

# Oliver J. Rutz

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## Employment

*Michael G. Foster School of Business, University of Washington*

Faculty Director, Master of Science in Business Analytics (MSBA) Program, 2019-current

Marion B. Ingersoll Professor, Associate Professor of Marketing, 2015-current

Associate Professor of Marketing, 2013-2015

Assistant Professor of Marketing, 2011-2013

*Yale School of Management*, Assistant Professor of Marketing, 2007-2011

*McKinsey&Company*, Associate, 1999-2003

## Education

Ph.D. (Marketing), 2007, *UCLA Anderson School of Management*

MBA, 2003, *UCLA Anderson School of Management*

Dipl.rer.pol., Economics, 1999, *Ruprecht-Karls-Universität Heidelberg*, Germany

Exchange Student (Economics), 1998, *University of Port Elizabeth*, South Africa

Vordiplom (Mathematics), 1994, *Technische Universität Darmstadt*, Germany

## Research Interests

Substantive: Search Engine Marketing & Online Advertising

Methodological: Bayesian Dynamics, Sparse Data, Response & Attribution Models

## Academic Publications

Total number of citations (as of 07/01/2020): 474 (Web of Science), 1,389 (Google Scholar)

1. Oliver J. Rutz and Garrett P. Sonnier (2019), "VANISH Regularization for Generalized Linear Models," *Quantitative Marketing and Economics*, **17**(4), 415-437.
2. Oliver J. Rutz, Ashwin Aravindakshan and Olivier Rubel (2019), "Measuring and Forecasting Mobile Game App Engagement," *International Journal of Research in Marketing*, **36**(2), 185-199  
**IJRM Editor's Choice Article**, high-lighting new and cutting-edge topics
3. Oliver J. Rutz and George F. Watson IV (2019), "Endogeneity and Marketing Strategy Research: An Overview," *Journal of the Academy of Marketing Science*, **47**(3), 479-498  
**Finalist, 2019 Sheth Foundation Best Paper Award**, Academy of Marketing Science (AMS)
4. Oliver J. Rutz, Garrett P. Sonnier and Michael Trusov (2017) "A New Method to Aid Copy Testing of Paid Search Text Advertisements," *Journal of Marketing Research*, **54**(6), 885-900
5. Shuba Srinivasan, Oliver J. Rutz and Koen Pauwels (2016), "Paths to and off Purchase: Quantifying the Impact of Traditional Marketing and Online Consumer Activity," *Journal of the Academy of Marketing Science*, **44**(4), 440-453  
**Finalist, 2016 Sheth Foundation Best Paper Award**, Academy of Marketing Science (AMS)
6. Ashwin Aravindakshan, Olivier Rubel and Oliver J. Rutz (2015), "Managing Blood Donations by Marketing," *Marketing Science*, **34**(2), 269-280
7. Kerstin Reimer, Oliver J. Rutz and Koen Pauwels (2014), "How Online Consumer Segments Differ in Long-term Marketing Effectiveness", *Journal of Interactive Marketing*, **28**, 271-284
8. Oliver J. Rutz, Randolph E. Bucklin and Garrett P. Sonnier (2012) "A Latent Instrumental Variables Approach to Modeling Keyword Conversion in Paid Search Advertising," *Journal of Marketing Research*, **49**(3), 306-319  
**Finalist, 2013 Paul E. Green Award**, American Marketing Association (AMA)  
**Finalist, 2007 Clayton Dissertation Proposal Competition**, Marketing Science Institute (MSI)  
**Winner, 2007 Best Paper of the Conference Based on a Doctoral Dissertation**, European Marketing Academy Conference (EMAC)
9. Oliver J. Rutz and Randolph E. Bucklin (2012), "Does Banner Advertising Affect Browsing for Brands? Clickstream Choice Model Says Yes, For Some," *Quantitative Marketing and Economics*, **10**(2), 231-257
10. Oliver J. Rutz and Michael Trusov (2011), "Zooming In on Paid Search Ads – A Consumer-level Model Calibrated on Aggregated Data," *Marketing Science*, **30**(5), 789-800

