

Brett W. Hollenbeck

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UCLA Anderson School of Management
110 Westwood Plaza, B4.11
Los Angeles, CA 90095
bretthollenbeck.com

Cell: (202) 641-4536
brett.hollenbeck@gmail.com

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” *RAND Journal of Economics* 2017, Vol. 48(4)
(previously titled “The Spread of Horizontal Chains: Efficiency or Information?”)
“Online Reputation Mechanisms and the Decreasing Value of Chain Affiliation” forthcoming in
Journal of Marketing Research

WORKING PAPERS

“Horizontal Mergers and Innovation in Concentrated Industries”
“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)

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
Marketing Science 2018 (Philadelphia)
Econometric Society Summer Meetings (Davis)
Economics of Advertising Workshop (Columbia GSB)

INVITED SEMINARS

- 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
UBC – Sauder (Scheduled)

TEACHING EXPERIENCE

- UCLA Anderson
 - Customer Assessment and Analytics (MBA and Fully Employed MBA) 2015-
 - Customer Assessment and Analytics (Executive MBA) 2017-
 - 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

FELLOWSHIPS, HONORS, AND AWARDS

Hale Fellowship, University of Texas at Austin	2012
Best 2 nd 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

PREVIOUS EMPLOYMENT

Surrey Research Fellow, U.S. Department of the Treasury, Office of Tax Analysis	2006-2008
Research Fellow, U.S. Chamber of Commerce	2006

PROFESSIONAL SERVICE

Ad-hoc reviewer for:

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

Graduate Students (first placement):

Wayne Taylor (Southern Methodist University) – Committee member