



The Ninth Annual Federal Trade Commission Microeconomics Conference

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PARTICIPANT BIOGRAPHIES

John Asker

John Asker is a Professor of Economics at UCLA. His research investigates topics related to antitrust policy, cartel behavior, vertical restraints, auction design, firm-level productivity, and the effects of industry subsidies. To investigate these issues he employs a mix of theoretical and empirical methods. His papers have been published in journals such as the *American Economic Review*, the *RAND Journal of Economics*, the *Journal of Public Economics* and the *Journal of Political Economy*. He is also Co-editor of *American Economic Journal: Microeconomics* and a Research Associate at the National Bureau of Economic Research. He holds a Ph.D. from Harvard University and a B.Ec (Hons) from the Australian National University.

Michael Baye

Michael Baye is the Bert Elwert Professor of Business at Indiana University's Kelley School of Business. He served as the Director of the Bureau of Economics at the U.S. Federal Trade Commission during 2007 and 2008. Dr. Baye has won numerous awards for his outstanding teaching and research. His academic research focuses mainly on pricing strategies and their impact on consumer welfare and firm profits in both online and traditional markets. He has published over 75 articles and books on topics that include mergers, auctions, patents, advertising, information, game theory, online markets and other areas related to antitrust and consumer protection. Additionally, his academic research on pricing strategies in online markets has been featured in *The Wall Street Journal*, *Forbes*, and *The New York Times*. Professor Baye has lectured and spoken at conferences and academic institutions throughout North America and Europe, and has held visiting appointments at Cambridge, Oxford, Erasmus University, Tilburg University, and the New Economic School in Moscow. In addition to his extensive academic publications and practical antitrust experience, he has also served on numerous editorial boards in economics as well as marketing.

Dr. Baye received his B.S. from Texas A&M University in 1980 and his Ph.D. in economics from Purdue University in 1983.

Steve Berry

Steven T. Berry is the James Burrows Moffatt Professor of Economics at the Yale School of Management, a Research Associate at the National Bureau of Economic Research, and a Fellow of the American Academy of Arts and Sciences. He specializes in econometrics and industrial organization. He is a fellow of the Econometric Society and a winner of the Frisch Medal.

Berry has previously served as the Chair of the Economics Department and the Director of the Division of Social Sciences at Yale University. He received his B.A. from Northwestern University and his Ph.D. from the University of Wisconsin–Madison in 1989.

David Byrne

David Byrne is a Senior Lecturer of Economics at the University of Melbourne. He is also the Deputy Director of Research at the Centre for Market Design, a faculty affiliate of the Melbourne Energy Institute, and a founding member of the Asia-Pacific Industrial Organisation Society (APIOS) and its annual conference (APIOC). Dr. Byrne does empirical research in industrial organization and his current work combines field experiments and structural econometrics, focusing primarily on the energy sector. He received his Ph.D. in economics from Queen's University.

Luke Froeb

Luke Froeb is the William C. Oehmig Chair of Free Enterprise and Entrepreneurship at the Owen Graduate School of Management at Vanderbilt University. Dr. Froeb served as Director of the Bureau of Economics at the Federal Trade Commission for two years. In July 2005, he returned to Vanderbilt University where he holds the William Oehmig Chair of Entrepreneurship and Free Enterprise. Professor Froeb's research is focused on the economics of competition policy. After receiving his Ph.D. in economics from the University of Wisconsin, he taught at Tulane University, worked as an economist at the U.S. Department of Justice, and then spent a year at the University of Chicago Law School before moving to Vanderbilt.

Professor Froeb divides his time between teaching, writing, and consulting on management and antitrust issues. He was voted outstanding professor of the 2005 executive MBA program by his students, and his textbook, *Managerial Economics: A Problem-Solving Approach* has been published by Southwestern.

Daniel Garcia

Daniel Garcia is an Assistant Professor in the Department of Economics at the University of Vienna. His work focuses on applied theory with special interest to consumer search, pricing and information economics. He received his Ph.D. from Universidad Carlos III.

Martin Hackmann

Martin Hackmann is an Assistant Professor of Economics at the University of California Los Angeles, a faculty research fellow at the National Bureau of Economic Research, a CESifo research network member, and a faculty affiliate of the California Center for Population Research at UCLA. Professor Hackmann's research specializes in topics in industrial organization and health economics. Professor Hackmann holds a Ph.D. in Economics from Yale University and a Diplom (Master equivalent) in Economics from the University of Mannheim.

