

# ARTEM TIMOSHENKO

Kellogg School of Management  
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## ACADEMIC EMPLOYMENT

Kellogg School of Management, Northwestern University

Associate Professor of Marketing (untenured)	2024 – Present
Assistant Professor of Marketing	2019 – 2024
Data Science Scholar with Canadian Tire Corp.	2019 – 2020
Donald P. Jacobs Scholar	2019 – 2020

## EDUCATION

Ph.D. in Management Science (Marketing), MIT Sloan School of Management, USA	2014 – 2019
M.A. in Economics, New Economic School, Russia	2012 – 2014
B.Sc./M.Sc. in Applied Mathematics and Computer Science, Lomonosov Moscow State University, Russia	2008 – 2013

## RESEARCH INTERESTS

Business AI, Innovation, Customer Insights, Targeted Marketing

## PUBLICATIONS

- [1] Duncan Simester, Artem Timoshenko, and Spyros Zoumpoulis (2025), "A Sample Size Calculation for Training and Certifying Targeting Policies," forthcoming at *Management Science*.
- [2] Sebastian Gabel, Duncan Simester, and Artem Timoshenko (2024), "How Retailers Became Ad Platforms," *Harvard Business Review (online)*, June 17, 2024.
- [3] Alex Burnap, John R. Hauser, and Artem Timoshenko (2023), "Product Aesthetic Design: A Machine Learning Augmentation," *Marketing Science*, 42(6), 1029-1056.
- [4] Sebastian Gabel and Artem Timoshenko (2022), "Product Choice with Large Assortments: A Scalable Deep-Learning Model," *Management Science*, 68(3), 1591-2376.
- [5] Duncan Simester, Artem Timoshenko, and Spyros I. Zoumpoulis (2020), "Efficiently Evaluating Targeting Policies: Improving Upon Champion vs. Challenger Experiments," *Management Science*, 66(8), 3412-3424.

- [6] Davide Proserpio, John R. Hauser, Xiao Liu, Tomomichi Amano, Alex Burnap, Tong Guo, Dokyun (DK) Lee, Randall Lewis, Kanishka Misra, Eric Schwarz, Artem Timoshenko, Lilei Xu, Hema Yoganarasimhan (2020), "Soul and Machine (Learning)," *Marketing Letters*, 31(4), 393-404.
- [7] Duncan Simester, Artem Timoshenko, and Spyros I. Zoumpoulis (2020), "Targeting Prospective Customers: Robustness of Machine Learning Methods to Typical Data Challenges," *Management Science*, 66(6), 2495–2522.
- [8] Glen Urban, Artem Timoshenko, Paramveer Dhillon, and John R. Hauser (2019), "Is Deep Learning a Game Changer for Marketing Analytics?" *MIT Sloan Management Review*, 61(2).
- [9] Cathy Cao, Xinyu Cao, Matthew Cashman, Madhav Kumar, Artem Timoshenko, Jeremy Yang, Shuyi Yu, Jerry Zhang, Yuting Zhu, and Birger Wernerfelt (2019), "How Do Successful Scholars Get Their Best Research Ideas? An Exploration," *Marketing Letters*, 30(3), 221-232.
- [10] Artem Timoshenko and John R. Hauser (2019), "Identifying Customer Needs from User-Generated Content," *Marketing Science*, 38(1), 1-20.

## **PAPERS IN PROCEEDINGS**

- [11] Artem Timoshenko and John R. Hauser (2016), "Mining and Organizing User-Generated Content to Identify Attributes and Attribute Levels," *Proceedings of the Sawtooth Software Conference*, Park City, Utah, September 28-30, 2016.

## **WORKING PAPERS**

- [12] Sebastian Gabel, Duncan Simester, and Artem Timoshenko (2025), "In-Store Coupons: A Large-Scale Field Experiment," Under Review
- [13] Artem Timoshenko, Chengfeng Mao, and John R. Hauser (2025), "Can Large Language Models Extract Customer Needs as well as Professional Analysts?" Under Review
- [14] Marat Ibragimov, Duncan Simester, and Artem Timoshenko (2025), "Transfer Learning for Targeted Promotions: A Bayesian Matrix Factorization Approach," Under Review

## **WORK IN PROGRESS**

- "AI Intermediation for Brand Logos," with Xuekang Wu and Guy Aridor
- "Policy-Aligned Estimation of Heterogeneous Treatment Effects," with Caio Waisman

## **AWARDS, FELLOWSHIPS AND GRANTS**

- Albert Haring Symposium, Faculty Fellow, 2025
- Chairs' Core Course Teaching Award (Kellogg), 2024
- PDMA Consortium, Faculty Fellow, 2024

