

Ely Dahan

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ACADEMIC APPOINTMENTS

2002-present **UCLA ANDERSON SCHOOL** Assistant Professor of Marketing
1998-2002 **MIT SLOAN SCHOOL** Assistant Professor of Management Science

EDUCATION

1999 **STANFORD UNIVERSITY** **Ph.D.**
Ph.D. in Operations, Information & Technology, Grad. School of Business.
1980 **HARVARD UNIVERSITY** **M.B.A.**
Graduate School of Business Administration
1978 **MASSACHUSETTS INSTITUTE of TECHNOLOGY** **S.B.**
Bachelor of Science in Civil Engineering
1975-1977 **PRINCETON UNIVERSITY**
Liberal arts, mathematics, science. Transferred to MIT.

ACADEMIC HONORS AND AWARDS

2006 *Winner*, Sawtooth Software Conference Best Paper Award
2005 *Winner*, Frank M. Bass 2004 Outstanding Dissertation Award, *INFORMS*.
Winner, voted Riordan Fellows Most Memorable Professor
Judge, Amer. Marketing Assoc. EXPLOR Award for innovative research
Judge, MSI Alden G. Clayton Doctoral Dissertation competition
2004 *Winner*, American Marketing Assoc. EXPLOR Award for online research
Winner, Dean George Robbins Best Assistant Professor Teaching Award
2003 *Winner*, John D.C. Little Best Paper Award, *Marketing Sci./Management Sci.*
2002 *Finalist*, Hustad Best Paper Award, *Journal of Product Innovation Mgmt.*
2001 *Winner*, Hustad Best Paper Award, *Journal of Product Innovation Mgmt.*
1997 *Winner*, Student Paper Competition, PICMET '97 Conference
1995-1998 *National Predoctoral Fellowship*, Natl. Research Council, Dept. of Energy
1996 *INFORMS Doctoral Colloquium fellow*
1993-1997 *Future Professor of Manufacturing Fellowship*, Sloan Foundation grant
1993-1995 *Jaedicke Fellowship* for scholarly performance, Stanford Business School
1993 *AACSB National Doctoral Fellowship*, fifteen nationally out of four hundred
1978 *Tau Beta Pi* and *Chi Epsilon* honor societies at MIT, top 5% of class
1977 *Winner*, MIT design competition, building of precise load-bearing capacity

TEACHING

2002-2006 **UCLA ANDERSON SCHOOL**
269E PHD SEMINAR SPECIAL TOPICS Winter 06, Eval 4.9 mean
266A NEW PRODUCT DEVELOPMENT. Spr. 03, Fall 03, 04, 05, 06. Eval. 4.7 mean
472B PROD. INNOV. & MKTG. (EMBA core) Fall 05, Eval. 4.7 mean, Fall 06
260A MARKET ASSESSMENT. Spr. 03, Fall 03, 04. Eval. 5/5 median
269XYZ Marketing Workshop Fall, Winter & Spring 2003-2004
444 AMR Advisor Fall, Winter & Spring 2003-2004
Executive Program Fall & Winter 2002 -2005

TEACHING (*continued*)

- 1999-2002 **MIT SLOAN SCHOOL**
15.972, 15.960 ISSUES IN MARKETING, Wint. 2000-2002. Eval. 5/5 median
15.828 NEW PRODUCT DEVELOPMENT. Spring, Fall 1999, 2001. Eval. 5/5 med.
15.831 MARKETING HIGH TECH PRODS. Spring, Fall 1999, 2001. Eval.: 5/5 med.
Executive Education: Technology and Innovation, New Products
- 1995-1997 **STANFORD UNIVERSITY**
I309 INTEGRATED DESIGN FOR MARKETING & MANUFACTURABILITY.
Invited lectures in 1995-1997 on structured methodologies in design.
1995-96 *Teaching Assistant* selected by Prof. V. Seenu Srinivasan
- 1996-1997 **SANTA CLARA UNIVERSITY**
DISC 358 INTEGRATING PRODUCT DESIGN AND MANUFACTURING.
Winter 1997 mean evaluation: 4.7/5.0 Course, 4.7/5.0 Instructor.
Winter 1996 (co-taught): mean 4.4/5.0 Course, 4.5/5.0 Instructors.

