

**SIMONA BOTTI**  
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### **Education**

#### ***University of Chicago Graduate School of Business, Chicago, IL***

Ph.D. in Marketing, August 2004

M.B.A. in Marketing, August 2004

#### ***Bocconi University, Milan (Italy)***

B.B.A. (Summa cum laude), March 1995

#### ***University of California at Berkeley, Berkeley, CA***

Education Abroad Program, Spring 1993

### **Academic Positions**

#### ***Feb 2018-present London Business School, London (UK)***

Professor of Marketing

#### ***Apr 2012-Feb 2018 London Business School, London (UK)***

Associate Professor of Marketing (with Tenure)

#### ***Aug 2007-Apr 2012 London Business School, London (UK)***

Assistant Professor of Marketing

#### ***July 2004-2007 Johnson Graduate School of Management, Cornell University, Ithaca, NY***

Assistant Professor of Marketing

#### ***July 1995-1999 Bocconi University, Milan (Italy)***

Lecturer

### **Teaching**

#### ***London Business School***

Brand Management (Elective), Marketing (Executive MBA core), Strategic Branding (Executive Education, co-Director), Consumer Behaviour (PhD), Topics in Judgment and Decision Making (PhD), Statistics II--Experimental Design (PhD)

#### ***European Institute for Advanced Studies in Management, EDEN Doctoral Seminar in Consumer Behavior, 2012-2022***

#### ***SDIPA Summer School, seminar in Experimental Design, University of Calabria, Cosenza (Italy), 2009-2011 and 2022***

#### ***Stockholm School of Economics Research School, 2020 and 2022***

#### ***Italian Marketing Society Doctoral and Research Colloquium, 2019-2021***

#### ***North American Society for Marketing Educators in India Doctoral Workshop, 2020***

#### ***Johnson Graduate School of Management***

Consumer Behavior (Elective), Marketing (MBA core, Undergraduate Elective)

## ***Bocconi University***

Consumer Behavior (Undergraduate Elective), Marketing (Executive Education, MBA core, Undergraduate core), Retailing (Executive Education, Undergraduate Elective), Experimental Design (PhD)

## **Grants, Fellowships, Awards and Honors**

American Marketing Association TechSIG-Lazaridis Prize, 2022

Favorite MBA Professor, Poets and Quants, 2020

Favorite Executive MBA Professor, Poets and Quants for Executives, 2018

Marketing Science Institute Scholar, 2018

Runner-up, London Business School MBA Best Teacher Award, 2018

Research and Materials Development Fund, London Business School, 2007-2022

London Business School MBA Best Teacher Award, 2017

London Business School Excellence in Teaching Award, 2017

Outstanding Reviewer Award, *International Journal of Research in Marketing*, 2016; *Journal of Consumer Research*, 2014; *Journal of Marketing*, 2012

Robert Ferber Award, 2014, 2007

London Business School Term Associate Professorship 2012-2014

Best Article Award, *Journal of Consumer Research*, 2012

Marie Curie Initial Training Network Grant (€263,000), 2011

Marketing Science Institute Young Scholar, 2011 (originally invited in 2009)

Participant, *Triennial Invitational Choice Symposium*, Chesapeake Bay, Washington, MD, 2019; Lake Louise, Alberta (Canada), 2016; Noordwijk (NL), 2013; North Key Largo, FL, 2010; Philadelphia, PA, 2007

Runner up, London Business School EMBA Best Teacher Award, 2010

Finalist, Apple Teaching Award, Johnson Graduate School of Management, 2007, 2006

Clifford H. Whitcomb Faculty Fellow, Cornell University, 2006

Winner, MSI Alden G. Clayton Dissertation Proposal Competition, 2003

Kilts Fellow, University of Chicago, 2003

Grossman Fellow, University of Chicago, 2003-2004

AMA-Sheth Doctoral Consortium Fellow, 2002

Haring Symposium Fellow, 2001

Research Fellowship, University of Chicago, 1999-2003

Research Fellowship for Specialized Studies Abroad, Bocconi University, 1999–2000

### ***Invited Conference Organization and Participation***

Chair, *European Association for Consumer Research Europe*, Roundtables, Amsterdam (The Netherlands), 2023

Faculty, *Society for Consumer Psychology Doctoral Symposium*, 2014–2017, 2022–2023

Faculty, *Association for Consumer Research Doctoral Symposium*, 2007, 2009, 2011, 2014–2019, 2022

