CONSUMER INJURIES AND BENEFITS
IN THE DATA-DRIVEN ECONOMY
February 26, 2026

BIOGRAPHIES

Laura Hosken (event co-organizer) is an Economist in the FTC Bureau of Economics Consumer Protection Division. She joined the Consumer Protection Division in 2008 and her work is focused on privacy and data security matters particularly relating to children.

Erik Jones (event co-organizer) is a Senior Attorney in the Federal Trade Commission's Division of Privacy and Identity Protection. He brings more than two decades of experience across government and private practice, including senior roles at the U.S. Senate Committee on Commerce, Science, and Transportation and the Illinois Attorney General's office. Before joining the FTC, he was a partner at a national law firm, where he advised clients on privacy, data security, and government investigations.

Eric Spurlino (event co-organizer) is an Economist at the Federal Trade Commission, working in the Department of Consumer Protection within the Bureau of Economics. He received his PhD in economics in 2023 from New York University. His research uses theory and experiments to study how limited cognition and psychological motives influence economic behavior across strategic and non-strategic settings.

David Walko (event co-organizer) is an Attorney in the Federal Trade Commission's Division of Privacy and Identity Protection. He investigates and prosecutes violations of consumer privacy and data security under Section 5 of the FTC Act, the FCRA, and the FTC's Health Breach Notification Rule. He received his B.A. from the University of Michigan and his J.D. from Georgetown University Law Center.

Andrew N. Ferguson is Chairman of the Federal Trade Commission. Ferguson most recently served as solicitor general of the Commonwealth of Virginia. Prior to that position, he served as chief counsel to U.S. Sen. Mitch McConnell of Kentucky, the Republican leader, and as a Republican counsel on the U.S. Senate Judiciary Committee. He also practiced law at several Washington, D.C. law firms. He earned his undergraduate degree and law degree from the University of Virginia. After law school, Ferguson clerked for Judge Karen L. Henderson on the U.S. Court of Appeals for the D.C. Circuit and U.S. Supreme Court Justice Clarence Thomas.

Christopher Mufarrige is the Director of the Bureau of Consumer Protection at the Federal Trade Commission. Chris served in the first Trump Administration as a Senior Adviser to the Director and

Deputy Director of the Consumer Financial Protection Bureau, advising on enforcement, rulemaking, and supervisory exams relating to the country's largest banks and nonbank financial institutions. Most recently, he was Commissioner Melissa Holyoak's Chief of Staff and Attorney Adviser. He has also worked at private law firms and as an in-house lawyer. In his free time, Mufarrige taught a class on financial services and consumer protection at George Mason University's Antonin Scalia Law School.

Panel 1: Quantifying Injuries & Benefits to Consumers (Part One)

Avinash (Avi) Collis is an Assistant Professor at the Heinz College of Information Systems and Public Policy at Carnegie Mellon University. He does research on the economics of digitization, focusing on measuring welfare gains from digital goods

Alessandro Acquisti is the T. Wilson (1953) Professor in Management at MIT Sloan, and has previously served as the Trustees Professor of Information Technology and Public Policy at Carnegie Mellon University's Heinz College. He studies the economics and behavioral science of privacy: his research has advanced the understanding of digital privacy, personal data disclosure, and online behavior by combining economics, behavioral research, and data science. He directs the Privacy Economics Experiments (PeeX) Lab, is an inaugural Andrew Carnegie Fellow, and has advised policymakers and testified before U.S. congressional committees on privacy policy.

Ginger Zhe Jin is currently Neil Moskowitz Professor of Economics at the University of Maryland, College Park and Research Associate of the National Bureau of Economic Research (NBER). Most of her research focuses on information asymmetry among economic agents and how to provide information to overcome the information problem, with publications in leading economics, management and marketing journals and financial support from the National Science Foundation, the Net Institute, the Alfred P. Sloan Foundation, and the Washington Center for Equitable Growth. She served as the Director of the FTC Bureau of Economics from January 2016 to July 2017, and Amazon Scholar and Senior Principal Economist at Amazon.com from January 2019 to May 2020.

