

## Daniel M. McCarthy

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### ACADEMIC POSITIONS

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#### Goizueta Business School, Emory University

Assistant Professor of Marketing

2017-current

### EDUCATION

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#### University of Pennsylvania, Philadelphia, PA

Ph.D., *Statistics*. The Wharton School. 2017

B.Sc. Econ., Summa Cum Laude, *Statistics and Finance*. The Wharton School. 2006

BAS, Summa Cum Laude, *Systems Science Engineering*. School of Engineering. 2006

Jerome Fisher Program in Management and Technology

### RESEARCH INTERESTS

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**Substantive:** Data privacy, customer management, customer-based corporate valuation

**Methodological:** Data fusion, limited data, computational methods, causal inference

### PUBLISHED AND FORTHCOMING PAPERS

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**McCarthy, D.;** Oblander, E. (2021). Leveraging Scalable Data Fusion to Enhance Customer Base Predictions. *Marketing Science*, 40(3), 459-480.

- Winner, Marketing Strategy Meets Wall Street Conference's 2019 Best Paper Award

Fader, P.; Hardie B.; **McCarthy, D.;** Vaidyanathan, R. (2019). Exploring the Equivalence of Two Common Mixture Models for Duration Data. *The American Statistician*, 73(3), 288-295.

**McCarthy, D.;** Winer, R. (2019). The Pareto Rule in Marketing, Revisited: Is it 80/20, or 70/20? *Marketing Letters*, 30(2), 139-150.

**McCarthy, D.;** Fader, P (2018). Valuing Non-Contractual Firms Using Common Customer Metrics. *Journal of Marketing Research*, 55(5), 617-635.

- Finalist, 2018 Paul Green Award
- Lead article
- Media Coverage: Wall Street Journal, CNBC, Forbes, Bloomberg, Gartner, Morgan Stanley
- Third most downloaded marketing science paper of all time on SSRN

**McCarthy, D.;** Zhang, K.; Berk, R.; Brown, LD; Buja, A.; George, E.; Zhao, L.<sup>1</sup> (2018). Calibrated Percentile Double Bootstrap For Robust Linear Regression Inference. *Statistica Sinica*, 28, 2565-2589.

**McCarthy, D.;** Fader, P.; Hardie, B. (2017). Valuing Subscription-Based Businesses Using Publicly Disclosed Customer Data. *Journal of Marketing*, 81(1), 17-35.

- Winner, 2018 Don Lehmann Award
- Finalist, 2017 MSI H. Paul Root and 2017 Shelby Hunt/Harold Maynard Awards
- Media Coverage: Wall Street Journal, CBS, Barron's, Fortune, Business Insider, Harvard Business Review, Inc, The Economist, FT
- Top 120 most downloaded papers of all time on SSRN (all disciplines)

**McCarthy, D.;** Jensen, S. (2016). Power Weighted Densities for Time Series Data. *Annals of Applied Statistics*, 10(1), 305-334.

Brown, LD.; **McCarthy, D.** (2016). Comments on the paper, "An adaptive resampling test for detecting the presence of significant predictors." *Journal of the American Statistical Association, Theory and Methods*, 110, 1446-1449.

## **OTHER PUBLICATIONS**

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**McCarthy, D.;** Fader, P. (2020). How to Value a Company by Analyzing Its Customers. *Harvard Business Review*, 98 (1), 51-55.

## **WORKING PAPERS**

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Oblander, E.; **McCarthy, D.** Persistence of Consumer Lifestyle Choices: Evidence from Restaurant Delivery During COVID-19. *Under review*.

- Media coverage: Wall Street Journal, New York Post, New York Magazine, NPR, The Economist, Axios

Kim, K.; **McCarthy, D.** Wheels to Meals: Measuring the Economic Impact of Micromobility on Food Service Demand. *Under second round review at the Journal of Marketing Research*.

