

# **Michael Lewis**

**Professor of Marketing at Goizueta Business School**

Atlanta, GA, US

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## **Biography**

Michael Lewis joined Goizueta Business School in July 2010. Prior to obtaining a Ph.D. in Marketing from Northwestern Lewis earned an MBA from the University of Chicago and a Master's in Industrial Engineering from the University of Illinois. He was formerly an assistant professor at the University of Florida and Washington University at St. Louis. His professional background also includes experience at Northwest Airlines. Lewis' research focuses on issues such as consumer response to loyalty programs, methods for customer valuation and dynamic pricing. His research has appeared in the Journal of Marketing Research, Management Science, Marketing Science, Journal of Marketing and the Journal of Retailing.

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## **Industry Expertise**

Education/Learning, Advertising/Marketing, Research

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## **Areas of Expertise**

Customer Relationship Management, Revenue Management, Nonlinear and Dynamic Pricing, Sports Marketing, Political Marketing

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## **Affiliations**

Marketing Science (Journal) : Editorial Board

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## **Event Appearances**

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

**Marketing that Maximizes Customer Lifetime Value**  
MSI Practice Conference

**No Second Chance to Make a First Impression: A Field Study of Relationship Initiation and Development**  
Emory University

**No Second Chance to Make a First Impression: A Field Study of Relationship Initiation and Development**  
Georgetown University

**Managing Stockouts in Online Retailing**  
University of British Columbia

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## **Education**

**Kellogg Graduate School of Management, Northwestern University**  
Ph.D. Marketing

**Graduate School of Business, University of Chicago**  
M.B.A. Marketing and Finance

**College of Engineering, University of Illinois, Urbana**  
M.S. Industrial Engineering and Operations Research

**College of Engineering, University of Illinois, Urbana**  
B.S. Industrial Engineering

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## **Accomplishments**

**O'Dell Award Finalist**  
2009

**MSI Young Scholar**  
2007

**Doctoral Consortium Faculty Fellow**  
2007

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