of Business, Columbia Business School, New York, NY.

2011-2012: Professor of Marketing, Columbia Business School.

2010-2011: Associate Professor of Marketing (with Tenure), Columbia Business School.

2007-2010: David W. Zalaznick Associate Professor of Business (without Tenure), Columbia Business School.

2004-2007: Assistant professor of marketing, Columbia Business School, New York, NY.

### **EDUCATION**

Ph.D., Marketing, June 2004  
Massachusetts Institute of Technology, Sloan School of Management, Cambridge, MA.

S.M., Operations Research, January 2001  
Massachusetts Institute of Technology, Cambridge, MA.

Ingénieur, June 2000  
Ecole Centrale Paris, Paris, France.

### **RESEARCH INTERESTS**

Innovation, Market Research, Idea Generation, Preference Measurement.

### **HONORS AND AWARDS**

Winner, 2016 INFORMS Society for Marketing Science Long Term Impact Award.

Winner, Paul E. Green award for the 2015 *Journal of Marketing Research* paper having the greatest potential for significant impact for marketing practice.

Finalist for the INFORMS Society for Marketing Science Long Term Impact Award, 2015.

Finalist for the William F. O'Dell Award, 2015.

Finalist for the INFORMS Society for Marketing Science Long Term Impact Award, 2014.

Finalist for the John Little award for best marketing paper, 2013.

AMA Seth Foundation Doctoral Consortium Faculty Fellow, 2013.

Finalist for the INFORMS Society for Marketing Science Long Term Impact Award, 2013.

Haring Symposium Distinguished Scholar, 2013.

Recipient of the Don Lehmann award (best dissertation-based paper published in the *Journal of Marketing Research* or the *Journal of Marketing*), 2012.

Finalist for the INFORMS Society for Marketing Science Long Term Impact Award, 2012.

Finalist for the INFORMS Society for Marketing Science Long Term Impact Award, 2011.

AMA Seth Foundation Doctoral Consortium Faculty Fellow, 2011.

Finalist for the Paul Green Award, 2010.

*Management Science* Meritorious Service Award, 2010.

AMA Seth Foundation Doctoral Consortium Faculty Fellow, 2010.

MSI Young Scholar, 2007.

Recipient of the John Little award for best marketing paper, 2006.

Recipient of the John A. Howard AMA dissertation award, 2005.

Recipient of the Frank M. Bass outstanding dissertation award, 2005.

Finalist for the Paul Green Award, 2004.

Recipient of the John Little award for best marketing paper, 2003.

Presidential Fellow, Massachusetts Institute of Technology, 2001-2004.

Recipient of the Jean Walter Zellidja Fellowship (Académie Française), 1999.

Recipient of the Jean Gaillard Memorial Fellowship, 1999.

## **PROFESSIONAL ACTIVITY**

2016-present: Faculty Director, The Eugene Lang Center for Entrepreneurship, Columbia Business School.

2016-present: VP Education, INFORMS Society for Marketing Science.

2018-present: Co-Editor, *Quantitative Marketing and Economics*.

2013-2015: Associate Editor, *International Journal of Research in Marketing*.

2015-2017: Associate Editor, *Journal of Consumer Research*.

2014-present: Associate Editor, *Management Science*.

2016-present: Associate Editor, *Marketing Science*.

2010-2017: Associate Editor, *Operations Research*.

2008-present: Member of the Editorial Board, *International Journal of Research in Marketing*.

2010-present: Member of the Editorial Board, *Journal of Marketing Research*.

2006-present: Member of the Editorial Board, *Marketing Science*.

2013-present: Senior Editor: *Customer Needs and Solutions*.

Ad-hoc reviewer: *American Economic Review*, *Applied Stochastic Models in Business and Industry*, *California Management Review*, *Decision Support Systems*, *European Journal of Operations Research*, *European Research Council*, *Interfaces*, *International Journal of Product Development*, *Israeli Science Foundation*, *Journal of Behavioral Decision Making*, *Journal of Business and Economic Statistics*, *Machine Learning*, *Marketing Letters*, *National Science Foundation*, *Physica A*, *Proceedings of the National Academy of Science*, *Product and Operation Management*, *Psychometrika*, *Review of Marketing Science*.

