

Scott K. Shriver

CONTACT INFORMATION	Leeds School of Business 995 Regent Drive 419 UCB, Koelbel 457G Boulder, CO 80309	<i>E-mail:</i> scott.shriver (at) colorado.edu <i>Phone:</i> (303) 492-7437
ACADEMIC APPOINTMENTS	Assistant Professor, Leeds School of Business, Boulder, CO, 2017-Present Assistant Professor, Columbia Business School, New York, NY, 2011-2017	
EDUCATION	Ph.D., Marketing, Stanford Graduate School of Business, 2011 M.A., Economics, Stanford University, 2008 M.B.A., UCLA Anderson School of Management, 2005 M.S., Physics, Stanford University, 1995 B.A., English Literature, University of North Carolina at Chapel Hill, 1992	
RESEARCH INTERESTS	Online privacy, network effects, online social networks Technology adoption, new product development Multi-channel demand Alternative energy, green marketing, social enterprise Empirical industrial organization, applied econometrics	
PUBLISHED / ACCEPTED PAPERS	Johnson, Garrett, Scott Shriver and Shaoyin Du (2020), "Consumer privacy choice in online advertising: Who opts out and at what cost to industry?" <i>Marketing Science</i> , forthcoming. Shriver, Scott (2015), "Network Effects in Alternative Fuel Adoption: Empirical Analysis of the Market for Ethanol," <i>Marketing Science</i> , 34 (1), 78-97. – Winner, John D.C. Little & Frank M. Bass Awards, 2015 Sriram et al. (2015), "Platforms: A Multiplicity of Research Opportunities," <i>Marketing Letters</i> , 26 (2), 141-152. Shriver, Scott, Harikesh Nair and Reto Hofstetter (2013), "User-Generated Content and Social Ties: Evidence from an Online Social Network," <i>Management Science</i> , 59 (6), 1425-1443. – Winner, Swiss Academy of Marketing Science Rigour & Relevance Research Award Fierro, J.M. et al. (1995), "EGRET High-Energy Gamma-Ray Pulsar Studies II: Individual Millisecond Pulsars," <i>The Astrophysical Journal</i> , 447, 807-812. Thompson, D.J. et al. (1995), "The Second EGRET Catalog of High-Energy Gamma-Ray Sources," <i>The Astrophysical Journal Supplement Series</i> , 101, 259-286. Buie, Marc W. and Scott Shriver (1994), "The Distribution of Water Frost on Charon," <i>Icarus</i> , 108 (2), 225-233.	

WORKING
PAPERS

Shriver, Scott and Bryan Bollinger (2020), "Demand expansion and cannibalization effects from retail store entry: A structural analysis of multi-channel demand."

Johnson, Garrett and Scott Shriver (2020), "Privacy & market concentration: Intended & unintended consequences of the GDPR."

Goldberg, Samuel, Garrett Johnson and Scott Shriver (2019), "Regulating Privacy Online: An Early Look at Europe's GDPR."

Shriver, Scott, Kinshuk Jerath and V. Srinivasan (2019), "Strategic Competition with Altruistic Preferences."

Shriver, Scott and Hema Yoganarasimhan (2016), "Optimizing Content and Pricing Strategies for Digital Video Games."

WORKS IN
PROGRESS

"Commitment Devices: Demand Estimation and Optimal Pricing," with Oliver Toubia and Hema Yoganarasimhan.

CONFERENCES
AND INVITED
PRESENTATIONS

"Consumer privacy choice in online advertising: Who opts out and at what cost to industry?"
Marketing Science, Rome, Italy, June 2019

"Optimizing Content and Pricing Strategies for Digital Video Games"
Yale University, December 2016
Marketing Science, Los Angeles, CA, June 2017
Stanford University, August 2017

"Structural Analysis of Multi-Channel Demand"
University of Washington, May 2017
University of Colorado, October 2016
Stanford University, April 2016
University of Toronto, March 2016
Summer Institute in Competitive Strategy (SICS), July 2015
Four Schools Conference, April 2015
University of Rochester, March 2015
University of Southern California, March 2015
University of California, San Diego, March 2015
Duke University, February 2015
Marketing Science, Atlanta, GA, June 2014
Wharton Customer Analytics Initiative Symposium, September 2013

“Strategic Competition with Altruistic Preferences” (formerly “What if Marketers Put Customers Ahead of Profits?”)

