

Duncan Simester

Duncan Simester is a professor at MIT's Sloan School of Management where he holds the NTU Chair in Management Science. He studies how economics and operations research can contribute to the understanding and practice of marketing and strategy. He is an editor at four leading academic journals, and his research has won numerous awards.

His research relies heavily on industry participation, and often includes large-scale field tests conducted with cooperating firms. Professor Simester regularly consults with a variety of organizations on topics related to marketing strategy, the effective use of experiments, pricing and go-to-market decisions.

Duncan has a Ph.D. from MIT and prior to joining the faculty at MIT he was a professor at the University of Chicago's Graduate School of Business. He is also a qualified lawyer and member of the Bar in his native New Zealand.