Ben Wiseman (moderator) is the Associate Director of the FTC's Division of Privacy and Identity Protection (DPIP). Prior to joining DPIP, Ben was a Deputy Director in the FTC's Bureau of Consumer Protection. Before joining the FTC in 2022, Ben served as Director of the Office of Consumer Protection in the Office of the Attorney General for the District of Columbia.

Daniel H. Wood (moderator) is a Deputy Assistant Director in the FTC's Division of Consumer Protection in the Bureau of Economics. He has published articles on topics in behavioral economics, game theory, and information economics. Prior to joining the FTC, Dan taught economics at Clemson University. He holds a BA from Swarthmore College and a PhD from Harvard University.

Panel 2: Quantifying Injuries & Benefits to Consumers (Part Two)

Michael Baye is the Bert Elwert Professor of Business Economics & Public Policy at Indiana University's Kelley School of Business. He previously served as Director of the Bureau of Economics at the U.S. Federal Trade Commission (2007–2008) and served on the Consumer Financial Protection Bureau's Academic Research Council (2019–2021), serving as Chair from 2019 to 2020. His research on advertising, pricing, online platforms, and consumer welfare appears in leading economics journals including the *American Economic Review*, the *Journal of Political Economy*, and *Econometrica*.

J. Howard Beales III is an Emeritus Professor of Strategic Management and Public Policy at the George Washington School of Business. He has written extensively about consumer protection regulation, privacy, and the Federal Trade Commission. He spent more than a decade at the Commission, most recently as Director of the Bureau of Consumer Protection from 2001-2004. He received his PhD in economics from the University of Chicago in 1978.

Omri Ben-Shahar is the Leo and Eileen Herzel Distinguished Service Professor of Law, Kearney Director of the Coase-Sandor Institute for Law and Economics. He earned his PhD in Economics and SJD from Harvard in 1995 and his BA and LLB from the Hebrew University in 1990. Before coming to Chicago, he was the Kirkland & Ellis Professor of Law and Economics at the University of Michigan. Prior to that, he taught at Tel-Aviv University, was a member of Israel's Antitrust Court, and clerked at the Supreme Court of Israel. He is the Kearney Director of the Coase-Sandor Institute for Law and Economics. He teaches contracts, trademark law, insurance law, consumer law, law-and-AI, sales law, e-commerce, food law, law and economics, and game theory and the law. He writes primarily in the fields of contract law, the regulation of data technology, and consumer protection. He is the co-author of *Personalized Law: Different Rules for Different People* (Oxford 2021, with Ariel Porat) and *More Than You Wanted to Know: The Failure of Mandated Disclosure* (Princeton 2014, with Carl Schneider), and of a book manuscript *Why Fear Data* (under contract, Harvard Press). He served as the Co-Reporter for the American Law Institute's Restatement of Consumer Contracts.

Malika Korganbekova is an Assistant Professor at the University of Chicago Booth School of Business. She holds PhD in Quantitative Marketing from Kellogg School of Management, Northwestern University. Professor Korganbekova's research applies tools from causal inference, empirical industrial organization, and machine learning to study the impact of technology on societal issues, with the focus on privacy, data regulation, and sustainability.

Mark Eichorn (moderator) is an Assistant Director in the FTC Bureau of Consumer Protection's Division of Privacy and Identity Protection (DPIP), where he supervises privacy and data security matters. He joined DPIP at the end of 2009 from FTC Chairman Jon Leibowitz's office, where he served as an attorney advisor for Chairman (and previously Commissioner) Leibowitz on consumer protection issues.

Laura Hosken (moderator) is an Economist in the FTC Bureau of Economics Consumer Protection Division. She joined the Consumer Protection Division in 2008 and her work is focused on privacy and data security matters particularly relating to children.

Panel 3: Data Breaches, Impacts on Consumers, and Efforts to Minimize Injuries

Jeff Prince is a Professor of Business Economics and Public Policy, Indiana University where he also serves as the Harold A. Poling Chair of Strategic Management. His areas of expertise include: Industrial Organization, Applied Econometrics, Strategy, and Regulation. And today he's going to talk with us about his work measuring consumer harm.

Sebastian Schuetz is an Assistant Professor of Organizational Leadership and Information Analytics, Leeds School of Business, University of Colorado Boulder Schuetz's. His research centers on cybersecurity, particularly how leadership and management influence cybersecurity outcomes at both individual and organizational levels.

