Simon J. Blanchard

| CONTACT INFORMATION | Associate Professor of Marketing
McDonough School of Business
Georgetown University, Washington, DC 20057 | office: +1 202 687 6977
mobile: +1 347 688 4637
e-mail: sjb247@georgetown.edu |

ACADEMIC APPOINTMENTS

Georgetown University, Associate Professor of Marketing (with tenure) — 2017 –
  Director of MBA Certificate in Consumer Analytics and Insights (Interim) — July 2018 –
  Graham Family Fellow — 2018 –
  Barket Family Fellow — 2016 – 2017
  Assistant Professor of Marketing — 2011 – 2017

Dartmouth College, Visiting Professor — 08/2018 – 12/2018
  Tuck School of Business & Thayer School of Engineering

Columbia University, Visiting Research Scholar (Sabbatical) — 08/2017 – 12/2017

EDUCATION

Pennsylvania State University, Ph.D. (Marketing) — 2006 – 2011

Université de Montréal - HEC Montréal, Canada, M.Sc. (Management Science) — 2004 – 2005

Université de Sherbrooke, Canada, B.B.A. — 2000 – 2003

REFERRED PUBLICATIONS

Blanchard, Simon J., Mahima Hada and Kurt A. Carlson (2018). "Specialist Competitor Referrals: How Salespeople Can Use Competitor Referrals for Nonfocal Products to Increase Focal Product Sales." *Journal of Marketing*, 82 (4), 127-145.

Blanchard, Simon J., Daniel Aloise, Wayne S. DeSarbo (2017). "Extracting Summary Piles from Sorting Task Data" *Journal of Marketing Research*, 54 (3), 398-414.

Garvey, Aaron G., Simon J. Blanchard, Karen P. Winterich (2017). "Turning Unplanned Overpayments into Status Signals: Benefits of Mentioning the Price Paid." *Marketing Letters*, 28(1), 71-83.

Kettle, Keri L., Remi Trudel, Simon J. Blanchard, Gerald Haubl (2016). "Repayment Concentration and Consumer Motivation to Get Out of Debt." *Journal of Consumer Research*, 43 (3), 460-477.

Blanchard, Simon J., Kurt A. Carlson and Jamie D. Hyodo (2016). "The Favor Request Effect: Requesting a Favor from Consumers to Seal the Deal." *Journal of Consumer Research*, 42 (6), 985-1001.

Blanchard, Simon J., Ishani Banerji. (2016) "Evidence-Based Recommendations for Designing Free-Sorting Experiments." *Behavior Research Methods*, 48 (4), 1318-1336.

Santi, Éverton, Daniel Aloise and Simon J. Blanchard (2016). "A Model for Clustering Using Heterogeneous Dissimilarity Matrices." *European Journal of Operations Research*, 253 (3), 659-672.

Carlson, Kurt A., Jared Wolfe, Simon J. Blanchard, Joel C. Huber and Dan Ariely (2015). "The Budget Contraction Effect: How Contracting Budgets Lead to Less Varied Choice." *Journal of Marketing Research*, 52 (3), 337-348.

Blanchard, Simon J., Kurt A. Carlson, and Margaret G. Meloy (2014). "Biased Predecisional Processing of Leading and Non-Leading Alternatives." *Psychological Science*, 25 (3), 812-816.

Kim, Sunghoon, Simon J. Blanchard, Wayne S. DeSarbo, and Duncan H.K. Fong (2013). "Implementing Managerial Constraints in Model Based Segmentation: Extensions of Kim, Fong, and DeSarbo (2012) with an Application to Heterogeneous Perceptions of Service Quality." *Journal of Marketing Research*, 50 (5), 664-673.

Blanchard, Simon J., Wayne S. DeSarbo (2013). "A New Zero-Inflated Negative Binomial Methodology for Latent Category Identification." *Psychometrika*, 78 (2), 322-340.

Blanchard, Simon J., Daniel Aloise and Wayne S. DeSarbo (2012). "Heterogeneous P-Median for Categorization Based Clustering." *Psychometrika*, 77 (4), 741-762.

Blanchard, Simon J., Wayne S. DeSarbo, A. Selin Atalay, Nukhet Harmancioglu (2011). "Identifying Consumer Heterogeneity in Unobserved Categories." *Marketing Letters*, 23 (1), 177-194.

DeSarbo, Wayne S., A. Selin Atalay, David LeBaron, and Simon J. Blanchard (2008). "Estimating Multiple Segment-Level Ideal Points from Context Dependent Survey Data." *Journal of Consumer Research*, 35 (June), 142-153.

Hamilton, Rebecca, W., Debora V. Thompson, Zachary G. Arens, Simon J. Blanchard, Gerald Haubl, P.K. Kannan, Donald R. Lehmann, Margaret G. Meloy, Neal Roese, Manoj Thomas (2014). "Consumer Substitution Decisions: An Integrative Framework." *Marketing Letters*, 25 (3), 305-317.