J.F. Houde

J.F. Houde is an associate professor of economics at Cornell University and a research associate at the NBER. Professor House attended the Université du Québec à Trois-Rivières, completed a Masters in applied economics at HEC-Montréal, and earned a Ph.D. at Queen's University in Kingston. He has previously taught at the University of Wisconsin in Madison and the Wharton School of the University of Pennsylvania.

Dr. Houde's main research interest lies in the detection and measurement of market power. In the past, he has tackled questions related to spatial differentiation, collusion, vertical and horizontal mergers, price discrimination, and search frictions. He has studied these questions empirically by analyzing two industries: gasoline retailing, and mortgage lending. He also has ongoing research projects studying technology diffusion (both online and offline), and differentiation in higher education markets. Professor Houde recently started new projects studying the consequences of market power in the provision of sanitation services in Senegal, and vertical relations in the US electricity generation market.

Ginger Jin

Ginger Zhe Jin was appointed the Director of the Federal Trade Commission's Bureau of Economics by Chairwoman Edith Ramirez on November 24, 2015. Assuming her director's role on January 1, 2016, she supervises economic analysis at the FTC for both the antitrust and the consumer protection missions and advises the Commission on economic policy matters.

Jin is a Professor of Economics at the University of Maryland and a Research Associate at the National Bureau of Economic Research. She has served on the University of Maryland faculty for more than 15 years.

Most of Jin's research focuses on information asymmetry among economic agents and ways to overcome the information problem. The applications she has studied include restaurant food safety, health insurance, prescription drugs, online trading, online reviews, regulatory inspection, scientific innovation, air quality, blood donation, and the intrafamilial interaction between parents and children. Her research has been published in economics, management and marketing journals, with support from the National Science Foundation, the Net Institute, and the Sloan Foundation. In October 2014, she co-founded Hazel Analytics, an analytics company that promotes the use of open government data.

Jin earned a doctorate in Economics from UCLA; a master's degree in Economics from UCLA and the Graduate School of the People's Bank of China; and a bachelor's degree in Economic Management from the University of Science and Technology of China.

Sergei Koulayev

Sergei Koulayev is an economist at the Consumer Financial Protection Bureau. His research interests include household finance, empirical modeling of search, and antitrust economics (website: www.sergeikoulayev.com). At the Bureau, his work is focused on the mortgage market, including retrospective review of regulations.

Francine Lafontaine

Francine Lafontaine is the Senior Associate Dean for Faculty and Research and the William Davidson Professor of Business Economics and Public Policy at the Ross School of Business at the University of Michigan. She is also Professor of Economics (courtesy) at the University of Michigan's Department of Economics. She has served on the University of Michigan faculty for more than 20 years, after three years on the faculty at Carnegie Mellon University. Dr. Lafontaine also served as the Director of the Federal Trade Commission's Bureau of Economics from the Fall of 2014 to the end of 2015.

Professor Lafontaine's areas of interest are in the field of Industrial Organization, with a special focus on vertical relationships, including franchising and other forms of inter-firm contracting, and related antitrust issues. Her research is mostly concerned with the application of advances in contract theory to the analysis of organizational issues in the vertical chain, especially into distribution. She also considers the effect of contracting practices on firm performance, as well as issues surrounding business creation and survival in retail and small-scale service industries more generally.

Mara Lederman

Mara Lederman is an Associate Professor of Strategic Management and the Director of Research Resources and Centres at the Rotman School of Management, University of Toronto. She earned her Ph.D. in economics from the Massachusetts Institute of Technology.

Professor Lederman does empirical research in the areas of Industrial Organization and Organizational Economics. At a broad level, Mara studies how companies compete and how they organize themselves for competitive advantage. She is best known for her research on loyalty programs and vertical integration. Much of her work has been focused on the airline industry and she is recognized as an expert in this area. Her work has been published in the *American Economic Review*, the *RAND Journal of Economics*, and the *Review of Economics and Statistics*, among others. On the teaching side, Mara delivers courses on strategy, data analytics, and business problem-solving in Rotman's MBA and Executive Education programs.

Fernando Luco

Fernando Luco is an Assistant Professor of Economics at Texas A&M University. His research focuses on Empirical Industrial Organization and Applied Microeconomics. In his latest work he has studied how information disclosure affects competition, how mergers may affect strategic sophistication, and how coexisting sources of switching costs affect pricing decisions and consumer choices. Dr. Luco holds several degrees from Pontificia Universidad Catolica de Chile and a Ph.D. in economics from Northwestern University.

