

# **David Schweidel**

**Professor of Marketing at Emory University, Goizueta Business School**

Atlanta, GA, US

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## **Biography**

David A. Schweidel is Professor of Marketing at Emory University's Goizueta Business School. Schweidel received his B.A. in mathematics, M.A. in statistics, and Ph.D. in marketing from the University of Pennsylvania. He was previously on the faculty of the Wisconsin School of Business at the University of Wisconsin-Madison and Georgetown University's McDonough School of Business.

Schweidel is an expert in the areas of customer relationship management and social media analytics. His research focuses on the development and application of statistical models to understand customer behavior and inform managerial decisions. His research has appeared in leading business journals including Journal of Marketing, Journal of Marketing Research, Marketing Science and Management Science. His research has garnered numerous awards, including the Gaumnitz Junior Faculty Research Award from the Wisconsin School of Business and the Marketing Science Institute's Buzzell Award. He has been recognized as a leading scholar by the Marketing Science Institute's Young Scholar and Scholar programs, and by Poets and Quant's "Top 40 Under 40." Based on his research, he has consulted for companies including EBay, HP Labs and General Motors.

Schweidel is the author of Social Media Intelligence (Cambridge University Press) in which he and his co-author discuss how organizations can leverage social media data to inform their marketing strategies. He is also the author of Profiting from the Data Economy (Pearson FT Press), in which he details the value of businesses tapping into consumer data for both individuals and companies.

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## **Industry Expertise**

Education/Learning, Research, Advertising/Marketing, Information Services

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## **Areas of Expertise**

Analytics and Big Data, Marketing Intelligence, Social Media, Customer Valuation, Customer Relationship Management, Statistical Analysis

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## **Affiliations**

American Marketing Association : Member, American Statistical Association : Member, INFORMS : Member

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## **Event Appearances**

**Reputational Spillover in Social Media: Collateral Damage or Construction?**  
University of Florida

## **Social Media's Role in a Data Driven Marketing**

Marketing Analytics in a Data-Rich Environment, Marketing Science Institute

## **Social Media Intelligence**

HEC Paris

## **Stochastic Models for Customer Analytics**

INFORMS Business Analytics Conference

## **Dynamics in Social Media**

University of Southern California

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## **Education**

**The Wharton School of the University of Pennsylvania**

Ph.D. Marketing

**The Wharton School of the University of Pennsylvania**

M.Sc. Statistics

**University of Pennsylvania**

B.A. Mathematics, Economics and Actuarial Mathematics

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