Faculty, *American Marketing Association Sheth Doctoral Consortium*, 2014–2015, 2018, 2022

Co-Chair, *European Marketing Association Doctoral Colloquium*, 2005–2008, 2015, 2022

Faculty, *How to Write Papers PhD workshop*, Erasmus University, 2022

Faculty, SKEMA Writing Camp, Paris (France), 2022

Co-chair (with Americus Reed and Sonia Monga), *Association for Consumer Research Mid-Career Mentorship Workshop*, 2021

*JCR/IJRM* Author Development Workshop, 2020; *Journal of Marketing Research* Development Workshop, Manchester (UK), 2019; *Journal of Consumer Research* Author Development Workshop (with Cait Lambertson), *Society for Consumer Psychology*, 2019; *Journal of Consumer Research* Reviewer Training Workshop (with Julie Ozanne), *Association for Consumer Research*, 2017

Faculty, *Association for Consumer Research Mid-Career Mentorship Workshop*, 2014–2016

Co-Chair *European Marketing Association Conference* Consumer Behavior Track, 2005, 2007, 2009, 2016

Co-Chair (with David Faro and Yuval Rottenstreich), *Behavioral Decision Research in Management*, London (UK), 2014

Co-Chair (with Aparna Labroo), *Association for Consumer Research North-American Conference*, Chicago, IL, 2013

Co-Chair (with Leif Nelson), *Society for Consumer Psychology Doctoral Symposium*, San Antonio, TX, 2013

Co-Chair (with Vicki Morwitz and Stefano Puntoni), *Society for Consumer Psychology 1st International Conference*, Florence (Italy), 2012

Co-Chair (with Raj Raghunathan), *Association for Consumer Research*, Roundtables, Memphis, TN, 2007

Faculty, *European Association for Consumer Research Doctoral Symposium*, Milan (Italy), 2007

### **Research**

#### ***Publications***

Schanbacher, Anja, David Faro, and Simona Botti (in press), “A Joint Account with My Future Self: Self-Continuity Facilitates Adjustment of Present Spending to Future Income Changes,” *Journal of Consumer Psychology*

Botti, Simona, Sheena S. Iyengar, and Ann McGill (2023), “Choice Freedom,” *Journal of Consumer Psychology*, 33, 143–66 (invited research review)

Gurdamar Okutur, Nazli, Simona Botti, and Vicki G. Morwitz\* (2022), "Advance Care Plans: Planning for Critical Healthcare Decisions," *Journal of the Association for Consumer Research*, 7 (2), 210-21

\*The second and third authors contributed equally

Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti\* (2021), "Consumers and AI: An Experiential Perspective," *Journal of Marketing*, 85 (1), 131-51 (2022 AMA TechSIG-Lazaridis Prize)

\*All authors contributed equally

MacInnis, Deborah J., Vicki G. Morwitz, Simona Botti, Donna Hoffman, Robert V. Kozinets, Donald R. Lehmann, John G. Lynch, Jr., and Connie Pechmann (2020), "Creating Boundary-Breaking Marketing-Relevant Consumer Research," *Journal of Marketing*, 84 (2), 1-23

Gu, Yangjie, Simona Botti\*, and David Faro (2018) "Seeking and Avoiding Choice Closure to Enhance Outcome Satisfaction," *Journal of Consumer Research*, 45 (December), 792-809

\*The first two authors contributed equally

Cryder, Cynthia, Simona Botti, and Yvetta Simonyan (2017), "The Charity Beauty Premium: Satisfying Donors' 'Want' versus 'Should' Desires," *Journal of Marketing Research*, 54 (August), 605-18

Gu, Yangjie, Simona Botti, and David Faro (2013) "Turning the Page: The Impact of Choice Closure on Satisfaction," *Journal of Consumer Research*, 40 (August), 268-283 (2014 Robert Ferber Award)

Inesi, M. Ena, Simona Botti\*, David Dubois, Derek D. Rucker, and Adam D. Galinsky (2011), "Power and Choice: Their Dynamic Interplay in Quenching the Thirst for Personal Control," *Psychological Science*, 22 (8), 1042-48

\*The first two authors contributed equally

Inbar, Yoel, Simona Botti, and Karlene Hanko (2011), "Decision Speed and Choice Regret: When Haste Feels Like Waste," *Journal of Experimental Social Psychology*, 47 (3), 533-40