PROFESSIONAL EXPERIENCE

- 1984-1993 **ENTRE' COMPUTER CENTER**, Baltimore and Owings Mills, Maryland
President and Founder. Computer networking firm. Decade of 16% growth.
National awards for operations and marketing.
- 1983-1984 **NEC INFORMATION SYSTEMS**, Lexington, Massachusetts
National Product Manager. Managed product marketing of the PC line, doubled sales. Liaison with headquarters in Japan.
- 1981-1983 **W. R. GRACE & COMPANY**, Cambridge, Massachusetts
National Product Manager. Managed the sales growth of POLYCEL™. Presented strategic plans to the division president.
- 1980-1981 **CADDIE HOMES, INC.**, Bel Air, Maryland
Vice President. Designed, sold and built custom homes. Supervised construction. Trained new salespeople.
- 1979 **COMBUSTION ENGINEERING**, Bloomfield, New Jersey, *Analyst*.

SELECTED PUBLICATIONS

“Greedoid-Based Consideration-then-Choice Inference” (2005) with Michael Yee, John R. Hauser and James Orlin, forthcoming in *Marketing Science* (winner of the 2004 AMA EXPLOR Award).

“The Impact of Unit Cost Reductions on Gross Profit: Increasing or Decreasing Returns?” (2005) with V. Seenu Srinivasan, under review at *Decision Sciences*.

“Offshoring Versus ‘Spackling’” (2005) with Kyle Cattani and Glen Schmidt, in the Spring issue of the *Sloan Management Review*, 46:3, pp. 6-7.

“Surviving the Process of Elimination” (2005) with John R. Hauser, James Orlin, and Michael Yee, in the August issue of *The Advertiser*, 73, pp. 35-37.

“Fast Polyhedral Conjoint Estimation” (2003) with Olivier Toubia, Duncan Simester and John R. Hauser, *Marketing Science*, lead article, 22:3, Summer, pp. 274-303. (John D.C. Little Award Winner in 2004, Frank M. Bass Outstanding Dissertation Award Winner in 2005)

“Product Development – Managing a Dispersed Process” (2002) with John R. Hauser, in the *Handbook of Marketing*, Barton Weitz and Robin Wensley, editors, Sage Publications Ltd., pp. 179-222.

“The Virtual Customer” (2002) with John R. Hauser, lead article in the September issue of the *Journal of Product Innovation Management*. pp. 332-353. (Thomas P. Hustad Best Paper Award Finalist in 2002)

“An Extreme Value Model of Concept Testing” (2001) with Haim Mendelson, January issue of *Management Science*. pp. 102-116. (PICMET '97 Best Student Paper Award Winner)

“The Predictive Power of Internet-Based Product Concept Testing Using Visual Depiction and Animation” (2000) with V. Seenu Srinivasan, lead article in the March issue of the *Journal of Product Innovation Management*. pp. 99-109. (Thomas P. Hustad Best Paper Award Winner in 2001)

WORKING PAPERS

“Organizing Securities Markets for Opinion Surveys with Infinite Scalability,” with Arina Soukhoroukova and Martin Spann.

“Product, Process and Customers: Marketing Inputs Into New Product Development.”

“Securities Trading of Concepts (STOC),” with Nicholas Chan, Adlar Kim, Andrew Lo and Tomaso Poggio.

“*Spackling*: Smoothing Make-to-order Production of Custom Products with Make-to-stock Production of Standard Items,” with Kyle Cattani and Glen Schmidt.

“Reducing Technical Uncertainty in Product and Process Development Through Parallel Design of Prototypes.”

