

Brett W. Hollenbeck

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EMPLOYMENT

Assistant Professor, UCLA Anderson School of Management July 2014-Present

EDUCATION

Ph.D. Economics, University of Texas at Austin May 2014
Dissertation: Essays on Competition under Asymmetric Information
Committee Co-Chairs: Eugenio Miravete and Stephen Ryan
M.S. Economics, University of Texas at Austin May 2010
B.S. Economics, George Washington University May 2006
B.A. Political Science, George Washington University May 2006

FIELDS OF SPECIALIZATION

Primary: Industrial Organization
Secondary: Quantitative Marketing, Econometrics, Computational Economics

PUBLICATIONS

“The Economic Advantages of Chain Organization” (*previously titled* `The Spread of Horizontal Chains: Efficiency or Information?`) *RAND Journal of Economics* (Forthcoming)

WORKING PAPERS

“Horizontal Mergers and Innovation in Concentrated Industries”
“Online Reputation Mechanisms and the Decreasing Value of Chain Affiliation”
“Vertical Structure and Pricing: Evidence from the Washington Cannabis Industry” (with Kosuke Uetake)
“Advertising Strategy in the Presence of Reviews: An Empirical Analysis” (with Sridhar Moorthy and Davide Proserpio)

FELLOWSHIPS, HONORS, AND AWARDS

Hale Fellowship, University of Texas at Austin 2012
Best 2nd Year Paper Award, University of Texas at Austin 2010
C.Y. Hsieh Prize for Best Undergraduate Research Paper, George Washington University 2006
National Merit Scholar 2003

REFEREED CONFERENCE PRESENTATIONS

- 2014:** International Industrial Organization Conference
Stanford Institute for Theoretical Economics
- 2015:** Yale Marketing-IO Conference
Marketing Science
McGill International Conference on Marketing
- 2016:** International Industrial Organization Conference 2016 (Philadelphia)
Marketing Science 2016 (Shanghai)
American Economics Association Annual Meetings (Chicago)
- 2017:** International Industrial Organization Conference 2017 (Boston)
Marketing Science 2017 (Los Angeles)
QME Conference (Frankfurt)

INVITED PRESENTATIONS

- 2014:** UCLA Anderson School of Management
Department of Justice – Antitrust Division
Federal Deposit Insurance Corporation – Division of Research
Federal Trade Commission – Economic Analysis Group
University of British Columbia
California Institute of Technology
- 2015:** University of Chicago, Booth School of Business
Stanford GSB
- 2016:** Federal Trade Commission
- 2017:** Berkeley - Haas

TEACHING EXPERIENCE

- UCLA Anderson
 - Customer Assessment and Analytics 2015-
 - Graduate Seminar – Quantitative Research in Marketing 2016
 - Medical Marketing Program (UCLA Anderson Executive Education) – Pricing Strategy 2015-

- University of Texas at Austin (Teaching Assistant)
 - Managerial Economics (McCombs School of Business) 2013
 - Introduction to Macroeconomics 2013
 - Health Economics 2012
 - Industrial Organization 2009- 2010
 - Introduction to Microeconomics 2008- 2009
- Supplemental Instruction Supervisor, the Sanger Learning Center at the University of Texas at Austin 2010- 2012

PREVIOUS EMPLOYMENT

- Surrey Research Fellow, U.S. Department of the Treasury, 2006-2008

Office of Tax Analysis

PROFESSIONAL SERVICE

Ad-hoc reviewer for:

Quantitative Marketing and Economics, American Economic Journal – Microeconomics, Marketing Science, Management Science, International Journal of Industrial Organization, Eastern Economic Journal

Graduate Students (first placement):

Wayne Taylor (Southern Methodist University) – Committee member