

Amin Sayedi

Foster School of Business
University of Washington
Paccar 483, Seattle, WA 98195

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aminsa@uw.edu

- ACADEMIC POSITIONS
- ◇ **University of Washington**, July 2014 - Present
Assistant Professor of Marketing, Foster School of Business
 - ◇ **University of North Carolina at Chapel Hill**, 2012 - 2014
Assistant Professor of Marketing, Kenan-Flagler Business School
- EDUCATION
- ◇ **Carnegie Mellon University**, Pittsburgh, PA. May 2012
Doctor of Philosophy, Tepper School of Business
 - ◇ **Carnegie Mellon University**, Pittsburgh, PA. May 2009
Master of Science, Tepper School of Business
 - ◇ **Sharif University of Technology**, Tehran, Iran. Feb 2007
Bachelor of Engineering, Computer Engineering Department
- RESEARCH INTERESTS
- Competitive Strategy, Digital Marketing, Online Advertising, Pricing, Auction Theory, Economics of Social Networks and Online Markets
- WORK EXPERIENCE
- ◇ **Microsoft Research**, Cambridge, MA, May 2010 - July 2010
 - ◇ **Yahoo! Research**, Santa Clara, CA, Feb 2009 - May 2009
- HONORS AND AWARDS
- ◇ **William W. Cooper Award**, for Best Dissertation in Management Science, 2012
 - ◇ **MSI Research Award** for “Challenges of Communications and Branding in a Digital Era” joint with K. Jerath, 2011
 - ◇ **Egon Balas Award**, Best Student Paper in Operations Research, Carnegie Mellon University, 2008
 - ◇ **William L. Mellon Fellowship**, Carnegie Mellon University, 2007
 - ◇ **Silver Medal** in Central European Olympiad in Informatics (CEOI), Germany, 2003
 - ◇ **Gold Medal** in Iranian National Olympiad in Informatics, Tehran, Iran, Aug 2002
- PUBLICATIONS
- ◇ **Real-time Bidding in Online Display Advertising**, *forthcoming at Marketing Science*.
 - ◇ **The Effects of Autoscaling in Cloud Computing on Entrepreneurship**, with A. Fazli and J. Shulman, *forthcoming at Management Science*.
 - ◇ **Strategic Compliments in Sales**, with J. Shulman, *Quantitative Marketing and Economics*, March 2017.
 - ◇ **Expertise in Online Markets**, with S. Despotakis, I. Hafalir and R. Ravi, *Management Science*, September 2016.
 - ◇ **Keyword Management Costs and ‘Broad Match’ in Sponsored Search Advertising**, with W. Amaldoss and K. Jerath, *Marketing Science*, July 2015.
 - ◇ **Competitive Poaching in Sponsored Search Advertising and Strategic Impact on Traditional Advertising**, with K. Jerath and K. Srinivasan, *Marketing Science*, March 2014.
 - ◇ **A Near Pareto Optimal Auction with Budget Constraints** with I. Hafalir and R. Ravi, *Games and Economic Behavior*, 74(2), 2012.

