

# Amin Sayedi

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

*Last Update: September 2021*  
aminsa@uw.edu

- ACADEMIC POSITIONS
- ◇ **Foster School of Business, University of Washington**  
Associate Professor of Marketing, September 2019 - present  
Assistant Professor of Marketing, July 2014 - August 2019
  - ◇ **University of North Carolina at Chapel Hill**  
Assistant Professor of Marketing, Kenan-Flagler Business School, July 2012 - June 2014
- EDUCATION
- ◇ **Carnegie Mellon University, Tepper School of Business**, 2007 - 2012  
Ph.D. in Industrial Administration 2012, Master of Science 2009.
  - ◇ **Sharif University of Technology**, Tehran, Iran, 2003 - 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
- HONORS AND AWARDS
- ◇ **AMA Sheth Faculty Fellow**, New York University, 2019
  - ◇ **MSI Young Scholar**, Marketing Science Institute, 2019
  - ◇ **Michael G. Foster Fellowship**, Foster School of Business, 2018
  - ◇ **Lex Gamble Family Award**, for Excellence in Curriculum Innovation, joint with H. Yoganarasimhan and O. Rutz, 2018
  - ◇ **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
- ◇ “The Perils of Personalized Pricing with Network Effects”, Hajihashemi, Sayedi and Shulman, **Marketing Science** (2021).
  - ◇ “First-price Auctions in Online Display Advertising”, Despotakis, Ravi and Sayedi, **Journal Of Marketing Research** (2021).
  - ◇ “Learning in Online Advertising”, Choi and Sayedi, **Marketing Science** (2019).
  - ◇ “Exclusivity in Online Advertising”, Sayedi, Jerath and Baghaie, **Marketing Science** (2019).
  - ◇ “Real-time Bidding in Online Display Advertising”, Sayedi, **Marketing Science** (2018).
  - ◇ “The Effects of Autoscaling in Cloud Computing on Entrepreneurship”, Fazli, Sayedi and Shulman, **Management Science** (2018).
  - ◇ “Strategic Compliments in Sales”, Sayedi and Shulman, **Quantitative Marketing and Economics** (2017).
  - ◇ “Expertise in Online Markets”, Despotakis, Hafalir, Ravi and Sayedi, **Management Science** (2016).
  - ◇ “Keyword Management Costs and ‘Broad Match’ in Sponsored Search Advertising”, Amaldoss, Jerath and Sayedi, **Marketing Science** (2015).
  - ◇ “Competitive Poaching in Sponsored Search Advertising and Strategic Impact on Traditional Advertising”, Sayedi, Jerath and Srinivasan, **Marketing Science** (2014).
  - ◇ “A Near Pareto Optimal Auction with Budget Constraints”, Hafalir, Ravi and Sayedi, **Games and Economic Behavior** (2012).

