

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* 2017, Vol. 48(4)

WORKING PAPERS

“Horizontal Mergers and Innovation in Concentrated Industries”
“Online Reputation Mechanisms and the Decreasing Value of Chain Affiliation”
“Taxation and Market Power in the Legal Marijuana Industry” (with Kosuke Uetake)
“Advertising Strategy in the Presence of Reviews: An Empirical Analysis” (with Sridhar Moorthy and Davide Proserpio)
“Revealed Preference Heterogeneity from Online Ratings” (with Yufeng Huang)

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, 2006
George Washington University
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)
- 2018:** NBER Economics of Digitization (scheduled)

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
- 2018:** Boston College (Scheduled)

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,
Office of Tax Analysis

2006-2008

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