- Media Coverage: Bird, Spin, CBS

## **SELECTED RESEARCH IN PROGRESS**

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Kim, K.; **McCarthy, D.;** Oblander, E. Aggregate-Disaggregate Data Fusion for Privacy-Safe Ad Targeting with Opt-In Bias.

**McCarthy, D.** CBCV: Reshaping the Practice of Corporate Valuation Using a Customer-Driven Approach.

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<sup>1</sup> The primary authors of this publication are Daniel McCarthy and Kai Zhang.

- Winner, Gary Lilien ISMS-MSI-EMAC Practice Prize.

## CASE MATERIALS

**McCarthy, D.;** Schwartz, E. (2018). “Blue Apron: Turning Around the Struggling Meal Kit Market Leader.” *WDI Publishing Case 5-177-309*.

## AWARDS AND GRANTS

MSI Research Grant Award Winner (\$9,600)	2021
2021 Emory University Evening MBA Distinguished Elective Educator	2021
2021 MSI Young Scholar	2020
Biennial award recognizing the best marketing academics who obtained their PhD within the past 3 to 6 years (named after my 3 <sup>rd</sup> year)	
ISMS Gary Lilien Practice Prize Winner	2020
Recognizing outstanding marketing science work that has had significant organizational impact	
Marketing Strategy Meets Wall Street Conference’s Best Paper Award	2019
Recognizing my paper, “Using Aggregate-Disaggregate Data Fusion to Forecast the Inflow and Outflow of Customers”	
Paul E. Green Award Finalist	2019
Recognizing the <i>Journal of Marketing Research</i> article within the last year that demonstrates the most potential to contribute to the practice of marketing research	
Emory University’s Dean’s Research Grant (\$10,000)	2019
Shelby Hunt/Harold Maynard Award Finalist	2018
Recognizing the <i>Journal of Marketing</i> article that has made a significant contribution to marketing theory and thought	
JM MSI/H. Paul Root Award Finalist	2018
Recognizing the <i>Journal of Marketing</i> article that has made a significant contribution to the advancement of the practice of marketing AMA-MRSIG	
Don Lehmann Award Winner	2018
Recognizing the best dissertation-based paper published in the past two years in <i>Journal of Marketing</i> or <i>Journal of Marketing Research</i>	
Emory University’s Dean’s Research Grant (\$4,000)	2018
John Howard/AMA Doctoral Dissertation Award Honorable Mention	2017
ASA Annual Doctoral Research Award Winner	2017
MSI Alden Clayton Doctoral Dissertation Proposal Competition Award Winner	2017
ISMS Doctoral Dissertation Competition Award Winner	2016
Shankar-Spiegel Best Dissertation Proposal Award Winner	2016
Teaching Commitment and Curricular Innovation Award	2016
Penn Prize for Excellence in Teaching by Graduate Students	2015
University-wide award granted to 10 students annually	
Adobe Digital Marketing Research Award (\$50,000)	2015
Best Oral Presentation Award, 9 <sup>th</sup> Annual Probability and Statistics Conference	2015
Baker Retailing Center Grant (\$3,185)	2014, 2015, 2016, 2017
Summa Cum Laude, Dean’s List, GPA: 3.87/4.0	2002-2006

## **PRESENTATIONS**

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Theory + Practice in Marketing Conference (presented by Elliot Oblander): ‘*How has COVID-19 Impacted Customer Relationship Dynamics at Restaurant Food Delivery Businesses?*’ (2021)

Marketing Science Conference (presented by Elliot Oblander): ‘*How has COVID-19 Impacted Customer Relationship Dynamics at Restaurant Food Delivery Businesses?*’ (2021)

Marketing Science Conference (presented by Kyeongbin Kim): ‘*Wheels to Meals: Measuring the Economic Impact of Micromobility on the Local Economy*’ (2021)

Seminar Series at George Mason University: ‘*How has COVID-19 Impacted Customer Relationship Dynamics at Restaurant Food Delivery Businesses?*’ (2021)