WORKING PAPERS	<ul style="list-style-type: none"> <li>◇ “Pricing in a Duopoly with Observational Learning”, Sayedi, working paper.</li> <li>◇ “Private Exchanges in Online Advertising”, Choi and Sayedi, working paper.</li> </ul>
INDUSTRY EXPERIENCE	<ul style="list-style-type: none"> <li>◇ <b>Amazon</b>, Seattle WA, January 2021 - present</li> <li>◇ <b>Microsoft Research</b>, Cambridge MA, May 2010 - July 2010</li> <li>◇ <b>Yahoo! Research</b>, Santa Clara CA, Feb 2009 - May 2009</li> </ul>
PATENTS	<ul style="list-style-type: none"> <li>◇ <b>Expressive Bidding in Online Advertising Auctions</b>, with Preston McAfee and Arpita Ghosh U.S. Patent 20110071908, granted on March 2011.</li> <li>◇ <b>Expressive Bidding Online Advertising Auction Mechanisms</b>, with Arpita Ghosh U.S. Patent 20110071909, granted on March 2011.</li> </ul>
OTHER PAPERS	<ul style="list-style-type: none"> <li>◇ <b>We Know Who You Followed Last Summer: Inferring Social Link Creation Times in Twitter</b>, with C. Borgs, J. Chayes, B. Karrer, B. Meeder and R. Ravi. <i>Twentieth International World Wide Web Conference</i>, 2011.</li> <li>◇ <b>Game-theoretic Models of Information Overload in Social Networks</b>, with C. Borgs, J. Chayes, B. Karrer, B. Meeder, R. Ravi and R. Reagans. <i>Workshop on Algorithms and Models for the Web Graph</i>.</li> <li>◇ <b>Trading off Mistakes and Don’t-know Predictions</b>, with A. Blum and M. Zadimoghaddam. <i>Twenty-fourth Annual Conference on Neural Information Processing Systems</i>, Spotlight Paper, 2010.</li> <li>◇ <b>Expressive Auctions for Externalities in Online Advertising</b>, with A. Ghosh, <i>Nineteenth International World Wide Web Conference</i>, 2010.</li> <li>◇ <b>Mechanism Design for Complexity-constrained Bidders</b>, with R. Kumar and M. Mahdian, <i>The fifth Workshop on Internet and Network Economics</i>, 2009.</li> <li>◇ <b>Minimizing Movement</b>, with E. Demaine, M. Hajiaghayi, H. Mahini, S. Oveisgharan and M. Zadimoghaddam, <i>Proceedings of the 18th Annual ACM-SIAM Symposium on Discrete Algorithms</i>, 2007. Journal version in <i>ACM Transaction on Algorithms</i>: ACM TALG 5(3), 2009.</li> <li>◇ <b>Scheduling to Minimize Gaps and Power Consumption</b>, with E. Demaine, M. Ghodsi, M. Hajiaghayi and M. Zadimoghaddam, <i>Proceedings of the 19th Annual ACM Symposium on Parallel Algorithms and Architectures</i>, 2007. Journal version in <i>Journal of Scheduling</i>: 16(2), 2013.</li> <li>◇ <b>Spanning Trees with Minimum Weighted Degrees</b>, with M. Ghodsi, H. Mahini, K. Mirjalali, S. Oveisgharan and M. Zadimoghaddam, <i>Information Processing Letters</i>, 104(3), 2007.</li> </ul>
INVITED TALKS AND CONFERENCE PRESENTATIONS	<p>UC Berkeley Marketing Seminar, Berkeley, CA, 2020</p> <p>London Business School Marketing Seminar, London, UK, 2020</p> <p>Duke Marketing Seminar, Durham NC, 2019</p> <p>Summer Institute in Competitive Strategy (discussant), UC Berkeley CA, 2019</p> <p>UCLA Anderson School of Management, Los Angeles CA, 2019</p> <p>UTD Bass Conference 2019</p> <p>NYU Stern School of Business, NYC, 2019</p> <p>Columbia Business School, NYC, 2018</p> <p>Summer Institute in Competitive Strategy, UC Berkeley CA, 2018</p> <p>Workshop on the Economics of Advertising and Marketing (discussant), Columbia University, 2018</p> <p>Marketing Science Conference, Philadelphia PA, 2018</p> <p>University of Texas at Dallas, Bass Conference (discussant), March 2018</p> <p>Yale School of Management Seminar, Feb 2018</p> <p>Bocconi University Seminar, Milan, Italy, Feb 2018</p> <p>Marketing Analytics and Big Data Conference (discussant), Columbia Business School, NY, 2017</p> <p>Summer Institute in Competitive Strategy (discussant), UC Berkeley CA, 2017</p> <p>Marketing Science Conference, Los Angeles CA, 2017</p> <p>Production and Operations Management Conference, Seattle WA, 2017</p> <p>University of Texas at Dallas, Bass Conference (discussant), Dallas TX, 2017</p> <p>University of Texas at Dallas, Bass Conference, Dallas TX, 2016</p> <p>Summer Institute in Competitive Strategy, Berkeley CA, 2015</p> <p>University of Texas at Dallas, Bass Conference, Dallas TX, 2015</p>

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, Stanford CA, 2009

REVIEW  
SERVICE

- ◇ **Editorial Review Board:** Journal of Marketing Research, Marketing Science, Marketing Letters.
- ◇ **Associate Editor:** Quantitative Marketing and Economics
- ◇ **Program Committee:** Bass Conference 2021, UT Dallas.
- ◇ **Ad hoc Reviewer:** Management Science, Information Systems Research, Journal of Optimization, Journal of Networks, Production and Operations Management, Review of Economic Design, International Journal of Research in Marketing, MSI Clayton Dissertation Proposal Award, Review of Economic Studies

TEACHING  
EXPERIENCE

- ◇ **Digital Marketing Analytics (MKTG 566):** MBA elective; Marketing Analytics specialization  
University of Washington, Spring 2018, 2019, 2020 and 2021
- ◇ **Digital Marketing (MSBA 515):** Master of Science in Business Analytics  
University of Washington, Spring 2020
- ◇ **Digital Marketing (MKTG 466):** Undergrad elective, part of the Marketing Analytics specialization  
University of Washington, Spring 2017, 2018, 2019 and 2020
- ◇ **Principles of Marketing (MKTG 301):** Undergraduate marketing 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  
Carnegie Mellon University, Spring 2012