

**James C. Reeder, III**

**Address**

Krannert School of Management  
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West Lafayette, IN 47907 – 2056  
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**Personal Information**

Date of Birth: January 23, 1981  
Citizenship: United States

**Education**

William E. Simon School of Business, University of Rochester, Ph.D. in Management (Marketing), June 2014  
Dissertation: “Nonlinear Price Incentives and Dynamic Brand Choice: B2B Purchasing Decisions with Quantity Discounts”  
Thesis Committee: Paul Ellickson, Sanjog Misra, Dan Horsky

William E. Simon School of Business, University of Rochester, Master of Applied Economics, 2010

William E. Simon School of Business, University of Rochester, Master of Business Administration, 2007

Hood College, Bachelor of the Arts in Management with Departmental Honors, 2003  
Valedictorian and Summa cum Laude

Frederick Community College, Associate of the Arts in Business Administration, 2001

**Employment**

Assistant Professor of Management, Krannert School of Management, Purdue University, August 2014 – Present

Lab Instructor, William E. Simon School of Business, University of Rochester, 2009 – 2014

Momentum Summer Marketing Intern – Marketing Analytics, Bausch & Lomb, San Dimas, CA, Summer 2006

Pricing and Project Coordinator, Charles River Laboratories, Frederick, MD, 2003 – 2005

**Working Paper**

“Nonlinear Price Incentives and Dynamic Brand Choice: B2B Purchasing Decisions with Quantity Discounts”

“The Demand for Negativity: An Empirical Analysis of the Effect of Political Advertising Tone on Preferences” (with Mitchell Lovett and Brett Gordon)

**Works in Progress**

- “The Dynamics of Retail Oligopoly” (with Paul Ellickson and Sanjog Misra)
- “A Joint Model of Strategic Targeting and Customer Response” (with Sangwoo Shin)
- “Quantifying the Effect of a Long-Term Salesforce Relationship” (with Sangwoo Shin)
- “Competitive Effects on the Choice of Promotional Type and Amount: A Structural Approach” (with Jia Li)

**Conferences and Invited Presentation**

University of British Columbia (Sauder), Johns Hopkins University (Carey), Duke University (Fuqua), University of Toronto (Rotman), University of Chicago (Booth), Columbia University (GSB), Southern Methodist University (Cox), Purdue University (Krannert), Michigan State (Broad), Pricing and Retailing Conference (2013), Marketing Science (2011)

**Honors and Awards**

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|-----------|--|
| 2014-2015 | Outstanding and Distinguished Professor (Purdue University)  |
| 2013      | ISBM Doctoral Dissertation Award Competition, Finalist   |
| 2012      | ISMS Doctoral Consortium Fellow, Boston University   |
| 2011      | AMA-Sheth Doctoral Consortium Fellow, Oklahoma State   |
| 2010      | Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Economics Fellow  |
| 2009      | Institute on Computational Economics Fellow, University of Chicago   |
| 2007-2014 | Doctoral Fellowship, William E. Simon School of Business Administration  |
| 2007      | Phillip T. Meyers Scholarship Award, Simon School of Business Administration<br>Award for the Top Student in the Full-Time Graduating Class of the MBA Program |
| 2005-2007 | William E. Simon Fellowship, William E. Simon School of Business Administration  |
| 2003      | Hood College Academic Achievement Prize – Best Academic Record of the Class of 2003  |
| 2003      | Larry T. Campbell Memorial Award, Hood College<br>Award for the Top Student in the Economics and Management Program  |
| 2001-2003 | Honors Fellow, Hood College  |

**Teaching**

Marketing Management (Undergrad - Krannert), Marketing Analytics (Undergrad - Krannert)  
Marketing Research (MBA - Simon), Framing and Analyzing Business Problems (MBA - Simon)

Current Year Teacher Ratings:

- Marketing Management (2 Sections, Fall 2015): 4.7/5 and 4.9/5  
Marketing Analytics (1 Section, Fall 2015): 4.7/5