- WORKING PAPERS
- ◇ **Exclusivity in Online Advertising**, with M. Baghaie and K. Jerath, conditionally accepted at *Marketing Science*.
 - ◇ **Learning in Search Advertising**, with W. Choi.
 - ◇ **Pricing in a Duopoly with Observational Learning**.
- PATENTS
- ◇ **Expressive Bidding in Online Advertising Auctions**, with Preston McAfee and Arpita Ghosh. U.S. Patent 20110071908, granted on March 2011.
 - ◇ **Expressive Bidding Online Advertising Auction Mechanisms**, with Arpita Ghosh. U.S. Patent 20110071909, granted on March 2011.
- CONFERENCE PAPERS
- ◇ **We Know Who You Followed Last Summer: Inferring Social Link Creation Times in Twitter**, with C. Borgs, J. Chayes, B. Karrer, B. Meeder and R. Ravi. *Twentieth International World Wide Web Conference*, 2011.
 - ◇ **Game-theoretic Models of Information Overload in Social Networks**, with C. Borgs, J. Chayes, B. Karrer, B. Meeder, R. Ravi and R. Reagans. *Workshop on Algorithms and Models for the Web Graph*.
 - ◇ **Trading off Mistakes and Don't-know Predictions**, with A. Blum and M. Zadimoghaddam. *Twenty-fourth Annual Conference on Neural Information Processing Systems*, Spotlight Paper, 2010.
 - ◇ **Expressive Auctions for Externalities in Online Advertising**, with A. Ghosh, *Nineteenth International World Wide Web Conference*, 2010.
 - ◇ **Mechanism Design for Complexity-constrained Bidders**, with R. Kumar and M. Mahdian, *The fifth Workshop on Internet and Network Economics*, 2009.
 - ◇ **Minimizing Movement**, with E. Demaine, M. Hajiaghayi, H. Mahini, S. Oveisgharan and M. Zadimoghaddam, *Proceedings of the 18th Annual ACM-SIAM Symposium on Discrete Algorithms*, 2007. Journal version in *ACM Transaction on Algorithms*: ACM TALG 5(3), 2009.
 - ◇ **Scheduling to Minimize Gaps and Power Consumption**, with E. Demaine, M. Ghodsi, M. Hajiaghayi and M. Zadimoghaddam, *Proceedings of the 19th Annual ACM Symposium on Parallel Algorithms and Architectures*, 2007. Journal version in *Journal of Scheduling*: 16(2), 2013.
 - ◇ **Spanning Trees with Minimum Weighted Degrees**, with M. Ghodsi, H. Mahini, K. Mirjalali, S. Oveisgharan and M. Zadimoghaddam, *Information Processing Letters*, 104(3), 2007.
- INVITED TALKS AND CONFERENCE PRESENTATIONS
- Marketing Analytics and Big Data Conference (discussant), Columbia Business School, NY, 2017
 - Summer Institute in Competitive Strategy (discussant), Berkeley CA, 2017
 - Marketing Science Conference, Los Angeles CA, 2017
 - Production and Operations Management Conference, Seattle WA, 2017
 - University of Texas at Dallas, Bass Conference (discussant), Dallas TX, 2017
 - University of Texas at Dallas, Bass Conference, Dallas TX, 2016
 - Summer Institute in Competitive Strategy, Berkeley CA, 2015
 - University of Texas at Dallas, Bass Conference, Dallas TX, 2015
 - Summer Institute in Competitive Strategy, Berkeley CA, 2014
 - Foster School of Business, University of Washington, Seattle WA, 2014
 - University of Texas at Dallas, Bass Conference, Dallas TX, 2014
 - University of Texas at Dallas Bass Conference, Dallas TX, 2013
 - Heinz College, Carnegie Mellon University, Pittsburgh PA, 2012
 - Yale School of Management, Yale University, New Haven CT, 2012
 - Kenan-Flagler Business School, University of North Carolina, Chapel Hill NC, 2012
 - Stern School of Business, New York University, New York City NY, 2012
 - Harvard Business School, Harvard University, Boston MA, 2012
 - The Wharton School, University of Pennsylvania, Philadelphia PA, 2012
 - Tuck School of Business, Dartmouth College, Hanover NH, 2012
 - Google, New York City NY, 2009
 - Yahoo! Research, Santa Clara CA, 2009
 - Stanford University Theory Talk, Stanford CA, 2009

REVIEW
SERVICE

- ◇ **Ad-hoc Reviewer:** Marketing Science, Management Science, Journal of Marketing Research, Information Systems Research, Journal of Optimization, Journal of Networks, Production and Operations Management, Review of Economic Design, International Journal of Research in Marketing

TEACHING
EXPERIENCE

- ◇ **Digital Marketing:** Undergraduate Elective in Marketing
University of Washington, Spring 2017
- ◇ **Principles of Marketing:** Undergraduate Core for Business Majors
University of Washington, Spring 2015, 2016 and 2017
University of North Carolina, Spring and Fall 2013
- ◇ **Social, Economic and Information Networks:** Undergraduate Elective in Marketing
Carnegie Mellon University, Spring 2012