DeSarbo, Wayne S., Qiong Wang, and Simon J. Blanchard (2010). "Exploring Intra-Industry Heterogeneity: The Identification of Latent Competitive Groups." *Journal of Modelling in Management*, 5 (2), 94-123.

DeSarbo, Wayne S., A. Selin Atalay, and Simon J. Blanchard (2009). "A Three-Way Clusterwise Multidimensional Unfolding Procedure for the Spatial Representation of Context Dependent Preferences." *Computational Statistics and Data Analysis*, 53 (8), 3217-3230.

DeSarbo, Wayne S., Simon J. Blanchard, and A. Selin Atalay (2008). "A New Spatial Classification Methodology For Simultaneous Segmentation, Targeting, and Positioning For Marketing Research," *Review of Marketing Research*, 5 (December), 75-103.

SELECTED ARTICLES IN PROGRESS

Blanchard, Simon J., Tatiana Dyachenko, Keri L. Kettle "Locational Choices: Studying Consumer Preference for Proximity to Others." In preparation for 3rd round review at *Journal of Marketing Research*.

Remi Trudel, Simon J. Blanchard, Keri Kettle "Labeling Debt as Ordinary versus Exceptional to Motivate Consumers to Increase Credit Card Repayments." In preparation for 2nd round review at *Journal of Consumer Research*.

Kim, Aekyoung, Kristina M. Durante, Sarah E. Hill, and Simon J. Blanchard. "Fertility, life history strategy, and the perception of time." In preparation for 2nd round review at *Psychological Science*.

Daniel Pinerho, Daniel Aloise, Simon J. Blanchard "Convex Fuzzy k-Medoid Clustering." Under review at *IEEE Transactions on Fuzzy Systems*.

Blair, Sean, and Simon J. Blanchard "When Expertise is Extraneous: The Creators Own Need as a Heuristic Cue for Product Quality."

Blanchard, Simon J., Kurt A. Carlson "Distortion of Information to Support Investment Strategies Emerging through the Reading of Analyst Reports."

Neeru Paharia, Simon J. Blanchard, Theodore J. Noseworthy "The Percentage Equity Offered as a Cue for Investment Quality."

Sawant, Rajeev, Mahima Hada and Simon J. Blanchard "Responding to Environmental Crises: A Study of Restaurant Franchisors during the Great Recession"

Ethan Pancer, Theodore J. Noseworthy, Simon J. Blanchard "Crowdfunding Success Based Solely On Visual Congruity of Images."

Gretchen Ross Willroy, Margaret G. Meloy, Simon J. Blanchard "Is Warm Always Trusting? The Effect of Seasonality on Trustworthiness."

PRESENTATIONS

2019
- Seminars: University of California at San Diego (Rady)†
- Conferences: 2018 Workshop in Management Science (Chile)†

2018
- Seminars: University of Chicago (Booth), Boston College, Dartmouth College (Tuck), Nanyang Business School (NTU), University of Southern California (Marshall)†
- Conferences: INFORMS Marketing Science

PRESENTATIONS (CONTINUED)	*2017*

- Seminars: UC Davis, Erasmus University (Rotherdam School of Management), University of Manitoba, University of Cambridge, GERAD, Iowa State University, Temple University (Global Center on Big Data and Mobile Analytics), Columbia Business School (Lang Entrepreneurship Center), Columbia Business School (Marketing).
- Conferences: Marketing Science Institute Young Scholar Conference.
- Workshops & Demos: AMA Advanced Research Techniques Forum, MATHPSYCH/ICCM 2017.

2016
- Seminars: Boston University, Korea Advanced Institute of Science and Technology, Tokyo University of Science, Drexel University.
- Conferences: INFORMS Marketing Science.
- Symposium: Disclosures Session at 10th Invitational Choice Symposium.

2015
- Seminars: Duke University (Center for Advanced Hindsight), Concordia University's Centre for Multidisciplinary Behavioural Business Research (CMBBR), University of Maryland, McGill University, Peking University, City University of New York (Baruch College).
- Conferences: Association for Consumer Research, Marketing Science, AMA Advanced Research Techniques (ART) Forum, Marketing and Communication Conference (La Londe), American Psychological Convention.

2014
- Seminars: Young & Rubicam NYC.

2013
- Seminars: McGill University (Quantitative Psychology), University of Kentucky, Universidade Federal do Rio Grande do Norte (Operations Research), Pennsylvania State University, University of Miami.
- Conferences: INFORMS Marketing Science Conference.
- Symposium: Effective Substitution session at 9th Invitational Choice Symposium (Erasmus School of Economics).

2012 (and prior)
- Seminars (2010): Boston College, Erasmus University, Georgetown University, Indiana University, Ohio State University, University of Delaware, Temple University.
- Conferences: INFORMS Marketing Science Conference (2010, 2012), Society for Judgment and Decision Making (2008), Association for Consumer Research (2008), Max Planck Institute (Summer Institute on Bounded Rationality, Berlin), 18th Mini Euro Conference on Variable Neighbourhood Search (Spain, 2005).
- Symposium: Haring Symposium (Indiana University, 2009).

† denotes an upcoming presentation.