Dartmouth University’s Annual Tuck Marketing Camp: ‘*How has COVID-19 Impacted Customer Relationship Dynamics at Restaurant Food Delivery Businesses?*’ (2021)

Seminar Series at George Mason University: ‘*How has COVID-19 Impacted Customer Relationship Dynamics at Restaurant Food Delivery Businesses?*’ (2021)

Seminar Series at UC Davis: ‘*How has COVID-19 Impacted Customer Relationship Dynamics at Restaurant Food Delivery Businesses?*’ (2021)

Seminar Series at Columbia University: ‘*How has COVID-19 Impacted Customer Relationship Dynamics at Restaurant Food Delivery Businesses?*’ (2021)

Seminar Series at Harvard University: ‘*Scalable Data Fusion with Selection Correction: An Application to Customer Base Predictions*’ (2021)

NYU-Temple-CMU 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics: ‘*How Has COVID-19 Impacted Customer Purchase Behavior at Food Delivery Businesses?*’ (2020)

2020 Marketing Strategy Consortium: ‘*From CRM to CBCV: How CRM can enhance corporate (e)valuation*’ (2020)

Seminar Series at Indiana University: ‘*Scalable Data Fusion with Selection Correction: An Application to Customer Base Predictions*’ (2020)

Virtual Marketing Science: ‘*CBCV: Reshaping the Practice of Corporate Valuation Using a Customer-Driven Approach*’ (2020)

Virtual Marketing Science: ‘*Scalable Data Fusion with Selection Correction: An Application to Customer Base Analysis*’ (2020)

BT Seminar Series at Carnegie Mellon University: '*Scalable Data Fusion with Selection Correction: An Application to Customer Base Predictions*' (Pittsburgh, 2020)

8th AIM-AMA Sheth Foundation Doctoral Consortium and Conference: '*Using Aggregate-Disaggregate Data Fusion to Forecast the Inflow and Outflow of Customers*' (India, 2020)

AMA Summer Academic Conference: '*Valuing Non-Contractual Firms Using Common Customer Metrics*' (Chicago, 2019)

Marketing Science: '*Using Aggregate-Disaggregate Data Fusion to Forecast the Inflow and Outflow of Customers*' (Roma Tre University, 2019)

Marketing Strategy Meets Wall Street: '*Using Aggregate-Disaggregate Data Fusion to Forecast the Inflow and Outflow of Customers*' (INSEAD, 2019)

TPM Conference: '*Using Mobile Location Data to Derive Brand Insights*' (Columbia University, 2019)

Joint Statistical Meetings (special session): '*What Marketing Metrics Should Investors Demand? Optimizing Input Data for Models of Customer Behavior*' (Vancouver, 2018)

Marketing Science (session chair): '*What Marketing Metrics Should Investors Demand? Optimizing Input Data for Models of Customer Behavior*' (Temple University, 2018)

Georgia Four School Conference: '*Customer Based Corporate Valuation*' (2018)

MSI/WCAI's New Perspectives on Marketing Analytics Conference: '*Customer Based Corporate Valuation*' (San Francisco, 2018)

Marketing Strategy Meets Wall Street Conference (Session Chair): '*Customer Based Corporate Valuation*' (San Francisco, 2017)

INFORMS Marketing Science Society Conference: '*Valuing Noncontractual Firms with Common Customer Metrics*' (USC, 2017)

Joint Statistical Meetings: '*Comments on the paper, "An adaptive resampling test for detecting the presence of significant predictors" by I.W. McKeague and M. Qian*' (Joint author with Lawrence Brown, Seattle WA, 2015)

INFORMS Marketing Science Society Conference: '*Customer-Based Corporate Valuation via Data Fusion*' (Johns Hopkins University, 2015)

INFORMS Marketing Science Society Conference: '*V(CLV): Examining Variance in Models of Customer Lifetime Value*' (Johns Hopkins University, 2015)

9<sup>th</sup> Annual Probability and Statistics Conference: '*Improved Coverage via Calibrated Percentile Double Bootstrap*' (UMBC, 2015)