Botti, Simona and Ann L. McGill (2011), "The Locus of Choice: Personal Causality and Satisfaction with Hedonic and Utilitarian Decisions," *Journal of Consumer Research*, 37 (6), 1065-78

Botti, Simona and Christopher K. Hsee (2010), "Dazed and Confused by Choice: How the Temporal Costs of Choice Freedom Lead to Undesirable Outcomes," *Organizational Behavior and Human Decision Processes*, 112 (2), 161-71

Botti, Simona, Kristina Orfali, and Sheena S. Iyengar (2009), "Tragic Choices: Autonomy and Emotional Responses in Medical Decisions," *Journal of Consumer Research*, 36 (3), 337-52 (Lead article and 2012 Best Article Award; selected for inclusion in the 2022 *Journal of Consumer Research* curation on health and medical decision-making)

Botti, Simona, Susan Broniarczyk, Gerald Häubl, Ronald Hill, Yanliu Huang, Barbara Kahn, Praveen Kopalle, Donald Lehmann, Joe Urbany, Brian Wansink (2008), "Choice Under Restrictions," *Marketing Letters*, 19 (3-4), 183-99

Botti, Simona and Ann L. McGill (2006), "When Choosing Is Not Deciding: The Effect of Perceived Responsibility on Satisfaction," *Journal of Consumer Research*, 33 (2), 211-19 (2007 Robert Ferber Award)

Botti, Simona and Sheena S. Iyengar (2006), "The Dark Side of Choice: When Choice Impairs Social Welfare," *Journal of Public Policy and Marketing*, 25 (1), 24-38

Botti, Simona and Sheena S. Iyengar (2004), "The Psychological Pleasure and Pain of Choosing: When People Prefer Choosing at the Cost of Subsequent Outcome Satisfaction," *Journal of Personality and Social Psychology*, 87 (3), 312-26

### **Other Selected Publications and Conference Proceedings**

Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2022), "Consumer Experiences with Marketing Technology: Solving the Tensions Between Benefits and Costs," *Nuremberg Institute for Market Decisions Marketing Intelligence Review*, 14 (2), 25-29

Botti, Simona (2020), "AI for Marketers," *think at London Business School*, 31 (2), 42-44

Botti, Simona and Helen Edwards (2020), "Marie Curie: Building Internal Advocates for Brand Revitalisation," London Business School case study

Botti, Simona (2017), "Five Questions on Choice, Freedom, and Well-Being," *Behavioral Public Policy Blog*, <https://bppblog.com/2017/06/01/five-questions-on-choice-freedom-and-well-being/>

Samuel Franssens and Simona Botti (2016), "Consumers' Reliance on Imagination Moderates the Effect of Information on Anticipated Satisfaction," in Page Moreau and Stefano Puntoni (ed.) *Advances in Consumer Research*, 44, 113-114

Anja Schanbacher, David Faro, and Simona Botti (2016), "How Does Future Income Affect Present Discretionary Spending? The Role of Future Self-Continuity," in Page Moreau and Stefano Puntoni (ed.) *Advances in Consumer Research*, 44, 125-126

Visentin, Matteo, Samuel Franssens, and Simona Botti (2015), "Ergonomic Design and Choice Overload," in Rajiv Batra, Colleen Seifert, Diann Brei (ed.), *Psychology of Design: Creating Consumer Appeal*. New York: Routledge

Botti, Simona, and Aparna A. Labroo (2013), *Advances in Consumer Research*, 41, Duluth (MN): Association for Consumer Research

Herrmann, Gudrun, Simona Botti, and Nader Tavassoli (2013), "Nokia Siemens Network: Branding a Merger from the Inside Out," case study (ECCH 513-105-1) and teaching notes (ECCH 513-105-8)

Botti, Simona (2000), "What Role for Marketing in the Arts? An Analysis of Arts Consumption and Artistic Value," *International Journal of Arts Management*, 2 (3), 14-27

### **Working Papers and Unpublished Manuscripts**

"What Is the Value of Knowing of an Undesirable, Unavoidable Future?" with Selin Goksel and Nazli Gurdamar Okutur

"Freedom To and Freedom From," with Martin P. Fritze and Stefano Puntoni

Botti, Simona (2004), *Freedom of Choice and Perceived Control: An Investigation of the Relationship between Preference for Choosing and Customer Satisfaction*, unpublished doctoral dissertation, University of Chicago

