

## CURRICULUM VITAE – March 2012

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### 1. Personal Information

#### Academic Employment Experience

2009 – Present	Associate Professor (with tenure) Robert H. Smith School of Business, University of Maryland
2005 – 2009	Harvard Business School, Associate Professor of Business Administration
1999 – 2005	Harvard Business School, Assistant Professor of Business Administration

#### Professional Employment Experience

1993-1995	The Bradley Group, Founder
1989-1993	BayBank, Senior Product Manager
1985-1987	Home Owners Federal, Manager of Operations Analysis

#### Education

2000	Massachusetts Institute of Technology Ph.D. in Management Science (Marketing) <i>Zenon S. and Clotilde Zannetos Prize for Best Ph.D. thesis</i>
1989	Massachusetts Institute of Technology S.M. in Management (Marketing, Strategy, MIS)
1985	University of Pennsylvania B.S. in Economics <i>Summa Cum Laude</i>

## 2. Research, Scholarly, and Creative Activities

### a. Articles in Refereed Journals<sup>1</sup>

Godes, David, "In the Eye of the Beholder: An Analysis of the Relative Value of a Top Sales Rep Across Firms and Products," *Marketing Science* 2003, volume 22, issue 2, pp. 161-87

- Lead article
- Winner of the AMA Sales SIG's 2004 Excellence in Research Award

Godes, David, "Contracting Under Endogenous Risk," *Quantitative Marketing and Economics* 2004, volume 2, pp. 321-345.

Godes, David and Dina Mayzlin, "Using On-Line Conversations to Study Word-of-Mouth Communication," *Marketing Science*, 2004, volume 23, issue 4, pp. 545-560.

- Most highly-cited *Marketing Science* paper since 2001
- Finalist, Frank M. Bass Award
- Winner, INFORMS Society for Marketing Science Long-Term Impact Award
- Translated into French and reprinted in *Recherche et Applications in Marketing*, vol. 19, no. 4, 2004, pp. 89-110

Godes, David, Dina Mayzlin, Yubo Chen, Sanjiv Das, Chrysanthos Dellarocas, Barak Libai, Bruce Pfeiffer, Subrata Sen and Mengze Shi, "The Firm's Management of Social Interactions," *Marketing Letters*, 2005, volume 16, no. 3/4, pp. 415-28.

Ustuner, Tuba and David Godes, "Better Sales Networks," *Harvard Business Review*, Volume 84, Number 7/8, 2006, pp. 102-112.

- HBS Publishing Best-Selling Reprint

Hartman, Wesley, Puneet Manchanda, Harikesh Nair, Matthew Bothner, Peter Dodds, David Godes, Kartik Hosanagar and Catherine Tucker, "Modeling Social Interactions: Identification, Empirical Methods and Policy Implications," *Marketing Letters* 19, no 3/4 (December 2008), pp. 287-304.

Bhardwaj, Pradeep, Yuxin Chen and David Godes, "Buyer-Initiated vs. Seller-Initiated Information Revelation," *Management Science*, volume 54, June 2008, pp. 1104-1114.

Godes, David, Elie Ofek and Miklos Sarvary, "Content vs. Advertising: The Impact of Competition on Media Firm Strategy," *Marketing Science*, volume 28, issue 1 (January/February), 2009, pp. 20-35

Godes, David and Dina Mayzlin, "Firm-Created Word-of-Mouth Communication: Evidence from a Field Test," *Marketing Science*, volume 28, issue 4, 2009, (July/August), pp. 721-39.

- Finalist, John D.C. Little Award

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<sup>1</sup> In all cases, co-authored work is characterized by equal contribution from all listed authors

Godes, David, “Invited Comment on ‘Opinion Leadership and Social Contagion in New Product Diffusion’,” *Marketing Science*, volume 30 (2) (March/April), 2011, pp. 224-229.

Godes, David and Jose Silva, “Sequential and Temporal Dynamics of Online Opinion,” *Marketing Science*, *Forthcoming*.