2011-present: Member of the Scientific Committee, *Recherche et Applications en Marketing*.

## JOURNAL PUBLICATIONS

Toubia, Olivier, Duncan I. Simester, John R. Hauser, and Ely Dahan (2003), "Fast Polyhedral Adaptive Conjoint Estimation," *Marketing Science*, 22(3) (lead article).

Winner, 2003 John Little award for best marketing paper published in *Marketing Science* or *Management Science*.

Winner, 2005 Frank M. Bass outstanding dissertation award.

Finalist, 2011 INFORMS Society for Marketing Science Long Term Impact Award.

Finalist, 2012 INFORMS Society for Marketing Science Long Term Impact Award.

Finalist, 2013 INFORMS Society for Marketing Science Long Term Impact Award.

Toubia, Olivier, John R. Hauser, and Duncan I. Simester (2004), "Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis," *Journal of Marketing Research*, 16, 116-131.

Finalist, Paul Green award (best paper published in the *Journal of Marketing Research*).

Hauser, John R., and Olivier Toubia (2005), "The Impact of Utility Balance and Endogeneity in Conjoint Analysis," *Marketing Science*, 24(3) (authors listed alphabetically).

Toubia, Olivier (2006), "Idea Generation, Creativity, and Incentives," *Marketing Science*, 25(5) (lead article).

Winner, 2006 John Little award for best marketing paper published in *Marketing Science* or *Management Science*.

Finalist, 2013 INFORMS Society for Marketing Science Long Term Impact Award.

Finalist, 2014 INFORMS Society for Marketing Science Long Term Impact Award.

Finalist, 2015 INFORMS Society for Marketing Science Long Term Impact Award.

Winner, 2016 INFORMS Society for Marketing Science Long Term Impact Award.

Toubia, Olivier, and Laurent Florès (2007), "Adaptive Idea Screening Using Consumers," *Marketing Science*, 26(3), 342-361.

Toubia, Olivier, John R. Hauser, and Rosanna Garcia (2007), "Probabilistic Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis: Theory and Application," *Marketing Science*, 26(5) (lead article).

Winner, 2005 John A. Howard AMA dissertation award.

Toubia, Olivier, and John R. Hauser (2007), "On Managerial Efficiency for Experimental Designs," *Marketing Science*, 26(6).

Evgeniou, Theodoros, Massimiliano Pontil, and Olivier Toubia (2007), "A Convex Optimization Approach to Modeling Consumer Heterogeneity in Conjoint Estimation," *Marketing Science*, 26(6) (authors listed alphabetically).

Abernethy, Jacob, Theodoros Evgeniou, Olivier Toubia, and Jean-Philippe Vert (2008), "Eliciting Consumer Preferences using Robust Adaptive Choice Questionnaires," *IEEE Transactions on Knowledge and Data Engineering*, 20(2) (lead article - authors listed alphabetically).

Netzer, Oded, Olivier Toubia, Eric T. Bradlow, Ely Dahan, Theodoros Evgeniou, Fred M. Feinberg, Eleanor M. Feit, Sam K. Hui, Joseph Johnson, John C. Liechty, James B. Orlin, Vithala R. Rao (2008), "Beyond Conjoint Analysis: Advances in Preference Measurement," *Marketing Letters*, 19(3).

Jarnebrant, Peter, Olivier Toubia, and Eric Johnson (2009), "The Silver Lining Effect: Formal Analysis and Experiments," *Management Science*, 55(11).

Stephen, Andrew, and Olivier Toubia (2009), "Explaining the Power-Law Degree Distribution in a Social Commerce Network," *Social Networks*, 31 (262-270).

Ofek, Elie, and Olivier Toubia (2009), "Marketing and Innovation Management: An Integrated Perspective," *Foundations and Trends in Marketing*, 4(2), 77-128.

