

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

Biography

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.

Industry Expertise

Advertising/Marketing

Areas of Expertise

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

Affiliations

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

Event Appearances

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

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.

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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