

# Brett Hollenbeck

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## EMPLOYMENT

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

## EDUCATION

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Ph.D. Economics, **University of Texas at Austin** May 2014  
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

Quantitative Marketing, Industrial Organization

## PUBLICATIONS

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- “Detecting Fake Review Buyers Using Network Structure: Direct Evidence from Amazon” (with Sherry He, Gijs Overgoor, Davide Proserpio, and Ali Tosyani), **Proceedings of the National Academy of Sciences**, 2022, Vol. 119 (47)
- “The Market for Fake Reviews” (with Sherry He and Davide Proserpio)  
**Marketing Science**, 2022, Vol. 41(5), p. 896-921  
\*Winner *Exemplary Empirics Track Paper* at [EC'21](#)
- “Winning Big: Scale and Success in Retail Entrepreneurship” (with Renato Giroldo)  
**Marketing Science**, 2022, Vol. 41(2), p. 271-293
- “Leveraging Limited Loyalty Programs Using Competitor Based Targeting” (with Wayne Taylor)  
**Quantitative Marketing and Economics**, 2021, Vol. 19, p. 417-455
- “Taxation and Market Power in the Legal Marijuana Industry” (with Kosuke Uetake)  
**RAND Journal of Economics**, 2021, Vol. 52(5), p. 559-595
- “Horizontal Mergers and Innovation in Concentrated Industries”  
**Quantitative Marketing and Economics**, 2020, Vol. 18, p. 1-37
- “Advertising Strategy in the Presence of Reviews: An Empirical Analysis”  
(with Sridhar Moorthy and Davide Proserpio) **Marketing Science**, 2019,  
Vol. 38(5), p. 793-811

“Online Reputation Mechanisms and the Decreasing Value of Chain Affiliation”  
**Journal of Marketing Research**, 2018, Vol. 55(5), p. 636-654

“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?”)

## **OTHER PUBLICATIONS**

“How Fake Customer Reviews Do -and Don’t- Work,” (with Sherry He and Davide Proserpio), *Harvard Business Review*, 2020

“How to Make Your Loyalty Program Pay Off,” (with Wayne Taylor), *Harvard Business Review*, 2021

“Exploiting Social Media for Fake Reviews: Evidence from Amazon and Facebook,”  
(with Sherry He and Davide Proserpio), *ACM SIGecom Exchanges*, 2021, Vol. 19(2), p. 68-74

## **WORKING PAPERS**

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“An Analysis of Excess Entry in the U.S. Discount Retail Sector” (with El Hadi Caoui and Matthew Osborne)

“The Role of Strategic Retail Assortment Differentiation in Brand Proliferation” (with Sylvia Hristakeva and Kosuke Uetake”)

“Market Concentration, Retail Markups, and Countervailing Buyer Power: Evidence from Store Lotteries” (with Renato Giroldo)

“Revealed Preference Heterogeneity from Online Ratings” (with Yufeng Huang)

“Sales and Rank on Amazon.com” (with Sherry He)

## **CONFERENCE PRESENTATIONS**

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- 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)
- 2019: European Association for Research in Industrial Economics
- National Tax Association Annual Meeting (Tampa)
- 2020: FTC Microeconomics Conference
- 2021: Virtual Quant Marketing Seminar
- International Industrial Organization Conference 2021
- Marketing Science 2021
- NBER Summer Institute IO
- 2022: USC AI@Marshall Conference on Artificial Intelligence
- SICS
- Joint Digital Economics Seminar

### **INVITED SEMINARS**

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- 2014: UCLA Anderson School of Management
- DOJ Antitrust Division
- FDIC Division of Research
- FTC Economic Analysis Group
- University of British Columbia
- CalTech
- 2015: University of Chicago - Booth
- Stanford GSB
- 2016: Federal Trade Commission
- 2017: Berkeley - Haas
- 2018: Boston College
- UBC- Sauder
- 2019: SMU – Cox
- Washington University - Olin
- 2020: DOJ Antitrust Division
- Northwestern - Kellogg
- Singapore Management University
- Arizona State University - Carey
- Duke - Fuqua
- 2021: University of Washington - Foster
- Texas A&M
- University of Arizona
- 2022: University of Michigan – Ross
- Cornell – Johnson
- Rochester – Simon
- Temple – Fox
- Pontificia Universidad Catolica de Chile
- University of Virginia
- Johns Hopkins University – Carey
- Yale SOM
- Washington University - Olin
- Toronto – Rotman (*scheduled*)

## RESEARCH GRANTS

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Morrison Center for Marketing Research	\$2,500	2018
Morrison Center for Marketing Research	\$2,500	2019
Morrison Center for Marketing Research	\$5,000	2020
Price Center for Entrepreneurship and Innovation	\$6,800	2021
Morrison Center for Marketing Research	\$5,000	2022

## TEACHING EXPERIENCE

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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-
UCLA Anderson Executive Education:		
Medical Marketing Program		2015-2016
Owners Management Program		2019-
Post Graduate Program for Professionals		2019-
Management Acceleration Program		2019-
The Retirement Advisor University		2022-
University of Texas at Austin (Teaching Assistant)		2008- 2013
Managerial Economics (McCombs School of Business)		
Industrial Organization		
Introduction to Microeconomics		
Supplemental Instruction Supervisor, the Sanger Learning Center at the University of Texas at Austin		2010- 2012

## PREVIOUS EMPLOYMENT

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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

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Ad-hoc reviewer for: <i>American Economic Review, American Economic Journal – Microeconomics, Econometrica, Economics Letters, International Journal of Industrial Organization, Journal of Economics &amp; Management Strategy, Journal of the European Economics Association, Journal of Industrial Economics, Journal of Marketing Research, Journal of Political Economy, Journal of Political Economy-Micro, Management Science, National Tax Journal, RAND Journal of Economics, Quantitative Marketing and Economics</i>	
Marketing Science Editorial Board	2021 -
Associate Editor, <i>Quantitative Marketing and Economics</i>	2022 -
Co-chair, QME Conference 2021	

**Graduate Student Advising** (first placement):

Sherry He (Michigan State University) - Committee Chair

Kalyan Rallabandi (Tulane)– Committee Chair

Wayne Taylor (SMU - Cox) – Committee member

El Hadi Caoui (Toronto – Rotman) – Committee member

Renato Giroldo (Cornerstone Research) – Committee member

Dan Yavorsky (Bain Consulting Group) – Committee member

**PERSONAL**

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U.S. Citizen

Children: 2 (born 2017 and 2020)