Stephen, Andrew, and Olivier Toubia (2010), "Deriving Value from Social Commerce Networks," *Journal of Marketing Research*, 47(2), 215-228.

Finalist, Paul Green award (best paper published in the *Journal of Marketing Research*).

Winner, Don Lehmann award (best dissertation-based paper published in the *Journal of Marketing Research* of the *Journal of Marketing*).

Finalist, 2015 William F. O'Dell Award.

Hauser, John, Olivier Toubia, Theodoros Evgeniou, Rene Befurt, and Daria Dzyabura (2010), "Disjunctions of Conjunctions, Cognitive Complexity, and Consideration Sets," *Journal of Marketing Research*, 47(3), 485-496.

Toubia, Olivier, Martijn G. de Jong, Daniel Stieger, and Johann Fueller (2012), "Measuring Consumer Preferences Using Conjoint Poker," *Marketing Science*, 31(1), 138-156.

Toubia, Olivier, Eric Johnson, Theodoros Evgeniou, and Philippe Delquié (2013), "Dynamic Experiments for Estimating Preferences: An Adaptive Method of Eliciting Time and Risk Parameters," *Management Science*, 59(3), 613-640.

Toubia, Olivier, and Andrew T. Stephen (2013), "Intrinsic versus Image-Related Utility in Social Media: Why Do People Contribute Content to Twitter?," *Marketing Science*, 32(3), 368-392 (lead article).

Finalist for the John Little award for best marketing paper, 2013.

Toubia, Olivier, Jacob Goldenberg, and Rosanna Garcia (2014), "Improving Penetration Forecasts Using Social Interactions Data," *Management Science*, 60(12), 3049-3066.

Yang, Cathy L., Olivier Toubia, and Martijn G. de Jong (2015), “A Bounded Rationality Model of Information Search and Choice in Preference Measurement,” *Journal of Marketing Research*, 52(2), 166-183.

Winner of the Paul E. Green award for the 2015 *Journal of Marketing Research* paper having the greatest potential for significant impact for marketing practice.

Lehmann, Donald R., Oded Netzer, and Olivier Toubia (2015), “The Future of Quantitative Marketing: Results of a Survey,” *Customer Needs and Solutions*, 2, 5-18.

Luo, Lan, and Olivier Toubia (2015), “Improving Online Idea Generation Platforms and Customizing the Task Structure Based on Consumers’ Domain Specific Knowledge,” *Journal of Marketing*, 79(5), 100-114.

Pham, Michel Tuan, Ali Faraji-Rad, Olivier Toubia, and Leonard Lee (2015), “Affect as an ordinal system of utility assessment,” *Organizational Behavior and Human Decision Processes*, 132 (November), 81-94.

Toubia, Olivier, and Oded Netzer (2017), “Idea Generation, Creativity, and Prototypicality,” *Marketing Science*, 36(1), 1-20 (lead article).

## **BOOK CHAPTERS**

Toubia, Olivier, Theodoros Evgeniou, and John R. Hauser (2008), “Optimization-Based and Machine-Learning Methods for Conjoint Analysis: Estimation and Question Design,” in *Conjoint Measurement: Methods and Applications*, 4<sup>th</sup> edition, edited by A. Gustafsson, A. Herrmann, and F. Huber.

Toubia, Olivier (2010), “New Product Development,” in *Handbook of Technology Management* (edited by Hossein Bidgoli).

## **OUTSIDE ACTIVITIES**

Columbia Business School requires faculty members to disclose any recent activities that might present a real or apparent conflict of interest. Recently I have:

-Done litigation consulting work related to two food companies, a medical equipment company, a technology startup, two large technology firms, two automotive companies, and a “sharing economy” platform.

-Done other consulting work for a food company, an advertising agency, a health and beauty company, and a consumer packaged goods company.

-Developed a case/learning module with a colleague in a peer institution.

-Served as a founding advisor for a marketing analytics startup.