Sachin Sridhar

Curriculum Vitae (2023)

Dept. of Marketing, McCombs School of Business   email: sachin.sridhar@utexas.edu
University of Texas at Austin
CBA 7.202, 2110 Speedway, Austin, TX 78705, USA

EDUCATION

University of Texas at Austin (USA)   (Aug 2020 - Present)
Pursuing Ph.D. in Quantitative Marketing

Harvard University (Cambridge, Massachusetts, USA)   (2019)
Master of Arts (A.M.), Statistics

National Institute of Technology Puducherry (Pondicherry, India)   (2015)
Bachelor of Engineering (B.Tech), with Distinction
Electronics and Communication Engineering

RESEARCH INTERESTS

Substantive: Matching Markets, Freemium products, CRM
Empirical Methods: Monte Carlo methods, Causal Inference, Experiments

HONORS AND AWARDS

- Graduate School Continuing Fellowship, UT Austin (2023)
- Eugene and Dora Bonham Memorial Funds ('21, '22, '23)
- Graduate School Provost Supplement Fellowship, UT Austin (2021-23)
- Recruitment Graduate School College Fellowship, UT Austin (2020)
- President of India's Rashtrapati Bhavan In-Residence Engineering Scholar (2015)
    - *Collection of pictures, videos, and Twitter posts from the official meetings publicly shared by the erstwhile President of India Pranab Mukherjee available on request*

TEACHING EXPERIENCE

As Instructor:
Information and Analysis (Marketing Research), Spring 2023 at UT Austin
Independently taught introductory concepts in Marketing analytics as instructor to 30+ undergraduate students in the department's flagship Marketing Research class

Instructor feedback survey response rate = 97%
Instructor Rating: 4.6 / 5
Detailed instructor feedback report available on request

As Teaching Assistant at UT Austin:
Courses:
Information and Analysis (Marketing Research)
    – Prof. Kathleen Li, Spring 2021
    – Prof. Annabelle Roberts, Fall 2023
Principles of Marketing - Prof. Alain Lemaire, Fall 2020, Fall 2022
Pricing & Channels - Prof. Ben Bentzin, Spring 2022
B2B Marketing - Prof. Ben Bentzin, Fall 2021

Teaching Interests: Marketing Analytics and Measurement, Statistical Inference in Marketing

CONFERENCES ATTENDED

- ISMS Doctoral Consortium Fellow 2023 (University of Miami)

GRADUATE STUDENT EXPERIENCE

Research Assistant to Kathleen Li (2020 - 2022)**:**
Assisted Professor Li in data collection and dataset preparation, literature survey, and clerical tasks associated with the academic publishing process

GRADUATE COURSEWORK

Doctoral Seminars in Marketing: (UT Austin McCombs):
- Models I (Raghunath Rao), Models II (Jason Duan), Research Methods (Rex Du), Management and Strategy (Leigh McAlister), Behavioral Decision Research (Rajagopal Raghunathan)

Econometrics (UT Austin College of Liberal Arts):
- Microeconomics I & II, Econometrics I & II, Structural Econometrics, Statistical Modeling I, Monte Carlo Methods

Statistics (Harvard GSAS):
- Data Science 1, Probability I, Bayesian Inference, Stochastic Processes, Linear Models, Generalized Linear Models

ACADEMIC SERVICE

Member, Board of Studies, ECE Dept., NIT Puducherry   (2019-20)
Reference: Prof. Lakshmi Sutha, Associate Professor, Dept. of ECE, NIT Puducherry

PRE-DOCTORAL INDUSTRY EXPERIENCE

Chewy, Inc. (Ft. Lauderdale/Miami, Florida, USA)   Data Science, Analytics   (2019-20)

ModuleQ (Palo Alto, California, USA) Data Science Intern; worked on Text, NLP   (2018)
Supervisor: Anupriya Ankolekar

Mu Sigma Inc. (Bangalore, India) Data Analyst   (2015-17)