

# **Ty Henderson**

**Associate Professor, Department of Marketing at The University of Texas at Austin, McCombs School of Business**

Austin, TX, US

Understanding consumer choice and sales promotion strategies, especially in the context of public goods and cause-related marketing

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## **Description**

Ty builds microeconomic statistical models that emphasize behavioral insights and market implications, typically using a Bayesian framework on topics such as branding, intellectual property, experimental design, and non-compensatory models. Ty's research has appeared in leading academic journals such as Marketing Science, Journal of Marketing Research and Journal of Marketing.

Prior to entering academia, Ty played an instrumental role in two start-up companies, one focused on management solutions and the other on telecommunications consulting.

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## **Industry Expertise**

Advertising/Marketing

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## **Topics**

Consumer Behaviour, Sales Promotion, Premium Programs, Non-Compensatory Choice, Brand Analytics, Marketing Strategy, Marketing Research, Statistical Analysis

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## **Affiliations**

American Marketing Association : Member, Institute for Operations Research and the Management Sciences : Member

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## **Past Talks**

**Format Changes and Radio Listening Behaviour: A Natural Experiment**  
Marketing Science Conference

**Promoting a Brand with a Social Cause: Findings from a Natural Experiment**  
Marketing Science Conference

## **Aural Choice**

Joint Statistical Meetings

## **Non-Compensatory Joint Choices**

Marketing Science Conference

## **Education**

**University of Wisconsin-Madison**  
Ph.D. Marketing

**University of Iowa**  
M.B.A. Business Administration

**Iowa State University**  
B.A. Undergraduate Studies

**Iowa State University**  
B.Sc. Undergraduate Studies

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## **Accomplishments**

**McCombs Award for Teaching Innovation - Spring 2014**  
Awarded by the McCombs School of Business at the University of Texas at Austin.

**MBA Applause Award for MBA Core Teaching - Fall 2010, Fall 2012, Fall 2013**  
Awarded by the McCombs School of Business at the University of Texas at Austin.

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## **Testimonials**

### **David Wenger**

Ty Henderson's amazing work with statistical data will make brand managers sit up and question long-held assumptions, especially those involving consumer choice and social causes.

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