Marketing Strategy Meets Wall Street Conference: '*V(CLV): Examining Variance in Models of Customer Lifetime Value*' (Singapore Management University, 2015)

Conference of the ASA Section on Statistical Learning and Data Mining: '*Improved Non-parametric Empirical Bayes Estimation for Sparse, Heteroskedastic Normal Means*' (Duke University, 2014)

Joint Statistical Meetings: '*Discussion of Estimation and Accuracy After Model Selection by Brad Efron*' (Joint author with Lawrence Brown, Boston MA, 2014)

INFORMS Marketing Science Society Conference: '*Data Diet: Modeling Customer Memory in Probabilistic Choice Models*' (Emory University, 2014)

## **INVITED TALKS**

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2021

- Dartmouth University
- George Mason University
- Columbia University
- Harvard University
- UC Davis

2020

- Marketing Strategy Doctoral Consortium (UT Austin)
- Indiana University
- Carnegie Mellon University

2019

- University of Texas, Austin
- Columbia University

2018

- Cornell University

2017

- Vienna University of Economics and Business
- Goethe University Frankfurt
- HEC Paris
- The Marketing Modelers Group

## **TEACHING**

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### **Instructor**

Customer Lifetime Valuation (BBA and MBA elective, newly created course)

- Fall 2021 teacher evaluations: 4.6/5
- Fall 2020 teacher evaluations: 4.7/5
- Fall 2019 teacher evaluations: 4.4/5

Marketing Research (BBA and MBA elective)

- Fall 2018 teacher evaluations: 4.9/5
- Spring 2018 teacher evaluations: 4.5/5

**Guest Lecturer**

- Fall 2018: Kinshuk Jerath’s ‘Customer Management: Concepts and Models,’ Columbia University
- Fall 2019: Kinshuk Jerath’s ‘Customer Management: Concepts and Models,’ Columbia University
- Fall 2019: Kevin Kaiser’s ‘Advanced Corporate Valuation,’ Wharton School of the University of Pennsylvania

**THESIS COMMITTEES**

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Jan Valendin (2021; committee)

Eunhee Ko (2018; committee)

**ACADEMIC SERVICE**

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Ad Hoc Reviewer

- Journals:
  - *Journal of Marketing Research*
  - *Marketing Science*
  - *Management Science*
  - *Journal of Marketing*
  - *International Journal of Research in Marketing*
  - *Journal of the American Statistical Association*
  - *Journal of Interactive Marketing*
  - *Journal of Consumer Research*
  - *Journal of the Academy of Marketing Science*
  - *Marketing Letters*
  - *PLOS One*
  - *California Management Review*

Member, ARF Attribution Working Group Expert Panel on Validation	2021
Program Chair-Elect ASA Section on Statistics in Marketing	2020
Dissertation report writer, Pavel Jasek (University of Economics in Prague)	2019
Chair-Elect, American Statistical Association Section on Statistics in Marketing	2018
Penn Prize for Excellence in Teaching, Steering Committee Member	2016
Wharton Quinquennial Review, Statistics Department, Committee Member	2016

## SOFTWARE

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Author and Maintainer: *'perc-cal'* (Available on CRAN)

Author and Maintainer: *'PWD'* (Available on CRAN)

Co-Author: *'BTYD'* (Available on CRAN)

## WORK EXPERIENCE

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<b>Theta Equity Partners</b> , Quantitative Financial Technology Firm <i>Co-founder</i>	2018-current
<b>Zodiac</b> , Quantitative Marketing Technology (acquired by Nike) <i>Co-founder and Chief Statistician</i>	2015-2018
<b>Wharton Customer Analytics Initiative</b> <i>Resident Data Scientist</i>	2014-2017
<b>McMaster-Carr Supply Company</b> , Supply Distribution <i>Management – Finance and Shipping</i>	2012
<b>Boston Avenue Family Office</b> , Hedge Fund <i>Investment Professional</i>	2006-2011