

# Hernán A. Bruno

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## Positions

2015—Present University of Cologne – Professor of Marketing and Digital Environment (W2)  
2008 – 2015 INSEAD – Assistant Professor of Marketing  
2007—2008 Erasmus School of Economics – Assistant Professor of Marketing  
2001 – 2002 McKinsey & Company  
1997 – 2000 Trace Analysis Laboratory, University of Buenos Aires – Researcher  
1997 – 2000 Teaching Assistant at the Inorganic and Analytical Chemistry Department in the Exact Sciences College at the University of Buenos Aires

## Education

2002 – 2007 PhD, Marketing, London Business School  
Supervisor: Dr. Naufel J. Vilcassim, Professor of Marketing  
2005 Visiting Scholar  
Graduate School of Business, University of Chicago  
2005 Master in Research, Marketing  
London Business School  
1994 – 2000 *Licenciatura* in Chemistry  
Facultad de Ciencias Exactas y Naturales  
Universidad de Buenos Aires.

## Research

### *Interests*

Consumer choice, Promotional Targeting, Structural Econometric Modeling, Online Advertising, Household Demand Analysis, B2B Pricing, Bayesian Models.

### *Published Work or Forthcoming*

- “Brand Positioning Based on Brand Image–Country Image Fit” (with Kristina Klein, Franziska Völkner, Pascal Bruno, and Henrik Sattler), *Marketing Science*, 38(3), 516-538.
- “Wearout or Weariness? Potential Negative Consequences of Ad Volume and Timing” (with Inyoung Chae and Fred Feinberg), *Journal of Marketing Research*, 56(1), 57-75)
- Targeting Mr. or Mrs. Smith: Modeling and leveraging intrahousehold heterogeneity in brand choice behavior (2018). *Marketing Science*, 37(4), 631-648. With (Javier Cebollada and Pradeep K. Chintagunta)
- “Role of Reference Price on Price and Quantity: Insights from B2B Markets,” (2012) *Journal of Marketing Research*, 49 (5). (with Shantanu Dutta and Hai Che)
- “Structural Demand Estimation with Varying Levels of Availability” (2008) *Marketing Science*, 27 (6) November. With Naufel Vilcassim
- “Does Marketing Measure Up? Performance Metrics: Practices and Impacts,” *Marketing Science Institute Report*, 2005 [05-301] (with Unmish Parthasarathi, and Nisha Singh)

*Under Review or in Preparation*

- An Empirical Investigation of Sticky Prices and Delayed Pass-through in B2B Transactions
- “The Lasting Effect of the Salesperson Price Setting on Customer Purchases”, (with Shantanu Dutta), in preparation.
- Customer Behavior and Marketing Effectiveness during Recessions
- “Pass-through and Channel Coordination with Reference-Dependent Demand, in preparation for submission” Sole author (under preparation)
- “Multi-feature Product Usage with Learning,” (circulating, in preparation for submission to *Journal of Marketing Research*)

*Other Work in Progress*

- “Strategic Retailer Assortment in Competition”
- “A Reward a Day Makes the User Stay: Modeling Engagement in Gamified Mobile Apps”
- “Optimal Compensation for Sales and Marketing”

*Publications in Other Fields*

- Bruno H. A. et al. (2002) “Kinetic control of reagent dissolution for the flow injection determination of iron at trace levels”, *Analyst*, 127 (7) 990-994.
- Bruno H. et al (2001) “Oscillatory control of sample dispersion in a continuous flow system,” *Analyst*, 126 (3) 394-398.

*Invited Presentations*

May 2019	University of Bremen
November 2018	Wirtschaftsuniversität Wien
May 2017	5 <sup>th</sup> Digital Symposium
January 2017	Jahrestagung Marketingkommission
November 2016	University of Cologne
January 2015	Judge Business School
December 2014	University of Cologne
October 2014	University College London
May 2014:	IMD
March 2014:	Judge Business School
December 2013:	ESSEC Marketing Camp
February 2008:	INSEAD
February 2008:	HEC Paris
November 2006:	Erasmus School of Economics, Rotterdam.
October 2006:	University of North Carolina
October 2006:	University of Maryland
September 2006:	HEC Paris