11. Garrett P. Sonnier, Leigh McAlister and Oliver J. Rutz (2011), "A Dynamic Model of the Effect of Online Communications on Firm Sales," *Marketing Science*, **30**(4), 702-716
12. Oliver J. Rutz, Michael Trusov and Randolph E. Bucklin (2011), "Modeling Indirect Effects of Paid Search Advertising: Which Keywords Lead to More Future Visits?," *Marketing Science*, **30**(4), 646-665  
**Finalist, 2020 Long Term Impact Award**, Marketing Science Institute (MSI)  
**Finalist, 2013 Frank M. Bass Award**, Marketing Science Institute (MSI)  
 Lead Article in inaugural edition of **MSI Selections** high-lighting recent academic work of particular relevance to managers
13. Oliver J. Rutz and Garrett P. Sonnier (2011), "The Evolution of Internal Market Structure," *Marketing Science*, **30**(2), 274-289
14. Oliver J. Rutz and Randolph E. Bucklin, (2011), "From Generic to Branded: A Model of Spillover in Paid Search Advertising," *Journal of Marketing Research*, **48**(1), 87-102  
**Winner, 2016 William F. O'Dell Award**, American Marketing Association (AMA)  
**Winner, 2013 Donald R. Lehmann Award**, American Marketing Association (AMA)  
**Winner, 2012 Paul E. Green Award**, American Marketing Association (AMA)

### Book Chapters

15. Oliver J. Rutz and Randolph E. Bucklin (2013), "Paid Search Advertising," in *Advanced Database Marketing: Innovative Methodologies & Applications for Managing Customer Relationships*, Eds. Scott Neslin, Kristof Coussemont and Koen De Bock, Gower/Ashgate Publishing
16. Randolph E. Bucklin, Oliver J. Rutz and Michael Trusov (2009), "Metrics for the New Internet Marketing Mix," *Review of Marketing Research*, **5**, 175-192

### Working Papers/Work in Progress

- "Advertising Spillover Effects and Product Line Extensions: The Role of Category Similarity and Innovation Type," with Garrett P. Sonnier, under review, *Journal of Marketing*
- "Forecasting Sales with Full Competitive Search Data: A Bayesian Elastic Net Approach," with Abhishek Borah, under review, *Journal of Marketing*
- "A Research Exploration of Search Engine Marketing – from Transactions towards Personal Digital Agents," with Kay Peters, invited for resubmission, *Journal of Marketing*
- "Should I Care What You Believe? The Effects of Biased Beliefs on the Brand Evaluation-Brand Belief Relationship," with Garrett P. Sonnier and Adrian Ward, invited for resubmission, *Quantitative Marketing and Economics*

“Misleading the User – The Rise of Google’s Own Affiliate Content and the Fall of Organic Results”

“Search Engine Marketing and Brands – Unique Destinations need not Pay Twice,” with Kay Peters and Christoph Brenner

“Measuring the Effect of Seller Recommendation on Retail Platforms,” with Jochen Reiner and Bernd Skiera

“The Effect of Voice vs. Text Interface: The Case of a Multi-Service App,” with Ashwin Aravindakshan and Ashutosh Nayak

“Updating Search Engine Marketing Models: Google’s new Share Metrics create even more Biases,” with Garrett P. Sonnier

“Maximizing both Explainability and Accuracy in Detecting Attractive Video Ad Words,” with Junbum Kwon, Eunkyung Park, Wing Chu

“A Blessing and a Curse of Personalization: Biases in Response Models of Digital Marketing,” with Michael Trusov

“Search Engine Marketing: Effect of Context on Ad Performance,” with Michael Trusov

## **Awards and Grants**

2020: MSI Scholars, Marketing Science Institute (MSI)

2020: Finalist, **Long Term Impact Award**, Marketing Science Institute (MSI)

2019: Finalist, **2019 Sheth Foundation Best Paper Award**, Academy of Marketing Science (AMS)

2019: Creating a Group Wide Segmentation of MAF Customers (with Lalit Jain), Wharton Customer Analytics Initiative (WCAI)

2019: Net Promoter Classification and Prediction to Inform Targeted Loyalty Initiatives (with George F. Watson), Wharton Customer Analytics Initiative (WCAI)

2018: **Lex N. Gamble Family Award** for Excellence in Case Development and Curriculum Innovation (UW Foster)

2017: Finalist, **2016 Sheth Foundation Best Paper Award**, Academy of Marketing Science (AMS)

2016: Winner, **William F. O’Dell Award**, American Marketing Association (AMA)

2015: Top 25 Scholar, Author Productivity in the Premier Marketing Journals (2011-2015), American Marketing Association (AMA)

2014: Top 50 Scholar, Author Productivity in the Premier Marketing Journals (2010-2014), American Marketing Association (AMA)

2014: Predicting Life Changes from Financial Data, Wharton Customer Analytics Initiative (WCAI)

2014: Certificate of Reviewing Excellence, Journal of Interactive Marketing

2013: Winner, **Donald R. Lehmann Award**, American Marketing Association (AMA)