UTD FORMS, February 2014

Marketing Science, Houston, TX, June 2011

“Network Effects in Alternative Fuel Adoption: Empirical Analysis of the Market for Ethanol”

9th Invitational Choice Symposium, Noordwijk, Netherlands, June 2013

Johnson School of Management, Cornell University, February 2012

NET Institute Conference, New York, NY, December 2010

Ross School of Business, University of Michigan, November 2010

Booth School of Business, University of Chicago, November 2010

Kellogg School of Management, Northwestern University, November 2010

Haas School of Business, University of California-Berkeley, October 2010

Smith School of Business, University of Maryland, October 2010

Columbia Business School, New York, NY, October 2010

Stern School of Business, New York University, New York, NY, October 2010

Olin Business School, Washington University, St. Louis, MO, September 2010

Marketing Science, Ann Arbor, MI, June 2009

Stanford Policy and Economics Research Roundtable, April 2008

“User-Generated Content and Social Ties: Evidence from an Online Social Network”

Marketing Modeler’s Conference, New York, NY, April 2012

Quantitative Marketing and Economics, Rochester, NY, September 2011

Marketing Science, Cologne, Germany, June 2010

NET Institute Conference, New York, NY, April 2010

SERVICE

Editorial board: *Quantitative Marketing and Economics*

Ad-hoc reviewer: *Marketing Science, Management Science, Journal of Marketing Research, Quantitative Marketing and Economics, Review of Economic Studies, Information Systems Research, Journal of Economics & Management Strategy, Marketing Letters, Decision Sciences, Customer Needs and Solutions*

Discussant: Columbia Marketing Analytics and Big Data Conference (2017), Columbia Strategy Conference (2014), NET Institute Conference (2011)

TEACHING EXPERIENCE

Customer Analytics, instructor, CU-Boulder, 2017-present

Marketing Strategy, instructor, Columbia GSB, 2012-2016

Managing Marketing Programs, instructor, Columbia GSB, 2012-2014

Data and Decisions, teaching assistant, Stanford GSB, 2010

Pricing Strategy, teaching assistant, Stanford GSB, 2008 & 2009

Marketing Management, teaching assistant, Stanford GSB, 2008

Statistical Mechanics, teaching assistant, Stanford University, 1994

HONORS AND AWARDS	<p>Marketing Science Institute’s Research Priorities Initiative Grant Recipient, 2019</p> <p>John D. C. Little Award, 2015</p> <p>Frank M. Bass Award, 2015</p> <p>Swiss Academy of Marketing Science Rigour & Relevance Research Award, 2014</p> <p>NET Institute Summer Research Grant, 2010</p> <p>Jaedicke Family Fellowship, Stanford GSB, 2005-2009</p> <p>Dean's Scholar, UCLA Anderson School of Management, 2004-2005</p> <p>Detuschman Venture Fellow, UCLA Anderson School of Management, 2004</p> <p>Parsky Fellow, UCLA Anderson School of Management, 2004</p> <p>John Motley Morehead Scholar, UNC, 1992</p> <p>BA awarded with Distinction, UNC, 1992</p> <p>Cum Laude, UNC, 1992</p> <p>Phi Beta Kappa, UNC, 1991</p>
PROFESSIONAL AFFILIATIONS	<p>American Marketing Association</p> <p>INFORMS</p>
PROFESSIONAL EXPERIENCE	<p>GKM Ventures, Los Angeles, CA</p> <p><i>Associate</i>, 2004</p> <p>Performed due diligence, financial analysis, and industry research for a \$100M later-stage technology fund.</p> <p>Totality Corporation, San Francisco, CA</p> <p><i>Director of Information Technology</i>, 1999-2001</p> <p>Designed, implemented, and maintained technical infrastructure for an e-commerce managed service provider. Directly hired a department of thirty employees. Managed \$50M of capital expenditures, \$3M annual operating budget.</p> <p>Digital Domain, Venice Beach, CA</p> <p><i>Manager of Information Systems</i>, 1996-1999</p> <p>Created the first IT department at a startup visual effects facility. Grew the department to a staff of six and an annual operating budget of \$400K.</p> <p>Electronic Data Systems, San Francisco, CA</p> <p><i>Systems Engineer</i>, 1995-1996</p> <p>Analyzed requirements, designed and developed systems, and provided quality assurance for client engagements.</p> <p>Morgan Stanley International, London, England</p> <p><i>Summer Associate</i>, 1990</p> <p>Developed financial models for corporate mergers and acquisitions.</p>
OUTSIDE ACTIVITIES	<p>N/A</p>