Alan Marco

Alan Marco is the Chief Economist at the U.S. Patent and Trademark Office, and has previously served as Deputy Chief Economist and expert adviser for the USPTO. Dr. Marco obtained his Ph.D. in Economics from U.C. Berkeley, and his academic positions include Associate Professor at Vassar College and Associate Professor at Washington and Lee University. His research focuses on policy-relevant topics in intellectual property, including uncertainty in intellectual property rights, especially as it affects patent litigation, competition, incentives for consolidation, and incentives for R&D.

Leslie Marx

Leslie M. Marx is the Robert A. Bandeen Professor of Economics at the Fuqua School of Business at Duke University and is a partner at Bates White Economic Consulting. She served as the Chief Economist of the Federal Communications Commission from August 2005 through August 2006. Dr. Marx has published extensively in peer-reviewed journals and elsewhere on

topics related to industrial organization, applied game theory, auctions, procurements, and collusion. Her published work includes papers on antitrust economics, collusive mechanisms, incentives in procurement contracting, slotting allowances, and exclusive dealing. She co-authored a book, *The Economics of Collusion*, with Robert C. Marshall. Dr. Marx has taught sessions on the economics of cartels and the economics of mergers at programs for judges and attorneys co-sponsored by the ABA Section of Antitrust Law, including the Antitrust Law & Economics Institute for Judges at George Mason University and the ABA's Antitrust Masters Program.

Dr. Marx received her B.S. in mathematics from Duke University and her Ph.D. in economics from Northwestern University.

Amalia Miller

Amalia Miller is an Associate Professor of Economics and an Associate Professor of Public Health Sciences at the University of Virginia. She is also an IZA Research Fellow and a NBER Research Associate. She received her B.S. from the Massachusetts Institute of Technology and his Ph.D. from Stanford University. Dr. Miller's research interests include health economics, labor economics, public finance, and law and economics.

Charles Murry

Charles Murry is an Assistant Professor of Economics at the Pennsylvania State University. Dr. Murry's research interests include empirical industrial organization and applied microeconomics. He received his Ph.D. from the University of Virginia.

Volker Nocke

Volker Nocke is Professor of Economics at the University of Mannheim, where he has held the Chair in Microeconomics since September 2009. He is a member of the European Commission's Economic Advisory Group on Competition Policy (EAGCP), member of the Council of the European Economic Association, member of the Executive and Steering Committees of the Association of Competition Economics (ACE), and Associate Editor of the Journal of Economic Theory. He is a Research Fellow of the Centre for Economic Policy Research (CEPR), London, a Fellow of the CESifo Research Network, Munich, and a Senior Member of the Mannheim Centre for Competition and Innovation (MaCCI). In 2012, he was awarded a 5-year Starting Grant by the European Research Council (ERC).

Professor Nocke studied economics in France and Germany, graduating from the University of Bonn. He holds a Ph.D. in economics from the London School of Economics. After a two-year stint as Prize Research Fellow at Nuffield College, University of Oxford, he was appointed as an

Assistant Professor of Economics at the University of Pennsylvania in 2001. In 2006, he returned to Oxford as a Tutorial Fellow at Jesus College and as a Reader in the Department of Economics. He subsequently became the Professor of Industrial Economics at the University of Oxford and a Senior Research Fellow at Jesus College, Oxford.

Professor Nocke has broad research interests within the fields of Industrial Organization and International Trade. Much of his recent work has been concerned with mergers, both in an IO and trade context, and with competition policy. He has published in leading academic journals such as the *American Economic Review*, *Journal of Political Economy*, *Review of Economic Studies*, *Journal of the European Economic Association*, *RAND Journal of Economics*, *Journal of International Economics*, and *Journal of Economic Theory*.

Álvaro Parra

Álvaro Parra is an Assistant Professor of Strategy and Business Economics at the Sauder School of Business at the University of British Columbia (UBC). His research lies at the intersection of Microeconomic Theory and Industrial Organization, with a special interest in Competition Policy. In his latest work, he has studied the role of product market competition on the welfare outcomes of mergers in innovative industries, the role of patent policy in determining industry dynamics in the context of sequential innovation, and firms' entry decisions into concentrated industries. Álvaro received his Ph.D. in Economics from Northwestern University in 2013.