2013: Finalist, **Frank M. Bass Award**, Marketing Science Institute (MSI)

2013: Finalist, **Paul E. Green Award**, American Marketing Association (AMA)

2013: MSI Young Scholar, Marketing Science Institute (MSI)

2013: Top 50 Scholar, Author Productivity in the Premier Marketing Journals (2009-2013), American Marketing Association (AMA)

2013: MSI Grant, Mobile Marketing, \$12,000

2012: Winner, **Paul E. Green Award**, American Marketing Association (AMA)

2012: **Foster School of Business Dean's Faculty Research Award** (awarded annually to the most research-productive Foster faculty)

2010: Google & WPP Marketing Research Awards Program, \$58,000

2007: Finalist, **Clayton Dissertation Proposal Competition**, Marketing Science Institute (MSI)

2007: Winner, Best Paper of the Conference Based on a Doctoral Dissertation, European Marketing Academy Conference (EMAC)

2007: Fellow, Sheth Foundation Doctoral Consortium

2003: UCLA Anderson Business Honor Society (Top 15%)

2003: Finalist, Outstanding Marketing Student, UCLA Anderson

2002-2003: Fellowship for Outstanding Foreign Students, UCLA Anderson

2001-2002: UCLA Anderson Dean's Scholar

2001-2003: McKinsey&Company Fellowship

## Teaching

### *MBA*

Marketing Strategy, Executive MBA, Spring 2014

Marketing Strategy, MBA Elective, Spring 2012, 2013, 2014, 2015, 2016, 2017

Customer Analytics, MBA Elective, Fall 2007- 2010, Winter 2012, 2013, 2014, 2015, 2016, Fall 2017, Fall 2018

Customer Analytics, MSBA, Fall 2019

Customer Analytics, Undergrad Elective, Winter 2016, Fall 2017, Fall 2018

The Innovator's Perspective, MBA Core, Spring 2008-2009

*Ph.D.*

Empirical Models in Marketing, Ph.D. Seminar, 2013-

Marketing Models, Ph.D. Seminar, Spring 2008, 2009, 2010, 2011 (co-taught)

Bayesian Data Analysis, Ph.D. Seminar, Fall 2007

## **Service**

Faculty Director, Master of Science in Business Analytics (MSBA) Program, 2019-

Chair, Master of Science in Business Analytics Development Committee, 2017-2019

Chair, UW Foster Marketing Ph.D. Committee, 2017-2018, 2019-

Fellow, USTC-UW Institute for Global Business and Finance Innovation, 2017-

Chair, UW Foster Marketing Analytics Specialization Committee, 2016

Chair, UW Foster Quant Recruiting, 2014, 2015

Member, UW Foster Quant recruiting, 2016, 2018, 2019

Member, UW Foster Diversity Committee, 2014 - 2017

Member, UW Foster Marketing Ph.D. Committee, 2014 – 2017, 2018

Ph.D. Committee Member: Hema Yoganarasimhan (Yale), Conor Henderson (UW Foster), Ju-Yeon Lee (UW Foster), Paul Hoban (UCLA), George Watson (UW Foster), Amir Fazli (UW Foster), Eugene Pavlov (UW Foster)

Fellow, Yale Center of Customer Insights, 2007-2011

## **Professional Activities**

Area Editor: *International Journal of Research in Marketing (IJRM)*

Member of the Editorial Board: *Marketing Science*, *International Journal of Research in Marketing (IJRM)*, *Journal of the Academy of Marketing Science (JAMS)*, *Journal of Interactive Marketing (JIM)*, *Business Research (BuR)*

Ad-hoc reviewer: *Journal of Marketing Research*, *Management Science*, *Marketing Letters*, *Review of Economics and Statistics*, *Electronic Markets*, *Information Systems Research*

## **Presentations**

University of Wisconsin, Madison, WI, Feb2020, "Measuring the Effect of Seller Recommendation on Retail Platforms"

16<sup>th</sup> PSI Conference, UT, Feb 2019, *"Message Content in Rebroadcast Decisions"*

Colorado State University, CO, Feb 2017, University of California, Riverside, CA, May 2016: *"(BIG) Data Analytics with Interactions – A Generalized VANISH Model"*

University of California, Davis, CA, May 2015; University of Houston, Houston, TX, October 2015; University of Utah, Salt Lake City, UT, November 2015: *"A New Method to Aid Copy Testing of Paid Search Text Advertisements"*

NYU 2015 conference on digital big data, smart life and mobile marketing analytics, New York, NY, October 2015: *"Mining Big Data Content: Driving Customer Engagement in Social Media"*