### **Work in Progress**

"Side Effects," with David Faro, Monika Heller, and Ozlem Tetik

### **Professional Services**

#### **External**

Associate Editor, *Journal of Consumer Psychology* (2015-present), *Journal of Consumer Research* (2016-present), *Journal of Marketing* (2020-present), *International Journal of Research in Marketing* (2012-2015)

Member, ACR Ombuds team (with David Crockett and Gita Johar), 2019-2022

Editorial Review Board member, *Journal of Consumer Research* (2011-2016), *Journal of Marketing* (2011-2019), *Journal of Marketing Behavior* (2013-2018), *Journal of Marketing Research* (2014-2019); *Frontiers in Emotion Science* (2012-2013); *International Journal of Research in Marketing* (2007-2012 and 2015-2019); *Organizational Behavior and Human Decision Processes* (2015-2018)  
Program Committee member, *Association for Consumer Research*, 2008, 2011-2012, 2015-2019; *European Association for Consumer Research*, 2018; *Society for Consumer Psychology*, 2009-2010, 2012, 2017, 2018, 2022; *Triennial Invitational Choice Symposium*, 2016, 2019, 2023; 15<sup>th</sup> Biennial *Behavioral Decision Research in Management*, 2016

Reviewer, Association for Consumer Research, European Marketing Academy, Society for Consumer Psychology; AMA John A. Howard, MSI Alden G. Clayton, SCP-Sheth, and EMAC McKinsey Doctoral Dissertation competitions

Associate Editor, *Association for Consumer Research*, Paris (France), 2020; *Society for Consumer Psychology*, St. Pete Beach, Florida (FL), 2016

Judge, IPA Effectiveness Accreditation, 2023, 2021

Panelist, IPA EffWorks Global, 2021

External Assessor, recruitment committee, Geneva School of Economics and Management, University of Geneva, 2019-20; Cass Business School, City University of London, 2019; Smurfit School, University College Dublin, 2018

External Member, tenure promotion committee, Saïd Business School, University of Oxford, 2020

Committee member, 2019 SCP Early Career Award; 2017 Park Award; 2016 Association for Consumer Research Early Career Award; 2016 Robert Ferber Award; 2013 EMAC-IJRM Jan-Benedict Steenkamp Award for Long-Term Impact

International Perspectives Director, Association for Consumer Research Board, 2016-2018

Task force member, *Journal of Consumer Psychology* Impact Factor, 2014

PhD Committee member, Quang Duc Pham, IE (Marketing, 2023); Manissa Gunadi, Erasmus University Rotterdam (Marketing, 2022); Daniela Cristian, BI Norwegian Business School (Marketing, 2018); Leandro Galli, University of Warwick (Marketing, 2018); Laura Zimmermann, London School of Economics (Management, 2017); Nuno José Lopes, IESE (Management, 2017); Irene Consiglio, Erasmus University Rotterdam (Marketing, 2016); Astrid Junghans, Utrecht University (Health Psychology, 2016); Michelle van Gils, KU Leuven (Marketing, 2016); Kathy Newton, Henley Business School (Marketing, 2014); Michail Kokkoris, Bremen International Graduate School of Social Sciences (Social Sciences, 2012); Ali F. Rad, BI Norwegian Business School (Marketing, 2012); Irene Scopelliti (Marketing, 2011), Giulia Miniero (Marketing, 2011), and Lucia Guilhoto (Marketing, 2009), Bocconi University

### **Internal**

Marketing Subject Area Chair, 2019-2023

Faculty representative, Community Action Group, 2010-present (2022 LBS Leaving Our Purpose Team Award)

Invited speaker, Alumni Reunion 2011, 2013-2015, 2022; MBA Admits Weekend 2016-2022; London Business School Ambassador Faculty Masterclass 2021; Disorientation Lecture Series: Friends and Family of Students 2018-2019; Sloan Summit 2018

Member, Fourth/Third Year Performance Review Committee, 2014, 2015, 2020, 2021; Appointments Committee, 2013-present; Research Centers Review Committee, 2019-present; Elective Portfolio Group, 2019-present; Research Ethics Committee, 2014-2020; Tenure Committee, 2019 (Selin Kesebir and Aneeta Rattan); Dean Two-Year Review, 2019; LBS/CBS Blue Sky, 2018; Appointments Sub-Committee, 2016-2017; Teaching Points Taskforce, 2013-2014; Elective Portfolio Review Committee, 2012