*Conference Presentations*

- “A Gentle Introduction to Bayesian Modeling Using Stan”, EMAC 2018
- “The Joint Role of the Salesperson and Pricing Experience on the Long-Term Behavior of Customers”, *Marketing Dynamics Conference 2016*, Hamburg.
- “The Dynamic Effects of Price Discrimination in Business Markets”, *Marketing Science Conference 2014*, Atlanta
- “Distribution Channel Pricing and Pass-through with Reference-Dependent Demand,” *Marketing Science Conference 2013*, Istanbul.
- “Investigating Within-Household Heterogeneity in Grocery Purchases,” *Marketing Science Conference 2012*, Boston.
- “An Empirical Investigation of the Long-Term Effects of Price Discrimination in Business Markets,” *Marketing Science Conference 2011*, Houston.
- “Examining Reference Price in Repeated B2B Transactions,” *Marketing Science Conference 2009*, Ann Arbor.
- “The Impact of Pricing on Customer Profitability: Evidence from an Industrial Market,” *Marketing Science Conference 2008*, Vancouver and EMAC 2008, Brighton.

- “Structural Demand Estimation with Varying Product Availability,” *Marketing Science Conference 2006, Pittsburgh*.
- “Dynamic Equilibrium Pricing with Purchase Event Feedback and Reference Pricing Effects,” *Marketing Science Conference 2005, Atlanta*.

### Research Funding

Project group C1 “Gamified market research in digital social media to support (brand) management decisions” of the DFG research unit FOR 1452.

### Teaching

- 2018 – **Leading Digital Innovation: Marketing**, jointly for the EMBA program, University of Cologne, and EMBA and MBA programs at the Rotterdam School of Management.
- 2018 – **Customer Centricity at SQS**, Company-specific program
- 2018 – **Data Analysis for Marketing Decisions**, MBA program, Rotterdam School of Management.
- Since 2016 – **Strategic Marketing Management**, EMBA program, University of Cologne
  - Winner of the Excellence in Teaching Award for 2017.
- 2016 – **Strategic Marketing Management**, MBA program, Rotterdam School of Management.
- Since 2016 – **Data Analysis and Visualization in R**, University of Cologne, Masters Program
- Since 2016 – **Value Creation in the Digital World**, University of Cologne, Masters Program
- Since 2015 -- **Methods of Marketing Mix Management**, University of Cologne, Bachelor Program
- 2011-2017 **Management Acceleration Program**, Executive Education – INSEAD
- 2013—2017 **Swire AMP**, Executive Education – INSEAD
- 2009-2014 **Marketing Management**, MBA Program – INSEAD
- 2014 **Strategic Management in Banking**, Executive Education -- INSEAD
- 2010 **International Marketing Program**, Executive Education – INSEAD
- 2010 **Macquarie Program**, Executive Education – INSEAD
- **IMERYS CSP, Schlumberger CSP, Fiskars CSP, Pernod-Ricard CSP, Coca-Cola CSP, Oliver Wyman CSP, Inter-Alpha CSP, Oliver Wyman CSP**, Executive Education -- INSEAD
- 2007 **New Product Development and Innovation**, Master in Marketing -- Erasmus School of Economics

### Pedagogical Material

- **INSEAD Case: Confused.com: Defending the Market**
- **INSEAD Case: Michel et Augustin: Culinary Adventurers Competing Against Food Industry Giants. Winner of Best Case by New Authors Award**

### Ad Hoc Reviewer

- Marketing Science
- Journal of Marketing Research
- Management Science
- Manufacturing and Service Operations Management
- International Journal of Research in Marketing
- California Management Review

### Honors and Fellowships

2018	Excellence in Teaching Award (“Best Teacher”) at the EMBA program, University of Cologne.
2014	New Case Writer Winner for Case "Michel et Augustin"

- 2006 AMA Sheth Doctoral Consortium – Doctoral Fellow  
2004 “Conjoint Applications: Hierarchical Bayes and Finite Mixture Models” at the University of Berne, Prof. Dr. Joel Huber (Duke) and Prof. Dr. Thorsten Teichert (U. of Berne), Fellow.  
2004 “Eden Doctoral Seminar on Measurement Models in Marketing” Brussels, Prof. Dick Wittink (Yale) and Prof. Peter Leeflang (U. of Groningen), Student Fellow  
2000 Scholarship from the American Chemical Society to represent Argentina in Research Symposium held in San Juan, Puerto Rico.  
1995 Georgia Rotary Scholarship Program (GRSP).

### **Additional Information**

*Webpage:* <https://www.marketing.uni-koeln.de/de/team/hernan-a-bruno/>

*Nationality:* Argentine  
German (naturalized 2019)

*Family:* Married, two children.

*Languages:* English: full professional fluency  
Spanish: native  
German: B2 (Goethe Institut, 2019)  
French: good understanding

Cologne, 09.05.2020.