Godes, David, “The Strategic Impact of References in Business Markets,” *Marketing Science*, *Forthcoming*

#### b. Working Papers

“Signaling Success: Strategically-Positive Word of Mouth” (with Andrea Wojnicki)  
*Revising for 4<sup>th</sup> Round Review at Journal of Marketing Research*

“The Evolution of Endogenous Influence” (with Tuan Phan)  
*Revising for 2<sup>nd</sup> Round Review at Marketing Science*

“Friend or Foe: The Relationship Between Learning and Incentives”  
*Revising for 2<sup>nd</sup> Round Review at Journal of Marketing Research*

“Using the Compensation Scheme to Signal the Ease of a Task” (with Dina Mayzlin)  
*Resubmission invited at Marketing Science*

#### c. Talks, Abstracts, and Other Professional Papers Presented.

##### i. Invited Presentations

*Berkeley Invitational Choice Symposium*, (June 2001) Monterey, CA. Invited Presentation:  
“Online Word of Mouth Communication”

*Harvard Business School* (May 2002) Boston, MA. Invited Presentation: “Using Online  
Conversations to Study Word of Mouth Communication”

*University of California Berkeley* (April 2003) Berkeley, CA. Invited Presentation: “Using  
Online Conversations to Study Word of Mouth Communication”

*University of Chicago* (March 2004) Chicago, IL. Invited Presentation: “Sales Force  
Contracting Under Endogenous Risk”

*University of Toronto* (March 2004) Toronto, ON. Invited Presentation: “Sales Force  
Contracting Under Endogenous Risk”

*Boston University* (April 2004) Boston, MA. Invited Presentation: “Firm-Created Word of

Mouth Communication: A Field-Based Quasi Experiment”

*Yale University* (April 2004) New Haven, CT Invited Presentation: “Buyer-Initiated vs. Seller-Initiated Information Revelation”

*Washington University* (April 2004) St. Louis, MO Invited Presentation: “Buyer-Initiated vs. Seller-Initiated Information Revelation”

*University of Pennsylvania Wharton School* (April 2004) Philadelphia, PA Invited Presentation: “Using the Compensation Scheme to Signal the Ease of a Task”

*Ad-Tech* (November 2004) New York, NY. Invited Presentation: “Managing and Measuring Social Interactions”

*Duke University Fuqua School of Business* (December 2004) Durham, NC. Invited Presentation: “Using the Compensation Scheme to Signal the Ease of a Task”

*Young Scholars Conference* (January 2005) Park City, UT. Invited Presentation: “Buyer-Initiated vs. Seller-Initiated Information Revelation”

*University of Texas – Dallas* (April 2005) Dallas, TX. Invited Presentation: “Firm-Created Word of Mouth Communication: A Field-Based Quasi Experiment”

*Legal Sales and Service Organization RainDance Conference* (June 2005) Boston, MA. Invited Presentation: “Sales Force Management: A Network-Based View”

*WOMMA Conference* (July 2005) Chicago, IL. Invited Presentation: “Why Do People Talk?”

*Marketing In Israel V* (Dec 2005) Tel Aviv, Israel. Invited Presentation: “The Dynamics of Online Opinion”

*Charlotte HBS Alumni Association* (October 2006) Charlotte, NC. Invited Presentation: “Word of Mouth and Social Networks in Consumer and Business Markets”

*INFORMS ISMS Doctoral Consortium*, (June 2007) Singapore Management University. Invited Presentation: “Understanding Consumers’ Social Interactions”

*Direct Marketing Association Conference*, (January 2008), Cambridge, MA. Invited Presentation: “Word of Mouth: A Marketing Tool”

*INFORMS ISMS Doctoral Consortium*, (June 2008) Sauder School, University of British Columbia. Invited Presentation: “Online Marketing: The Role of WOM and Social Interactions”

*Wharton Interactive Media Initiative Modeling Social Network Data Conference*, (January 2009) Wharton School, University of Pennsylvania. Invited Presentation: “Time vs. Order: The Dynamics of Online Opinion”

*Olin School, Washington University – St. Louis* (February 2009) St. Louis, MO. Invited Presentation: “References”

*Stern School, New York University* (February 2009) New York, NY. Invited Presentation: “References”

*Robert H. Smith School, University of Maryland* (February 2009) College Park, MD. Invited Presentation: “References”

*Goizueta Business School, Emory University* (March 2009) Atlanta, GA. Invited Presentation: “References”

*Haas School of Business, University of California Berkeley* (March 2009) Berkeley, CA. Invited Presentation: “References”

*University of Houston, Sales and Sales Management Conference* (April 2009) Houston, TX. Invited Presentation: “Using the Compensation Scheme to Signal the Ease of a Task”

*The Johnson School at Cornell University* (March 2010), Ithaca, NY. Invited Presentation: “References”

*Anderson School of Business, University of California Los Angeles,* (May 2011) Los Angeles, CA. Invited Presentation: “References”

*Katz School of Business, University of Pittsburgh,* (February 2012) Pittsburgh, PA. Invited Presentation: “Product Policy in Markets with Word-of-Mouth Communication”

## ii. Conference Presentations

*Marketing Science Conference* (May 1999) Syracuse, NY. “Death of a (Commissioned) Salesman: Can the Impact of Endogenous Risk Explain the Popularity of Apparently Suboptimal Sales Contracts?”