David Rahman

David Rahman is an Associate Professor in the Department of Economics at the University of Minnesota. His research focuses on contract theory, mechanism design, and general equilibrium. He received his Ph.D. from UCLA.

Anita Rao

Anita Rao is an Associate Professor of Marketing at the University of Chicago Booth School of Business. She studies quantitative marketing and empirical industrial organization with specific interests in online content, digital distribution, advertising claims and research intensive industries.

Her recent papers include “Online Content Pricing: Purchase and Rental Markets,” published in *Marketing Science*, and “Quality vs. Variety: Trading Larger Screens for More Shows in the Era of Digital Cinema,” published in *Quantitative Marketing and Economics*. In her current work she analyzes how false claims in advertising influence consumers’ purchase decisions. Another

stream of research analyzes the impact of competition and FDA regulation on R&D investment decisions by firms in the pharmaceutical industry.

Rao holds a Ph.D. in marketing from Stanford University and a MS in transportation engineering from Massachusetts Institute of Technology. She earned a Bachelor of Technology in civil engineering from Indian Institute of Technology (IIT), in Madras, India.

Prior to her doctoral studies, she worked in the Customer and Brand Science practice at Mercer Management Consulting.

Devesh Raval

Devesh Raval is an economist at the Federal Trade Commission. His fields are industrial organization, macroeconomics, and applied econometrics. His research has focused on understanding production technology and health care demand. He has also received a patent for his work on applied econometrics. He holds a B.A. in Economics and Mathematics from the University of Virginia and a Ph.D. in Economics from the University of Chicago, and previously worked as Economist and Senior Economist at Amazon.com.

Michael Salinger

Michael Salinger is the Jacqueline J. and Arthur S. Bahr Professor of Management and Professor of Economics at the Boston University School of Management. From 2005 to 2007, he was Director of the Bureau of Economics at the FTC. Prior to his tenure at Boston University, he was an associate professor at Columbia University Business School and a staff economist in the Bureau of Economics, as well as serving on the editorial boards of the Review of Industrial Organization and the Journal of Industrial Economics.

He has consulted for private organizations and a variety of worldwide government agencies, including the EPA, the Federal Trade Commission, the Board of Governors of the Federal Reserve, and the Australian Competition and Consumer Commission. He has published articles on such issues as the structural determinants of market power, the statistical properties of firm growth, and the competitive effects of tying and vertical mergers. He is also a senior advisor for Charles River Associates.

Jay Shambaugh

Jay Shambaugh is a member of the Council of Economic Advisers. He is on leave from George Washington University where he is a Professor of Economics and International Affairs. Dr. Shambaugh had also served as a Faculty Research Fellow and Research Associate at the National Bureau of Economic Research since 2007. He previously held positions within the Council of Economic Advisers between 2009 and 2011, first as a Senior Economist from 2009 to 2010 and then Chief Economist from 2010 to 2011. Dr. Shambaugh has held several teaching positions within economic departments across the country as an Associate Professor with tenure at the George Washington University from 2012 to 2013, a Visiting Associate Professor at Georgetown University's McDonough School of Business from 2011 to 2012, and an Assistant Professor and then Associate Professor from 2002 to 2011 at Dartmouth College.

From 2011 to 2013, Dr. Shambaugh was also a Visiting Scholar at the International Monetary Fund. He was a Visiting Fellow at the Institute of International Integration Studies at Trinity College, Dublin from 2005 to 2006. Dr. Shambaugh received a B.A. from Yale, an M.A.L.D. from The Fletcher School at Tufts University, and a Ph.D. in Economics from the University of California, Berkeley.

Carl Shapiro

Carl Shapiro is the Transamerica Professor of Business Strategy in the Haas School of Business at the University of California at Berkeley.

Shapiro had the honor of serving as a Member of the President's Council of Economic Advisers during 2011-12. For the two years immediately prior to that, he was the Deputy Assistant Attorney General for Economics at the Antitrust Division of the U.S. Department of Justice; he also held that position during 1995-96. From 1998 to 2008, Shapiro served as Director of the Institute of Business and Economic Research at UC Berkeley. He has been Editor and Co-Editor of the *Journal of Economic Perspectives* and a Fellow at the Center for Advanced Study in the Behavioral Sciences, among other honors. Shapiro earned his Ph.D. in Economics at M.I.T. in 1981, taught at Princeton University during the 1980s, and has been a Professor at UC Berkeley since 1990.

