

Biography – Eric T. Bradlow

Eric T. Bradlow is currently Chairperson, Wharton Marketing Department, The K.P. Chao Professor, Professor of Marketing, Statistics and Data Science, Economics and Education and Vice-Dean of Analytics at The Wharton School of the University of Pennsylvania. He earned a Bachelor of Science in Economics from The Wharton School, an A.M. in Mathematical Statistics and a Ph.D. in Mathematical Statistics from Harvard University. He joined the Wharton faculty in 1996.

From 2008- 2011, Eric was Editor-in-Chief of *Marketing Science*, the premier academic journal in Marketing. He was one of eight inaugural University of Pennsylvania Fellows. He has been honored as a Fellow of the American Statistical Association, a Fellow of INFORMS Society for Marketing Science, a Fellow of the American Education Research Association, a Fellow of the Wharton Risk Center, a Senior Fellow of the Leonard Davis Institute for Health Economics, is past chair of the American Statistical Association Section on Statistics in Marketing, a past statistical Fellow of Bell Labs, and was previously named DuPont Corporation's best young researcher. His academic research interests include Bayesian modeling, statistical computing, and developing new methodology for unique data structures with application to business problems, education and psychometrics and health outcomes. He has won research awards in Marketing, Statistics, Psychology, Education and Medicine. His personal interests include his wife Laura, his sons Ethan, Zach, and Ben, and his love of sports and movies.