INVITED TALKS AND CONFERENCE PRESENTATIONS

- May 25, 2006 "Scalable Preference Markets," European Mgmt. Acad. Conf. (EMAC), Athens, Greece.
- May 18, 2006 "Taking Stock of Smart Phones & How People Choose Them," Bocconi Univ., Milan Italy.
- May 16, 2006 "Understanding Lexicography: Conjoint & Stock Trading," Universität Passau, Germany.
- Mar. 29, 2006 "Scalable Preference Markets," Sawtooth Software Annual Conference, Delray, FL.
- Mar. 3, 2006 "Lexicography and Scalable Preference Markets," Cal. State University, Northridge, CA.
- Mar. 3, 2006 "Scalable Preference Markets," *Prediction Markets Summit* at UCLA.
- Sept. 27, 2005 Opening Keynote Address: "Voice of the Customer Goes Hi-Tech on the Web," Management Roundtable Annual *Voice of the Customer* Conference, Boston, MA.
- June 15, 2005 "Too Many Attributes, Not Enough Resources? Scalable Preference Markets to the Rescue," *Marketing Science Conference*, Emory Univ., Atlanta, GA.
- Apr. 15, 2005 "Smarter Smart Phones through Greedoid-Based Lexicography and the Consistency Criterion," *UCI-UCLA-USC Marketing Symposium*, UCLA.
- Feb. 12, 2005 "Smarter Smart Phones: Greedoid-Based Consideration-then-Choice Inference," Univ. of Utah *Product & Service Innovation Conf.*, Park City, UT.
- Feb. 4, 2005 "Recent Developments in Securities Trading of Concepts," *DIMACS Workshop on Information Markets*, Rutgers University, NJ.
- Jan. 25, 2005 "Making Smarter Smart Phones," presentation to the UCLA Anderson Board of Visitors, Westwood, CA.
- Sep. 22, 2004 "Estimating Lexicography and the Consistency Criterion," 25th Annual American Marketing Association Marketing Research Conference, New Orleans, LA. (Winner of the 2004 AMA EXPLOR Award)
- Jun. 15, 2004 "Greedoid-based two-stage adaptive conjoint," Advanced Research Techniques Forum (A/R/T Forum), Whistler, British Columbia.
- Apr. 14, 2004 "Innovative Listening," Rochester Institute of Technology.
- Oct. 17, 2003 "Advances in Listening to Customers," UCLA Anderson Alumni event.
- May 7, 2003 "STOC and CARDS," MSI conference on *Emerging Approaches for Successful Innovation*, Chicago, IL
- Nov. 19, 2002 "Conjoint Adaptive Ranking Database System (CARDS)," INFORMS Invited Session, San Jose, CA.
"The Virtual Customer," INFORMS Invited Session, San Jose, CA.
- Nov. 17, 2002 "Textured and Spackled," INFORMS Invited Session, San Jose, CA.
- Jun. 12, 2002 "Securities Trading of Concepts & Attributes," Defense Advanced Research Projects Administration (DARPA) conference, Arlington, VA.

INVITED TALKS AND CONFERENCE PRESENTATIONS (*continued*)

- May 8, 2002 “NPD Advances,” MIT Indust. Liaison Program, Cambridge, MA.
- Apr. 13, 2002 “STOC and CARDS,” Wharton Technology Miniconference, Phila., PA.
- Feb. 27, 2002 “The Virtual Customer,” Stanford Business School OIT, Stanford, CA.
- Dec. 12, 2001 “Securities Trading of Attributes,” MIT Ctr. for e-Business, Cambridge, MA.
- Nov. 16, 2001 “The Virtual Customer,” UCLA Anderson School, Los Angeles, CA.
- Oct. 13, 2001 “The Virtual Customer,” PDMA Int’l Research Conf., Santa Clara, CA.
- Jun. 25, 2001 “Web-based Market Research and The Virtual Customer,” Advanced Research Techniques Forum (A/R/T Forum), Amelia Island, FL.
- May 16, 2001 “The Virtual Customer: STOC and User Design,” Harvard Business School, Marketing Seminar, Boston, MA.
- May 7, 2001 “The Virtual Customer: STOC and User Design,” MIT Sloan School, Marketing Seminar, Cambridge, MA.
- Feb. 1, 2001 “Optimal Experimentation,” Columbia University, New York, NY.
- Nov. 17, 2000 “The Virtual Customer,” Georgetown University, Washington, DC.
- Nov. 16, 2000 “The Virtual Customer,” Wharton School, Philadelphia, PA.
- Jun. 24, 2000 “Communication Conceptualization and Computation in Market Research,” Marketing Science Conference, UCLA, Los Angeles, CA
- May 8, 2000 “The Impact of Cost Reductions on the Profitability of New Products: Diminishing or Increasing Returns?,” INFORMS, Salt Lake City, UT.
- Apr. 28, 2000 “NPD in the New Economy,” UT Marketing Research camp, Austin, TX.
- Mar. 20, 2000 “Getting Close to Customers from a Distance,” IIR/PDMA Voice of the Customer Conference, Orlando, FL.
- Mar. 16, 2000 “Parallel and Sequential Prototyping,” Harvard Business School Innovation Workshop, Boston, MA.
- Jan. 6, 2000 “Using the Internet to Get Close to Customers in Order to Design Insanely Great Products,” MIT Spark Forum, Cambridge, MA.
- May 21, 1999 “The Impact of Cost Reductions on the Profitability of New Products: Diminishing or Increasing Returns,” Marketing Science Conference in Syracuse, New York, (work with V. Seenu Srinivasan).
- May 3, 1999 “A Probabilistic Model of Set-Based Design,” INFORMS Cincinnati, OH.
- April 21, 1999 “Using the Web to Understand Your Customer,” MIT *Innovations in Product Development* conference, Cambridge, MA.

