

# Adam N. Smith

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✉ [a.smith@ucl.ac.uk](mailto:a.smith@ucl.ac.uk)

🏠 [www.adamnsmith.com](http://www.adamnsmith.com)

🔄 [www.github.com/adam-n-smith](https://www.github.com/adam-n-smith)

## Academic Positions

Assistant Professor of Marketing, University College London (2017–present)

## Industry Experience

Senior Research Data Scientist, Google (2025–present part-time; 2022–2024 full-time)

## Education

Ph.D. Marketing, The Ohio State University (2013–2017)

M.S. Statistics, The Ohio State University (2012–2014)

B.A. Economics, *magna cum laude*, The Ohio State University (2008–2012)

## Research Interests

Bayesian microeconometrics, demand modeling, large-scale measurement, computational methods, nonparametrics, model misspecification, market definition, pricing, personalization

## Publications

1. A. Smith, P. Rossi, and G. Allenby (2019) “[Inference for Product Competition and Separable Demand](#),” *Marketing Science*, 38(4): 690-710.
2. A. Smith and G. Allenby (2020) “[Demand Models with Random Partitions](#),” *Journal of the American Statistical Association*, 115(529): 47-65.
3. A. Smith (2021) “[Invited Discussion—Centered Partition Processes: Informative Priors for Clustering](#),” *Bayesian Analysis*, 16(1): 339-345.
4. A. Smith and J. Griffin (2023) “[Shrinkage Priors for High-Dimensional Demand Estimation](#),” *Quantitative Marketing and Economics*, 21(1): 95-146.

**2024 Dick Wittink Prize for the best paper published in QME**

5. A. Smith, S. Seiler, and I. Aggarwal (2023) “[Optimal Price Targeting](#),” *Marketing Science*, 42(3): 476-499.
6. C. Kim, A. Smith, J. Kim, and G. Allenby (2023) “[Outside Good Utility and Substitution Patterns in Direct Utility Models](#),” *Journal of Choice Modelling*, 49: 100447.

## Working Papers

7. “[A Quasi-Bayes Approach to Nonparametric Demand Estimation with Economic Constraints](#)”  
J. Brand and A. Smith  
Extended abstract published in the [proceedings of EC’25](#)
8. “[Preference Measurement with Vertically Ordered Prices](#)”  
M. Pachali, A. Smith, T. Kosyakova, and T. Otter  
Major revision at *Management Science*
9. “[Learned Complementarity](#)”  
D. Ershov, M. Pachali, and A. Smith
10. “[Boundaries of Differentiated Product Markets and Retailer Pricing](#)”  
G. Compiani and A. Smith

## Presentations (invited seminars listed first followed by conference presentations in italics)

- 2026 Wharton, Bristol Economics  
*Marketing Science Conference (Lisbon)*
- 2025 NYU Stern, NUS Business School, SMU Economics, UK Competition and Markets Authority  
*6th European Bayesians in Marketing Summit (Goethe), NSF/CEME Seminar on Bayesian Inference in Econometrics and Statistics (Philadelphia Fed), UCL Economics Gorman Conference, Marketing Science Conference (Washington DC), ACM Conference on Economics and Computation (Stanford)*
- 2024 Case Western Weatherhead
- 2022 Vinted Data Science, Instacart Economics  
*EMAC Conference (Budapest), 3rd European Bayesians in Marketing Summit (Nova SBE), Marketing Science Conference (virtual)*
- 2021 UC Riverside School of Business, Penn State Smeal, NYU Stern Economics  
*EMAC Conference (virtual), Marketing Science Conference (virtual), 26th International Panel Data Conference (virtual), NSF/NBER Seminar in Bayesian Inference in Econometrics and Statistics (virtual), KDD ’21 Workshop on Machine Learning for Consumers and Markets (virtual), INFORMS Workshop on Data Science (virtual)*

- 2020 University of Kent Statistics, Virtual Quantitative Marketing Seminar, European Quant Marketing Seminar, Rochester Simon  
*1st European Bayesians in Marketing Summit (HEC Paris), 16th Symposium on Statistical Challenges in E-Commerce Research (virtual), 1st Johns Hopkins Digital Business Development Conference (virtual)*
- 2019 BYU Marriott, BYU Statistics  
*Marketing Science Conference (Rome)*
- 2018 Goethe University Frankfurt  
*EMAC Conference (Glasgow), Bayesian Young Statisticians Meeting (University of Warwick)*
- 2017 Stanford GSB  
*Joint Statistical Meetings (Baltimore)*
- 2016 University of Delaware Lerner, UBC Sauder, Chicago Booth, Wharton, UCL School of Management, INSEAD, UCLA Anderson, Northwestern Kellogg, UT Dallas Jindal  
*Bass FORMS Conference (UT Dallas), Haring Symposium (Indiana University)*

### **Refereeing Activity**

- Editorial Review Board Member: *Journal of Marketing Research* (starting July 2026), *Marketing Science* (2022–2024)
- Ad Hoc Reviewer: *Management Science*, *Marketing Science*, *Journal of Marketing Research*, *Quantitative Marketing and Economics*, *International Journal of Research in Marketing*, *Journal of Business & Economic Statistics*, *Review of Economics and Statistics*, *Journal of Political Economy Microeconomics*, *Journal of the European Economic Association*, *Production and Operations Management*
- Grants and Awards: MSI Alden G. Clayton Dissertation Proposal Competition (2021)

### **Other Service**

- Council of Sections Representative, ASA Marketing Section (2026–present)
- Chair of Marketing Faculty Recruiting Committee, UCL (2018–2021)

### **Honors and Awards**

- Winner, Dick Wittink Prize for the best paper published in QME (2024)
- Runner-up, Best Teacher Award, UCL BSc Management Science (2021)
- AMA Sheth Consortium Fellow, University of Notre Dame (2016)

- Honorable Mention, Best Presentation Award, Haring Symposium (2016)
- P&G Marketing Analysis Fellowship, OSU Fisher College of Business (2015–2016)
- Corporate Fellowship, OSU Department of Statistics (2012–2013)

### **Teaching**

- Economics and Marketing Strategy, UCL MSc Marketing Science (Winter 2026)
- Marketing Science, UCL BSc Management Science (Autumn 2018, 2019, 2020, 2021)
- Data Analytics I, UCL BSc Management Science (Autumn 2017, 2018, 2019, 2020, 2021)
- Marketing Analytics I, LSE MSc Marketing (Autumn 2018)
- Marketing Research, OSU BS Business Administration (Summer 2015, 2016)

### **Personal**

U.S. citizen, married, two children (b. 2022, 2025)