Shapiro has published extensively in the areas of industrial organization, competition policy, patents, the economics of innovation, and competitive strategy. His current research interests include competition policy, the economics of innovation, the design and use of patents, housing finance, and energy and environmental economics.

Shapiro is the co-author, with Hal R. Varian, of *Information Rules: A Strategic Guide to the Network Economy*, published by the Harvard Business School Press. *Information Rules* has received critical acclaim for its application of economic principles to the Information Economy and has been widely read by managers and adopted for classroom use.

Chad Syverson

Chad Syverson is the J. Baum Harris Professor of Economics; University of Chicago Booth School of Business. His research spans several topics, with a particular focus on the interactions of firm structure, market structure, and productivity. His research has been published in several top journals and has earned multiple National Science Foundation Awards. He also coauthored (with Austan Goolsbee and Steve Levitt) an intermediate-level text, *Microeconomics*.

Syverson serves as an editor of the *RAND Journal of Economics* and is on the editorial board of several other journals. He is a research associate of the National Bureau of Economic Research and has recently served on National Academies committees and as the chair of the Chicago Census Research Data Center Board. Prior to his appointment at the University of Chicago, Syverson was a mechanical engineer co-op for Loral Defense Systems and Unisys Corporation.

He earned two bachelor's degrees in 1996 from the University of North Dakota, one in economics and one in mechanical engineering. He earned his Ph.D. in economics in 2001 from the University of Maryland. Syverson joined the Chicago Booth faculty in 2008.

Pietro Tebaldi

Pietro Tebaldi is an Assistant Professor at the University of Chicago Department of Economics. His research focuses primarily on the industrial organization of health insurance markets. Professor Tebaldi earned his Ph.D. from Stanford University in 2016.

Anna Tuchman

Anna Tuchman joined the marketing faculty at the Kellogg School of Management in 2016 as an Assistant Professor and Donald P. Jacobs Scholar. Anna's research interests include the study of advertising and its underlying mechanisms, as well as questions that lie at the intersection of public policy and marketing. Her recent work evaluates the effects of e-cigarette advertising on demand for traditional cigarettes and predicts the impact of a proposed ban on e-cigarette TV advertising. A second stream of research studies consumer demand for advertising and considers the resulting implications for ad targeting and measuring advertising treatment effects.

Anna holds a Ph.D. in Marketing and an M.A. in Economics from Stanford University. She received her B.A. from the University of Pennsylvania. Before her graduate studies, Anna worked in economic litigation consulting at Cornerstone Research in San Francisco.

Mo Xiao

Mo Xiao is an Associate Professor of Economics at the University of Arizona Eller College of Management. Professor Xiao's research applies microeconomic theory and econometrics to analyze various issues concerning firm behavior and market operation. She has worked on topics concerning firms' strategic provision of information and the impact of public policies on firms' entry, exit and quality choices. Her most recent research is on entry and competition in the U.S. telecommunication market. She holds a Ph.D. from UCLA.

Florian Zettelmeyer

Florian Zettelmeyer is the Nancy L. Ertle Professor of Marketing at the Kellogg School of Management at Northwestern University. He also directs the Program on Data Analytics at Kellogg, the school's Big Data and Analytics initiative. Prior to his appointment at Kellogg he was an Associate Professor of Marketing and chair of the marketing group at the Haas School of Business, University of California at Berkeley. Before his Ph.D., he briefly worked in consulting at McKinsey and Company's German office.

Professor Zettelmeyer specializes in evaluating the effects of information technology and big data on firms. More generally, his work addresses how the information consumers have about firms and the information firms have about consumers affect firm behavior. Professor Zettelmeyer has extensively studied the auto industry as a laboratory to understand the effects of customer information, investigating the effect of the Internet, the passthrough and effectiveness of promotions, and what consumers' online journeys predict about their purchase behavior.

Professor Zettelmeyer has received numerous teaching awards and been voted "Outstanding Professor of the Year" by Kellogg MBA students. He is a Research Associate of the National Bureau of Economic Research (NBER).

Professor Zettelmeyer received a Vordiplom in business engineering from the University of Karlsruhe (Germany), a M.Sc. in economics from the University of Warwick (UK), and a Ph.D. in marketing from the Massachusetts Institute of Technology.