Michael Lewis
Professor of Marketing; Faculty Director, Emory Marketing Analytics Center at Emory University, Goizueta Business School
Atlanta, GA, US
www.fandomanalytics.com All Things Fandom and Sports Analytics

Biography
Mike Lewis's work focuses on the intersection of sports analytics and sports marketing. He studies issues ranging from player performance analytics to brand equity in sports. This approach makes Professor Lewis a unique expert on fandom as his work addresses the complete process from success on the field to success at the box office. Representative research topics include Competitive Balance, Generation Z Fandom, Performance Analytics, Salary Market Inefficiencies, Athlete Star Power, Esports, and Influencer Marketing. He also spends an excessive amount of time thinking about team names and mascots. His sports analytics content can be heard at the Fanalytics with Mike Lewis podcast. The foundation for Professor Lewis' work is a deep background in statistics and optimization. These tools provide a data-driven approach to measurement and decision-making. He has published work related to loyalty programs, customer lifetime value, and dynamic pricing in addition to sports topics. Professor Lewis is also the Faculty Director for the Emory Marketing Analytics Center. Professor Lewis' background includes a Ph.D. from Northwestern University, an MBA from the University of Chicago, and engineering degrees from the University of Illinois. He has published in outlets such as the Journal of Marketing Research, Marketing Science, Management Science, the Journal of Marketing, and the New York Times. He can be reached at mike.lewis@emory.edu or www.fandomanalytics.com.

Industry Expertise
Education/Learning, Advertising/Marketing, Research

Areas of Expertise
Revenue Management & Dynamic Pricing, Customer Relationship Management, Sports Analytics, Sports Marketing, Fandom

Affiliations
Marketing Science (Journal) : Editorial Board

Event Appearances
Rewarding Some and Punishing Others: Experimental Studies of Price Discrimination
SCP Conference