

LUDOVIC STOURM

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EMPLOYMENT

Assistant Professor of Marketing, HEC Paris July 2016-present

EDUCATION

Ph.D., Marketing, The Wharton School, University of Pennsylvania August 2016
M.S., Marketing, The Wharton School, University of Pennsylvania May 2014
A.M., Statistics, Harvard University May 2011
Ingénieur, Computer Science, Université de Technologie de Compiègne, France October 2010
Baccalauréat Scientifique, *Félicitations du jury* (highest honors), Noyon, France June 2005

RESEARCH INTERESTS

Cross-category models of purchase, Promotions, Dynamic structural models
Sharing economy, Bayesian models

WORKING PAPERS

“A Flexible Demand Model for Complements Using Household Production Theory”, with Raghuram Iyengar and Eric T. Bradlow (under 2nd-round review at Marketing Science)

WORK IN PROGRESS

“A Dynamic Model of Purchase and Consumption Across Complementary Categories”, with Raghuram Iyengar and Eric T. Bradlow

“Measuring Local Network Effects In The Diffusion Of A Sharing Economy Platform”, with Paulo Albuquerque

“Measuring The Value Of Listings On A Sharing Economy Platform”, with Peter Ebbes

PRESENTATIONS

“The Adoption Of A Multisided Platform By Different Types Of Users: A Spatiotemporal Analysis”, Marketing Science conference (June 2018)

“The Adoption Of A Multisided Platform By Different Types Of Users: A Spatiotemporal Analysis”, HEC-ESSEC -INSEAD seminar (March 2018)

“Scraping Webpages To Analyze The Diffusion Of Two-Sided Platforms”, HEC Big Data Day (January 2018)

“Consumer Stockpiling and Demand Complementarity”, Marketing Science Conference (June 2015)

“Consumer Stockpiling and Demand Complementarity”, HEC Paris (April 2015)

“Separate Purchases but Joint Consumption: A Dynamic Structural Model of Demand for Storable Complements”, Marketing Dynamics Conference, Las Vegas (August 2014)

“Purchasing the Parts to Consume the Whole: A Dynamic Cross-category Model with Consumer Stockpiling”, Marketing Science Conference, Atlanta (June 2014)

AWARDS, GRANTS AND HONORS

HEC Foundation research grant (25 000€, 2018)

LABEX research grant (5 000€, 2018)

Wharton Customer Analytics Initiative, research opportunity grantee (2014)

Winkelman Fellowship (2014-2016)

Baker Retail Center Research Grant (2014)

Jean Gaillard Memorial Fellowship (2010)

TEACHING

At HEC Paris:

Marketing (*Grande Ecole* Master 1 core) Fall 2016 - Fall 2018

Marketing Science (PhD) scheduled Spring 2018

At the Wharton School (as a teaching assistant):

Pricing Policy under Jagmohan Raju Spring 2014 (MBA), Fall 2015 (Executive MBA)

SERVICE

Service at HEC Paris:

Member of the recruiting committee for the marketing department (2018)

Editorialist of Knowledge@HEC, jointly with Peter Ebbes (April 2017)

Co-Principal Investigator LabEx ECODEC, Area 5 “New Challenges for New Data” a joint research laboratory of excellence between HEC Paris, ENSAE ParisTech, and École Polytechnique (since 2017)

Organizer of HEC’s Big Data Day, jointly with Christophe Pérignon and Peter Ebbes (2018)

Supervision of Master’s theses (2 in 2018, 4 in 2017)

Supervision of student projects with companies (3 in 2018, 1 in 2017)

Memberships:

American Marketing Association (member since 2015)

INFORMS (member since 2015)

INDUSTRY EXPERIENCE

In4mation Insights, Needham, MA 2011-2012
Associate Director, Marketing Science.
Implemented Bayesian models of choice from the academic literature in marketing.

Apple Inc., Cupertino, CA 2008, 2010
Software engineering intern, Localization and Release Engineering.
Implemented machine learning and natural language processing methods to automate the process of software translation.

LANGUAGES

Computer languages: Matlab, R, SAS, SQL, C, C++, Python, Perl, Ruby

Natural languages: French (native speaker), Spanish (fluent)