*Marketing Science Conference* (June 2000) Los Angeles, CA. “Friend or Foe? The Relationship Between Learning and Incentives”

*Marketing Science Conference* (June 2002) Edmonton, Alberta. “Competition in Media Markets”

*New England Marketing Consortium* (September 2002) Hanover, NH. “Competition in Media Markets”

*Marketing Science Conference* (June 2003) College Park, MD. “Compensation Schemes to

Attract Agents”

*Summer Institute for Competitive Strategy*, (June 2003) Berkeley, CA. “Products vs. Advertising: Media Competition and the Relative Source of Firm Profits”

*INFORMS Annual Conference* (October 2003) Atlanta, GA. “Firm-Sponsored Word of Mouth Communication: A Natural Experiment”

*CU Boulder Invitational Choice Symposium*, (June 2004) Estes Park, CO. Session Chair. “Firm-Sponsored Word of Mouth Communication: A Field-Based Quasi-Experiment”

*Marketing Science Conference* (July 2004) Rotterdam, Netherlands. “Firm-Sponsored Word of Mouth Communication: A Field-Based Quasi-Experiment”

*Quantitative Marketing and Economics Conference* (November 2004) Boston, MA. “Using the Compensation Scheme to Signal the Ease of a Task”

*Summer Institute for Competitive Strategy* (June 2006) Berkeley, CA, “Dynamics of Online Opinions”

*Association for Consumer Research (ACR) Conference* (September 2006), Orlando, FL, “Emerging Opportunities & Challenges in Understanding Word-Of-Mouth and Social Network Effects”

*Marketing Science Conference* (June 2007), Singapore Management University, Singapore. “Reference Programs”

*Marketing Science Conference* (June 2008), Vancouver, B.C., “Unobserved Effort Allocation in Secondary Education”

*International Conference on Knowledge, Culture and Change in Organisations* (August 2008), Cambridge, England, “Dynamic Information Flow with Endogenous Network Formation”

*Marketing Science Conference* (June 2009), Ann Arbor, Michigan, “Tertius Gaudens vs. Referencing: Too Much Information?”

*Summer Institute for Competitive Strategy* (July 2009), Berkeley, CA, “References”

d. Fellowships, Prizes, and Awards.

1995-99	MIT Ph.D. Student Fellowship
1998	AMA-Sheth Doctoral Consortium Fellow
2000	Zenon S. and Clotilde Zannetos Prize for best Ph.D. thesis
2004	Excellence in Research Award, American Marketing Association Sales SIG
2005	Marketing Science Institute Young Scholar

2006 Finalist, Frank M. Bass Award  
2010 Finalist, John D.C. Little Award  
2010 Finalist, INFORMS Society for Marketing Science Long-Term Impact Award  
2010 Top 15% Teaching Award  
2011 Winner, INFORMS Society for Marketing Science Long-Term Impact Award  
2011 AMA Doctoral Consortium Fellow  
2011 Top 15% Teaching Award

e. Editorships, Editorial Boards, and Reviewing Activities

Senior Editor

*Information Systems Research, Special Issue on Social Media and Business Transformation*

Editorial Review Board

*Marketing Science*  
*International Journal for Research in Marketing*

Ad-Hoc Area Editor

*Marketing Science*

Reviewer

*Management Science*  
*Journal of Marketing Research*  
*Journal of Consumer Research*  
*Journal of Marketing*  
*Rand Journal of Economics*  
*Quantitative Marketing and Economics*  
*Journal of Economics and Management Strategy*  
*Journal of the Academy of Marketing Science*  
*Journal of Business*  
*Journal of Personal Selling and Sales Management*  
*Marketing Letters*  
*Information Systems Research*  
*Decision Support Systems*  
*Marketing Science Institute*  
*Journal of Media Economics*

**3. Teaching, Mentoring, and Advising**

a. Courses taught

Sales Management (Undergrad): Fall, 2009  
Marketing Management (MBA): 2009-2011  
Marketing Strategy (EMBA): 2011-2012