Recruiting Committee member, 2007-2009, 2012-2014, 2016-2017, 2019-2020  
Project sponsor, LBSX, 2020; Lifelong Co-Learning Journey, 2018

Brand champion, Faculty, 2018

PhD Programme Coordinator, 2015-2018

Coordinator, Worshipful Company of Marketors award, 2010-2013

Speaker, Lunch 'n' Learn series, 2009, 2011, 2015

Co-organizer, London Business School Marketing Seminar Series, 2008-2013 (with Anja Lambrecht and Kanishka Misra)

PhD Co-adviser (with David Faro) Anja Schanbacher (2018), Yangjie Gu (2013); (with Siegfried Dewitte) Samuel Franssens (2016)

PhD Transfer Committee member, Garrett Brady (Organisational Behaviour), Hemant Kakkar (Organisational Behaviour), Sooyun Baik (Organisational Behaviour), Wiley Wakeman (Organisational Behaviour), Matteo Visentin (Marketing), Kyeun Han (MPhil, 2010)

PhD VIVA Committee member, Oriane Georgeac (Organisational Behaviour, 2020); Margaret Lee (Organisational Behaviour, 2018), Jungwoo Ha (Organisational Behavior, 2017), Shruti Bhutada (Organisational Behaviour, 2016), Martin Schweinsberg (Organisational Behaviour, 2013), Yvetta Simonyan (Marketing, 2013), Jennifer Carson (Organisational Behaviour, 2012), Rellie Derfler-Rozin (Organisational Behaviour, 2012)

## **Conferences, Talks, and Workshops**

### **Selected International Conferences**

Break-out speaker, Chicago Booth PhD Program's 100<sup>th</sup> Anniversary Celebration, May 2023

"Research with Purpose: Providing Answers to Substantive Phenomena in Consumer Behavior," SIG Consumer Behavior Session, *European Marketing Association Conference*, May 2021

Key-note speaker, EMAC Climber Community, May 2021

"Consumer and Artificial Intelligence: An Experiential Perspective" *American Marketing Association Winter Educators' Conference*, February 2021

"Control and Information: What is the Value of Knowing an Undesirable, Unavoidable future?" 20<sup>th</sup> *Marketing in Israel Conference*, February 2021

"Creating Boundary-Breaking, Marketing-Relevant Consumer Research" *Association for Consumer Research*, Paris (France), October 2020

"Sharing Stories: Celebrating Five Decades of ACR – 2000s" *Association for Consumer Research*, Atlanta, GA, October 2019

"Consumer AI: An Experiential Approach" *Marketing Science*, Rome (Italy), June 2019

Moderator, Plenary Speaker Session, *Society for Consumer Psychology*, Savannah, GA, February 2019

“Unpredictability and Imagination” *11<sup>th</sup> Triennial Invitational Choice Symposium*, Chesapeake Bay, Washington, MD, May-June 2019

Key-note speaker, 2019 *International Conference on Research in Advertising (ICORIA)*, Krems, (Austria), June 2019

“Doing Research with Impact: Theory and Conceptual Development” *AMA Sheth Foundation Doctoral Consortium*, Leeds (UK), June 2018

“Illness Severity and Consumer Inferences on Drug Side Effects” *Society for Consumer Psychology*, San Francisco, CA, February 2017

“Control and Well-Being: Knowing the Future Hurts the Present” *Symposium on Alienation and Meaning in Production and Consumption*, Technische Universität München, Munich (Germany), January 2017; *Society for Consumer Psychology International Conference*, Wien (Austria), June 2015; *Association for Consumer Research (Special Session Co-Chair with Rhonda Hadi)*, Baltimore, MD, October 2014

“Information, Control, and Satisfaction” *10<sup>th</sup> Triennial Invitational Choice Symposium*, Lake Louise (Canada), May 2016

“Roundtable: Fostering Conceptual/Methods/and Interdisciplinary Papers at JCR” *Association for Consumer Research*, New Orleans, LA, October 2015

“It Is Not What It Seems: Unexpected Influences on Doing Good for Yourself and Others” (Special Session Co-Chair with Anne-Kathrin Klesse), *Association for Consumer Research*, New Orleans, LA, October 2015

“What if we have too much information?” *Global Leadership Summit*, London Business School, London (UK), June 2015