Theory and Practice in Marketing Conference, Atlanta, GA, May 2015: *"Identifying Influencers on Social Network Sites: A Hybrid Human-Machine Approach"*

University of California, Riverside, CA, March 2015: *"On the Prevalence and Provenance of the General Dimension of Consumer Beliefs"*

University of Southern California, Los Angeles, CA, November 2012; Goethe-Universität Frankfurt, Germany, December 2012; Marketing Camp, University of Washington, Seattle, WA, May 2013; University of Colorado, Boulder, CO, July 2013; Insead, France, October 2013; Dartmouth College, Hanover, NH, November 2013, University of California, Riverside, CA, November 2013: *"Investigating Text Advertisements in Paid Search: The Role of Content, Quality, and Performance"*

Digital Analytics Association (DAA) Fall Symposium, Keynote Speaker, Redmond, WA, November 2012: *"The Hierarchy of Effects (HOE) Meets Paid, Earned, and Owned (POE)"*

ART Forum, invited talk for Paul E. Green Award, Seattle, WA, June 2012: *"From Generic to Branded: A Model of Spillover in Paid Search Advertising"*

University of British Columbia/University of Washington Conference, Seattle, WA, May 2012: *"A Latent Instrumental Variables Approach to Modeling Keyword Conversion in Paid Search Advertising"*

Massachusetts Institute of Technology, Boston, MA, December 2011; Goethe-Universität Frankfurt, Germany, June 2011; University of Washington, Seattle, WA, February 2011; University of Miami, Miami, FL, February 2011; Santa Clara University, Santa Clara, CA, October 2010: *"Zooming In on Paid Search Ads – An Individual-level Model Calibrated on Aggregated Data"*

IBM IOD Conference, Las Vegas, NV, October 2010: *"Making the Grade in a Digital World: Gaining Insights and Innovation through Information"* (Invited Talk)

INFORMS Marketing Science Conference, Cologne, Germany, June 2010:  
*"Zooming In on Paid Search Ads – An Individual-level Model Calibrated on Aggregated Data"*

Marketing Dynamics Conference (MDC), New York, NY, August 2009:  
*"Modeling the Evolution of Internal Market Structure"*

Yale Center for Consumer Insights Conference, New Haven, CT, May 2009:  
*"Research in Paid Search"*

Yale School of Management Faculty Speaker Series, New Haven, CT, February 2009:  
*"Paid Search Advertising"*. Full length video at:  
[http://mba.yale.edu/news\\_events/lectures/facultyspeakerseries.shtml#rutz](http://mba.yale.edu/news_events/lectures/facultyspeakerseries.shtml#rutz).

North-Eastern Marketing Conference, Harvard University, Boston, MA, September 2008:  
*"From Generic to Branded: A Model of Spillover in Paid Search Advertising"*

HP Labs, Palo Alto, CA, August 2008:  
*"A Model of Individual Keyword Performance in Paid Search Advertising"*

INFORMS Marketing Science Conference, Vancouver, Canada, June 2008:  
*"From Generic to Branded: A Model of Spillover in Paid Search Advertising"*  
 (Invited talk)  
*"Putting the Advertising back into Paid Search"*

Advertising Research Foundation (ARF), New York, NY, April 2008:  
*"A Model of Individual Keyword Performance in Paid Search Advertising"*

4-Schools Conference, Columbia University, New York, NY, April 2008:  
*"From Generic to Branded: A Model of Spillover in Paid Search Advertising"*

Marketing Conference at UT Dallas, Dallas, TX, February 2008:  
*"A Model of Individual Keyword Performance in Paid Search Advertising"*

European Marketing Academy Conference (EMAC), Reykjavik, Iceland, May 2007:  
*"From Generic to Branded: A Model of Spillover in Paid Search Advertising"*  
*"A Model of Individual Keyword Performance in Paid Search Advertising"*

Yale School of Management, New Haven, CT, February 2007:  
*"A Model of Individual Keyword Performance in Paid Search Advertising"*

Marketing Dynamics Conference (MDC), Los Angeles, CA, August 2006:  
*"From Generic to Branded: A Model of Spillover in Paid Search Advertising"*

INFORMS Marketing Science Conference, Pittsburgh, PA, June 2006:  
*"From Generic to Branded: A Model of Spillover in Paid Search Advertising"*

University of Houston Marketing Doctoral Symposium, Houston, TX, April 2006:  
*"From Generic to Branded: A Model of Spillover in Paid Search Advertising"*