

# **Daniel McCarthy**

**Assistant Professor of Marketing at Emory University's Goizueta Business School**

Atlanta, GA, US

---

## **Biography**

I am an Assistant Professor of Marketing at Emory University's Goizueta School of Business. My research specialty is the application of leading-edge statistical methodology to contemporary empirical marketing problems. My research interests include customer lifetime value, missing and aggregated data problems, and the marketing/finance interface.

My research specialty is “customer-based corporate valuation” which brings together all of these research interests. It is a methodology for valuing companies from the “bottom up” by predicting what those companies’ customers will do in the future. My work in this area has been featured in major media outlets such as the Harvard Business Review, Wall Street Journal, FT, Fortune, Barron’s, Inc Magazine, the Economist, and CNBC. I won the Don Lehmann Award, the MSI Alden G. Clayton, ASA, ISMS, and Shankar-Spiegel Dissertation Proposal Competitions and was a finalist for the John A. Howard/AMA, JM Hunt/Maynard, and MSI H. Paul Root Awards for this work. I am grateful to Adobe Corporation for \$50,000 in research support for it.

My research has been accepted and published in top-tier academic journals such as the Journal of Marketing Research, the Journal of Marketing, the Journal of the American Statistical Association: Theory and Methods, Statistica Sinica, and the Annals of Applied Statistics.

In 2015, I co-founded a predictive analytics company, Zodiac, where I was the Chief Statistician. Zodiac was acquired by Nike in March 2018. I subsequently co-founded Theta Equity Partners to commercialize my work on customer-based corporate valuation.

---

## **Areas of Expertise**

Missing Data, Customer relationship management (CRM) using Digital Marketing and Analytics, Customer-Based Corporate Valuation, Marketing-Finance Interface, Customer Lifetime Value, Bayesian Computation, Valuation

---

## **Education**

**University of Pennsylvania**

PhD Statistics

**University of Pennsylvania**

B.Sc Economics

**University of Pennsylvania**

BAS Systems Science Engineering

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)