“Exposure to Mastery and Perceived Self-Efficacy” *Society for Consumer Psychology*, Miami, FL, March 2014

“What’s Next in Choice Closure?” *9<sup>th</sup> Triennial Invitational Choice Symposium*, Noordwijk (NL), June 2013

“Consequences of Choosing: When Does Choosing Leave Consumers Worse Off?” (Special Session Co-Chair with Joseph Redden) and “The Best Attended Session at ACR: New Research on Optimism” (Special Session Co-Chair with Stefano Puntoni), *Association for Consumer Research*, St. Louis, MO, October 2011

“Substitutes and Thresholds: The Dynamic Interplay of Power and Choice in Satisfying the Need for Personal Control” (Special Interest Group Co-Chair with David Faro), *40<sup>th</sup> European Marketing Academy*, Ljubljana (Slovenia) May 2011

“Power and Choice: A Compensatory Theory of Control” (Symposium Co-Chair with Leonard Lee), *Association for Consumer Research*, Jacksonville, FL, October 2010

“Choice Hedonics” *8<sup>th</sup> Triennial Invitational Choice Symposium*, North Key Largo, FL, May 2010

“The Psychological Pleasure and Pain of Choosing: Autonomy and Subjective Well-being in Mundane and Consequential decisions” *The Future of Consent*, Manchester (UK), March 2010

“Behavior Under Restrictions” *7<sup>th</sup> Triennial Invitational Choice Symposium*, Philadelphia, PA, June 2007

### ***Invited Talks and Workshops***

King’s Business School, King’s College London, London (UK), January 2023

Marshall School of Business, University of Southern California, Los Angeles, CA, December 2022; 2011

Nanyang Business School, Nanyang Technological University, Singapore, November 2022

Foster School of Business, University of Washington, WA, November 2022



Swedish Trade Council (Sweden), November 2022; October 2020  
University of Cologne, Cologne (Germany), June 2022  
IE Business School, IE University, Madrid (Spain), April 2022  
Lehigh Marketing Speaker Series, Lehigh University, PA, November 2021  
SKEMA Business School (France), October 2021  
INSEAD, Fontainebleau (France), October 2021 and Summer Camp, May 2007  
IPAG Business School, Paris (France), September 2021  
Copenhagen Business School, Copenhagen (Denmark), June 2021; February 2014  
IIIT Bangalore, June 2021  
Baruch College, City University of New York, NY, April 2021  
University of Liverpool Management School (UK), March 2021  
School of Business, University of California Riverside, CA, February 2021  
ESSEC Business School, Cergy-Pontoise (France), February 2021; Marketing Winter Camp, December 2013  
Toulouse Business School (France), February 2021  
Miami Herbert Business School, University of Miami, FL, January 2021  
Alberta School of Business, University of Alberta (Canada), January 2021  
Leeds School of Business, University of Colorado Boulder, CO, December 2020  
Robert H. Smith School of Business, University of Maryland, MD, November 2020  
Stern School of Business, New York University, New York, NY, November 2020; March 2008; October 2003  
University of Essex (UK), November 2020  
NHS Engagement and Communications Leaders Event, London (UK), February 2020  
Southampton Business School, University of Southampton, Southampton (UK), February 2020  
Guest Lecturer, Executive MSc Behavioural Science, London School of Economics and Political Science, London (UK), January 2020  
20<sup>th</sup> Annual Research Camp Marketing Department, Tilburg University, Tilburg (The Netherlands), December 2019  
London School of Economics and Political Science Public Lecture, London (UK), November 2019  
University of Chicago Booth School of Business, Chicago (IL), October 2019 (Center for Decision Research Retreat); May 2017 (Alumni Insight)  
Harvard Business School, Harvard University, Cambridge, MA, May 2019 (inaugural Marketing Camp); February 2013; October 2003  
Rightmove, London (UK), November 2018  
Rotman School of Management, University of Toronto, Toronto (Canada), November 2018; March 2007; November 2003  
Carey Business School, Johns Hopkins University, Baltimore, MD, October 2018  
Columbia Business School, Columbia University, New York, NY, September 2018; May 2013 (Marketing Camp); October 2003  
WaterAid, April 2018  
King's Business School, King's College London, London (UK), January 2018  
Politecnico Milano, Milan (Italy), December 2017