Sunil Wattal is the Associate Dean for Research and Doctoral Programs at the Fox School of Business for Temple University. He is also Professor of Management Information Systems and Harold Schaefer Senior Fellow. Sunil's expertise focuses on digital transformation, platform economics, and privacy.

Tyler Moore is the Tandy Professor of Cyber Security in the School of Cyber Studies and the Tandy School of Computer Science at The University of Tulsa. He is the inaugural chairperson of the School of Cyber Studies, an interdisciplinary department that offers cyber degrees at the B.S., M.S. and Ph.D. levels. His research focuses on security economics, cybercrime measurement, and cybersecurity policy.

Erik Jones (moderator) is a Senior Attorney in the Federal Trade Commission's Division of Privacy and Identity Protection. He brings more than two decades of experience across government and private practice, including senior roles at the U.S. Senate Committee on Commerce, Science, and Transportation and the Illinois Attorney General's office. Before joining the FTC, he was a partner at a national law firm, where he advised clients on privacy, data security, and government investigations.

Benjamin Smith (moderator) is an economist in the Bureau of Economics at the Federal Trade Commission. His work primarily focuses on the theory and practice of estimating potential consumer injury for data security and privacy matters. Benjamin received a PhD from UCLA studying applied microeconomics specializing in labor economics.

Panel 4: The Costs and Benefits of Behavioral & Contextual Advertising

Cristóbal Cheyre is an Assistant Professor of Information Science at Cornell University whose research sits at the intersection of economics, information systems, and public policy. His work uses large-scale field experiments and platform data to study how privacy regulation, digital advertising, and algorithmic systems affect firms, workers, and consumers.

Ananya Sen is an Associate Professor (with tenure) at Carnegie Mellon University's Heinz College. Ananya's research analyzes topics at the intersection of technology, business, and society with a focus on platforms within the online information ecosystem. A key feature of his research is to analyze questions and contexts in which managerial and policy questions are two sides of the same coin.

Nils Wernerfelt is an assistant professor of Marketing at the Kellogg School of Management. His core research agenda focuses on policy questions facing the digital advertising industry today. Recent work includes analyses of the effects of privacy regulation on ad effectiveness and market structure, estimates of the consumer value of ad personalization, and large-scale meta-analyses of digital advertising effectiveness.

Douglas Smith (moderator) is an economist in the Bureau of Economics at the Federal Trade Commission. He works on topics including multi-level marketing and online privacy and data security. He has published articles on mechanism design and on multi-level marketing. Doug holds a BA from Harvard University and a PhD from The University of Michigan.

David Walko (moderator) is an Attorney in the Federal Trade Commission's Division of Privacy and Identity Protection. He investigates and prosecutes violations of consumer privacy and data security under Section 5 of the FTC Act, the FCRA, and the FTC's Health Breach Notification Rule. He received his B.A. from The University of Michigan and his J.D. from Georgetown University Law Center.

Panel 5: Measuring Consumer Preferences, Beliefs, and Decisions:

Beibei Li is a Professor of IT and Management at Carnegie Mellon University. She received her PhD with distinction from Leonard N. Stern School of Business at NYU. Her research interests lie at the intersection between social and technical aspects of information technology. She is especially interested in the interaction between human decisions and recent technological disruptions in the markets.

Tesary Lin is an Assistant Professor of Marketing at Boston University, where she studies the role of consumer data and privacy in the digital economy. In her recent work, she has studied how choice architecture and privacy regulation influence data markets and consumer welfare.

Andrey Simonov is the Gary Winnick and Martin Granoff Associate Professor of Business at Columbia Business School. His research covers topics related to the marketing and economics of media products, such as measuring advertising effectiveness, media persuasion, product design, and competition in media and digital product markets.

Serge Egelman is Research Director of the Usable Security & Privacy Group at the International Computer Science Institute (ICSI) and also holds an appointment in the Department of Electrical Engineering and Computer Sciences (EECS) at the University of California, Berkeley. He leads the Berkeley Laboratory for Usable and Experimental Security. His research focuses on the intersection of privacy, computer security, and human-computer interaction.

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