

# 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”  
*RAND Journal of Economics* 2017, Vol. 48(4), p. 1103-1135  
(previously titled “The Spread of Horizontal Chains: Efficiency or Information?”)  
“Online Reputation Mechanisms and the Decreasing Value of Chain Affiliation”  
*Journal of Marketing Research*, 2018, Vol. 55(5), p. 636-654  
“Advertising Strategy in the Presence of Reviews: An Empirical Analysis”  
(with Sridhar Moorthy and Davide Proserpio) (*Marketing Science*, forthcoming)

## WORKING PAPERS

“Horizontal Mergers and Innovation in Concentrated Industries”  
“Taxation and Market Power in the Legal Marijuana Industry” (with Kosuke Uetake)  
“Leveraging Limited Loyalty Programs Using Competitor Based Targeting” (with Wayne Taylor)  
“Firm Size and Entrepreneurial Learning: Evidence from Retail Lotteries” (with Renato Giroldo)  
“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
- 2019:** SMU - Cox

## **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 <sup>nd</sup> 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, Journal of Marketing Research, Management Science, Marketing Science, RAND Journal of Economics, Quantitative Marketing and Economics*

Graduate Students (first placement):

Wayne Taylor (SMU - Cox) – Committee member

El Hadi Caoui (Toronto – Rotman) – Committee member