Health Quest Board Retreat, New York, NY, October 2017  
Grenoble School of Management, Grenoble (France), October 2017  
NOVA School of Business and Economics, Lisbon (Portugal), September 2017  
3<sup>rd</sup> Swiss Consumer Research Summit, Kleine Scheidegg (Switzerland), September 2017  
Saïd Business School Summer Camp, University of Oxford, Oxford (UK), June 2017  
IESEG School of Management, Lille (France), May 2017  
Ross School of Business, University of Michigan, Ann Arbor, MI, April 2017  
Groupe HEC Paris, Jouy-en-Josas (France), April 2017 (Marketing Research Camp); September 2011; November 2003  
Second Annual Education Day, NAPAnesthesia, New Platz (NY), February 2017  
Erasmus University Rotterdam, Rotterdam (The Netherlands), November 2016 (Distinguished Speaker, Honorary Doctorates); November 2003 (Rotterdam School of Management)  
Vrije Universiteit Amsterdam, Consumer Behavior Camp, Amsterdam (The Netherlands), October 2016  
University of St. Gallen, St. Gallen (Switzerland), September 2016  
Cambridge Judge Business School, Marketing Research Camp, Cambridge (UK), June 2016  
The Brand Exchange, London (UK), June 2016  
Hong Kong University of Science and Technology, Hong Kong (China), December 2015 (Marketing Camp); October 2003  
Birmingham Business School, Academy of Marketing Publishing Workshop, Birmingham (UK), December 2015  
University of Cologne, Cologne (Germany), October 2015  
Sauder School of Business, University of British Columbia, Vancouver (Canada), April 2015  
CKGSB, Beijing (China), March 2015  
Bocconi University, Milan (Italy), February 2015; March 2008; May 2007; May 2006  
Key-note speaker, Presidents Institute Executive Updates, Oslo (Norway), February 2015  
“Designing a Better Self,” joint session Harvard Business School, Harvard Kennedy School, Behavioral Insight Team, London Business School, London (UK), January 2015  
London School of Economics, London (UK), November 2014  
Carlos III University of Madrid, Madrid (Spain), November 2014  
Huntington’s Disease Predictive Genetic Testing Consortium, Birmingham (UK), July 2014  
Institute of Cancer and Genetics, Cardiff University School of Medicine (UK), April 2014  
National University of Singapore (Singapore), March 2014  
Chinese University of Hong Kong, Honk Kong (China), March 2014  
University of Rennes 1, Rennes (France), December 2013  
“Three Insights About Choice Freedom” *TEDx London Business School*, London (UK), April 2013  
Cass Business School, City University London, London (UK), February 2013  
Oulu Business School, University of Oulu, Oulu (Finland), October 2012  
BI Norwegian Business School Marketing Conference, Oslo (Norway), May 2012  
WU Vienna University of Economics and Business, Vienna (Austria), April 2012  
Stanford Graduate School of Business, Stanford University, Stanford, CA, March 2012; November 2005

IDC–Hebrew University Joint Seminar Series in Marketing, Jerusalem (Israel), March 2012  
Fuqua School of Business, Duke University, Durham, NC, February 2012  
Warwick Business School, University of Warwick, Warwick (UK), February 2012  
Wharton Business School, University of Pennsylvania, Philadelphia, PA, December 2011, March 2007  
Olin Business School, Washington University, St. Louis, MO, April 2011; September 2003  
Bremen International Graduate School of Social Science, Bremen (Germany), March 2011  
Carlson School of Management, University of Minnesota, Minneapolis, MN, January 2011  
KU Leuven Winter Camp, Leuven (Belgium), December 2010  
University of Bologna, Bologna (Italy), February 2010, December 2009  
University of Groningen, Groningen (The Netherlands), November 2009  
London Business School Summer Camp, London (UK), July 2009  
Anderson School Marketing Camp, University of California, Los Angeles, CA, March 2009  
Aston Business School, Birmingham (UK), April 2008  
Center for Behavioral Decision Research, Carnegie Mellon University, Pittsburgh, PA, November 2007  
London Business School, London (UK), February 2007, November 2003  
Department of Psychology, University of Palermo, Palermo (Italy), June 2006  
Desautels Faculty of Management, McGill University, Montreal (Canada), April 2006  
School of Management, State University of New York, Binghamton, NY, October 2004  
Kellogg Graduate School of Management, Northwestern University, Chicago, IL, November 2003  
Johnson Graduate School of Management, Cornell University, Ithaca, NY, October 2003