SELECTED HONORS AND AWARDS	2017 Marketing Science Institute Young Scholar

2017's Faculty Research Award, McDonough School of Business, Georgetown University

Best paper award at the American Marketing Associations 2015 Advanced Research Technique (ART) Forum for "Beyond Pairwise Similarity: The Category Covering Problem for the Analysis of Sorting Task Data in Marketing Research".

> The ART Forum's purpose is to bring together research practitioners and academics to find solutions to marketing problems through free exchange of ideas.

SELECTED HONORS AND AWARDS (CONTINUED)	**Grants** • Marketing Science Institute grant for a proposal entitled "Consumer Locational Choices," with Tatiana Dyachenko. • PennState Sports Business Research Center grant for a proposal entitled "Consumer Locational Choices," with Tatiana Dyachenko. • Universal Edital (Grant) from Brazils National Council for Scientific and Technological Development for a proposal entitled "Theory and Practice of Operations Research as Applied to Consumer Segmentation." with Daniel Aloise (2013-2015).

TEACHING EXPERIENCE

Georgetown University - Graduate Programs

Analytical Problem Solving (Core MBA analytics, co-taught with operations)
• Spring 2018. Average instructor rating: 4.7/5 (across 3 section)

Digital Advertising (MBA elective)
• Spring 2018. Average instructor rating: 5/5 (4.97)

Managing Data Scientists (Custom Executive MBA), Fall 2017

Georgetown University - Undergraduate Programs

Principles of Marketing (Undergraduate)
• 2012-2016. Average instructor rating: 4.9/5 (across 18 sections)

STUDENT SUPERVISION

Everton Santi ('16), Universidade Federal do Rio Grande do Norte, Brazil. External committee member for PhD in Electrical and Computer Engineering.
Daniel P. Pinhero ('20), Universidade Federal do Rio Grande do Norte, Brazil. External committee member for PhD in Electrical and Computer Engineering.

SERVICE TO GEORGETOWN UNIVERSITY

Georgetown University Committees & Service
• Georgetown University Honor Council, 2015-present
• Georgetown Research Executive Committee, 2018-present

McDonough School of Business & Marketing Area Committees & Service
• Faculty Review Appeal Committee (FRAC) member, 2018-2020
• Co-headed marketing area recruiting, 2011-2017
• Marketing faculty representative for Business Undergraduates Interested in Leadership Development (BUILD), 2013-2017
• Committee member for the Undergraduate Curriculum Committee, 2013-2015
• Committee member for the UMAC (Undergraduate Marketing Association Committee), 2011

SERVICE TO THE FIELD

Editorial Review Board:
• Journal of Consumer Research (2018-present)
• Journal of Marketing Research (2017-present)
• International Journal of Research in Marketing (2016-present)

Association Committees:
• AMA Academic Council Member (2018-2021)

Conference Committees:
• Conference Co-Chair (with Debora Thompson), 11th Triennial Invitational Choice Symposium (2019), Washington, DC.
• Program Committee Member: Society for Consumer Psychology (2019), Savanah, GA. Annual Advanced Research Techniques (ART) Forum (2016), Boston, MA.
• Symposium Co-Chair (Symposium on Effective Disclosures with Sunita Sah). 10th Triennial Invitational Choice Symposium (2016), Lake Louise, AB.
• Track Chair (Research Methods, Analytics and Measurement). AMA Summer Marketing Educators' Conference (2014), San Francisco, CA.

Ad-hoc Reviewer:
- *Marketing*: Marketing Science, Journal of Marketing, Marketing Letters, Journal of Interactive Marketing.
- *Quantitative Methods*: Psychometrika, Psychological Methods, Journal of Classification, Computers and Operations Research, Multivariate Behavioral Research.
- *Psychology*: Psychological Science, Organizational Behavior and Human Decision Processes, Judgment and Decision Making.
- Conferences: Behavioral Decision Research in Management (2018), Association for Consumer Research (2009, 2012, 2013), Society for Consumer Psychology (2010, 2012).

Grant Reviewer:
- FQRSC, Quebec National Foundation for Social Sciences.

INDUSTRY EXPERIENCE

Industry projects includes market segmentation analyses in pharmaceutics (Pfzier and Abbott), business intelligence dashboards for a venture capital company (Innovatech du Grand Montreal), tax evasion models (Revenue Quebec), and IT development outsourcing (e.g., for USAID Ukraine).

MEDIA COVERAGE Discussions in the media relating to helping consumers with personal finances and new technologies. Sample coverage includes:

- *Live TV*: WUSA, ABCDC, and FOX5
- *Op-eds*: Forbes, Fortune, Psychology Today, The Hill.
- *Business outlets*: Harvard Business Review, Bloomberg, Business Insider, Business News Network (Canada), Motley Fool, Equities, Knowledge@Wharton, CXO Today.
- *Consumer outlets*: NBC News, CBS News, CTV, Winnepeg Free Press, Reuters, MSN Money, Time.com, C—NET, Boston Globe, Toronto Star, Slate, Yahoo News!