INVITED TALKS AND CONFERENCE PRESENTATIONS (*continued*)

- Mar. 24, 1999 “New Web-Based Market Research Methods for Concept Selection,” IIR/PDMA conference, San Francisco, CA
- Jan. 19, 1999 “Models of Prototyping in New Product Development,” University of Rochester, NY.
- Oct. 25, 1998 “Reducing Market Risk Through Visual Depiction of New Product Concepts,” (work with V. Seenu Srinivasan), INFORMS Seattle, WA.
- Oct. 4, 1998 “Concept-Testing New Products on the World Wide Web,” PDMA Annual Research Conference, Atlanta, GA.
- Sept. 25, 1998 “Parallel and Sequential Prototyping in New Product Development,” New England Marketing Consortium, Harvard Business School, MA.

SERVICE

- Reviewer for *Management Science*
Marketing Science
Operations Research
Journal of Product Innovation Management
Journal of Interactive Marketing
International Transactions of Operations Research
- 2006 *Member, UCLA Anderson Days Faculty Panel*
Presenter, Riordan Fellows Open House Faculty Lecture
- 2005 *Founder, Los Angeles Math Circle (LAMC) for gifted High School students*
Judge, MSI Alden G. Clayton Doctoral Dissertation competition
Judge, American Marketing Association EXPLOR Award
Member, UCLA Anderson Curriculum committee
Faculty, Riordan Fellows Program
Faculty, Mock teaching session for new MBA admits
- 2003-2004 *Organizer, UCLA Marketing Seminar series*
Liaison, PhD Admissions and recruiting
Member, Marketing core course planning committee
- 2001 *Participant, Professional Classroom Standards MIT faculty workshop*
Transition to Faculty Life, Panelist for MIT Faculty orientation
- 2000 *Organizer, MIT Marketing Seminar series*
Interviewer, Faculty recruiting at the AMA conference in Chicago
Member, MIT Sloan Zannetos Doctoral Thesis Prize Committee
- 1999-2000 *Faculty reader, MIT undergraduate admissions applications*
- 1998 *Research supervisor, UROP research of Stacie Wu (award winner)*

THESES SUPERVISED

DOCTORAL THESES

Michael Yee Dissertation Committee member, 2006.

Olivier Toubia Dissertation Committee member, 2004.

MASTERS THESES

Robert Hardy *Development and Testing of an Integrated, Adaptive Virtual Customer Market Research Tool*, 2002.

Jared Clark *Product Concept Testing and Development Utilizing Internet-Based Visualization and Interaction*, 2001.

Sandy Corbett *Web-Enabled Customer Design and Configuration as a Method of Informing the New Product Development Process*, 2001.

Laurie Hart *An Investigation of a Web-based Tool for Concept Testing and Development: A Study of the Securities Trading of Concept (STOC) Research Method*, 2001.

Sean Newell *Distortion of Fast Clockspeed Product Development: Using Web-based Conjoint Analysis, Clockspeed Analysis and Technology Strategy for an Automotive Telematics System*, 2001.

Milind Oak *Virtual Customer Driven Product Design Crystallization*, 2001.

Mike Paskus *Using the Internet to Solicit Customer Design Input in Order to Support Mass Customization through Modular Designs*, 2000.

C. Van Buiten *Putting Your Customers to Work: The Design of Internet Environments to Facilitate Customer Participation in the Conceptual Design of New Products*, 1998.