Business Marketing and Sales (MBA): 2003-2008  
First-Year Marketing (MBA): 2000-2002  
Faculty Chair, Business Marketing Strategy (Executive Education)  
Various other short Executive Education open-enrollment programs (including Consumer Marketing Strategy, Agribusiness, Channels to Markets, Social Media) and custom programs.

c. Course Development – Teaching Materials

<i>Avon.com</i>	HBS (A) Case -- 503-016 HBS (B) Case -- 503-041 HBS Teaching Note 503-093
<i>ENSR International</i>	HBS Case 503-075 HBS Teaching Note 503-094
<i>Precise Software Solutions</i>	HBS Case 503-064 HBS Teaching Note 504-084
<i>XM Satellite Radio</i> <b><i>HBS Publishing Best-Selling Case</i></b>	HBS (A) Case 504-009 (with Elie Ofek) HBS (B) Case 504-065 (with Elie Ofek) HBS (C) Case 505-015 (with Elie Ofek) HBS Teaching Note 504-082 (with Elie Ofek)
<i>Raymond James Financial</i>	HBS Case 504-027 HBS Teaching Note 504-083
<i>BuildingBlocks International</i>	HBS Case 504-085 HBS Teaching Note 504-086
<i>Hasbro Games: POX</i>	HBS (A) Case 505-046 (with Elie Ofek) HBS (B) Case 505-047 (with Elie Ofek)
<i>Sales Force Integration at FedEx</i>	HBS (A) Case 506-029 HBS (B) Case 506-030 HBS (C) Case 506-031 HBS (D) Case 506-032 HBS (E) Case 506-033 HBS Teaching Note 508-073
<i>Hale and Dorr</i>	HBS (A) Case 505-005 HBS (B) Case 505-070 HBS Teaching Note 508-117
<i>MINI USA: Finding a New Advertising Agency</i>	HBS (A) Case 508-041

	HBS (B) Case 508-042
<i>Butler, Shine, Stern &amp; Partners</i>	HBS Case 508-043
<i>Glass Egg Digital Media</i>	HBS Case 508-066
<i>EFI, Inc.</i>	HBS (A) Case 508-044 HBS (B) Case 508-045 HBS (C) Case 508-046 HBS Teaching Note 508-084
<i>Lincoln Financial Group</i>	HBS (A) Case 508-028 HBS (B) Case 508-029 HBS (C) Case 508-030 HBS Teaching Note 508-083
<i>Terumo</i>	HBS (A) Case 508-068 HBS (B) Case 508-069 HBS (C) Case 508-070
<i>Avaya</i>	HBS (A) Case 508-048 HBS (B) Case 508-049 HBS (C) Case 508-050 HBS (D) Case 508-051 HBS Teaching Note 508-082
<i>Carlyle Japan</i>	HBS (A) Case 508-092
<b><i>HBS Publishing Best-Selling Case</i></b>	HBS (B) Case 508-093 HBS (C) Case 508-093
<i>Customer Referencing: Three Programs</i>	HBS Case 508-101
<i>Blogging at BzzAgent</i>	HBS Case 508-102
<b><i>HBS Publishing Best-Selling Case</i></b>	HBS Teaching Note 508-118
<i>SKF</i>	HBS Case 508-097
<i>Sales Management Module Note</i>	HBS Note 508-099
<i>Networks in Business Markets Module Note</i>	HBS Note 508-100

### c. Advising

#### Doctoral Dissertation Committees:

Andrea Wojnicki '05 – First position: University of Toronto  
Mary Caravella '07 – First position: University of Connecticut  
Tuan Phan '11 (Chair) – First position: National University of Singapore  
Jing Gao '11 – First position: Southwestern University of Finance and Economics  
Taylan Yalcin '12 – First position: Chapman University  
Ted Matherly '12 – First position: Oklahoma State University  
Yu-Jen Chen '13 (co-Chair)  
Shun Ye (Information Systems) '13  
Yuchi Zhang '14 (co-Chair)  
John Healey '14 (co-Chair)

## **4. Service**

### a. Professional

Department Doctoral Program Co-Chair 2010-  
Member, HBS Committee on Faculty Workload 2002  
Marketing Unit Seminar Series Organizer, 2001-2003  
Marketing Unit Field Study Coordinator, 2002-2005  
Crimson Greetings Volunteer, 2002

### b. Community

Elected member, Runkle School Council, Brookline, MA 2008-2009  
Board of trustees, Temple Israel, Boston, MA 2008-2009