MSI Young Scholar Award, 2023  
 Frank M. Bass Dissertation Paper Award, Finalist, 2022  
 ISMS Early-Career Scholars Camp Fellow, 2022  
 James R. McManus Research Chair, Kellogg School of Management, 2020-2021  
 Robert D. Buzzell (MSI) Best Paper Award, Finalist, 2020  
 John D.C. Little Best Paper Award, Finalist, 2019  
 Marketing Science Institute (MSI) Research Priorities Award, 2019  
 AMA-Sheth Foundation Doctoral Consortium Fellow, 2018  
 MSI Alden G. Clayton Doctoral Dissertation Proposal Award, 2017  
 ISMS Doctoral Consortium Fellow, 2017  
 ISMS Doctoral Dissertation Proposal Award, 2016  
 Graduate Fellowship, Massachusetts Institute of Technology, 2014-2019  
 Scholarship by British Petroleum Public Limited Company, 2012-2014  
 Graduate Fellowship, New Economic School, 2012-2014  
 Best Undergraduate Research Paper Award, Lomonosov Moscow State University, 2013  
 Honorable Mention Karl Menger Memorial Award, American Mathematical Society, 2008  
 Russian National Mathematics Olympiad, Regional Stage Winner, 2008  
 Russian National Physics Olympiad, Regional Stage Winner, 2008

## **CONFERENCE AND SEMINAR PRESENTATIONS**

47<sup>th</sup> ISMS Marketing Science Conference, Washington, DC (scheduled)  
 New Data for Consumer Insights Conference, Discussant, UChicago, 2025  
 2<sup>nd</sup> Symposium on AI in Marketing, Madison, WI, 2025  
 Yale InsightsOn Conference, CT, 2025  
 Biz AI-Conference, UT Dallas, TX, 2025  
 University of Colorado Boulder, CO, 2024  
 PDMA Doctoral Consortium, Syracuse, NY, 2024  
 Kellogg Leadership Summit, IL, 2024  
 1<sup>st</sup> Symposium on AI in Marketing, Madison, WI, 2024  
 UT Dallas, Naveen Jindal School of Management, TX, 2024  
 University of Florida, Gainesville, FL, 2024  
 2024 Insights Association Annual Conference, Atlanta, GA, 2024  
 Emory Marketing Camp, Atlanta, GA, 2024  
 45<sup>th</sup> INFORMS Marketing Science Conference, Miami, FL, 2023  
 Theory+Practice in Marketing, Lausanne, Switzerland, 2023  
 Junior Faculty Development Forum, St. Lois, MO, 2023  
 Kellogg Marketing Camp, Evanston, IL, 2022  
 44<sup>th</sup> INFORMS Marketing Science Conference, Virtual, 2022  
 AI@Northwestern University Workshop, Virtual, 2022  
 University of Michigan, Ross School of Business, Ann Arbor, MI, 2021  
 University of Pennsylvania, Wharton School, Philadelphia, PA, 2021  
 Hong Kong University of Science and Technology, Virtual, 2021

15<sup>th</sup> Annual Bass FORMS Conference, Virtual, 2021  
 Workshop on Digital Marketing and Computer Science, Northwestern University, Virtual, 2020  
 University of Southern California, Marshall Business School, Virtual, 2020  
 Temple University, Fox School of Business, Virtual, 2020  
 42<sup>nd</sup> INFORMS Marketing Science Conference, Virtual, 2020  
 Conference on AI, Machine Learning, and Business Analytics, Philadelphia, PA, 2019  
 University of Illinois at Chicago, Information and Decision Sciences, Chicago, IL, 2019  
 41<sup>st</sup> INFORMS Marketing Science Conference, Rome, Italy, 2019  
 11<sup>th</sup> Triennial Invitational Choice Symposium, Cambridge, MD, 2019  
 London Business School, London, UK, 2018  
 Yale School of Management, New Haven, CT, 2018  
 Analysis Group, Data Science Seminar, Boston, MA, 2018  
 Indiana University, Kelley School of Business, Bloomington, IN, 2018  
 UT Austin McCombs School of Business, Austin, TX, 2018  
 Boston University, Questrom School of Business, Boston, MA, 2018  
 Northwestern University, Kellogg School of Management, Evanston, IL, 2018  
 University of Chicago Booth School of Business, Chicago, IL, 2018  
 Harvard Business School, Cambridge, MA, 2018  
 UW Seattle, Foster School of Business, Seattle, WA, 2018  
 MIT Sloan Marketing Seminar, Cambridge, MA, 2018  
 40<sup>th</sup> INFORMS Marketing Science Conference, Philadelphia, PA, 2018  
 Brands and Brand Relationships Conference, Boston, MA, 2018  
 INSEAD, Fontainebleau, France, 2018  
 General Motors, Operations Research Seminar, Warren, MI, 2018  
 Cornerstone Research, Data Science Seminar, Washington, DC, 2017  
 39<sup>th</sup> INFORMS Marketing Science Conference, Los Angeles, CA, 2017  
 MIT Sloan Marketing Seminar, Cambridge, MA, 2016  
 Sawtooth Software Conference, Park City, UT, 2016

## **TEACHING EXPERIENCE**

Kellogg School of Management, Northwestern University, Evanston, IL  
     Marketing Management (MBA Core), 2020-2025  
     Topics in Quantitative Marketing (Ph.D.), 2020-2022

MIT Sloan School of Management, Cambridge, MA  
     Teaching Assistant: Marketing and Strategy (EMBA), 2015-2018

## **PROFESSIONAL SERVICE**

*Reviewer*  
 Editorial Review Board: Marketing Science, 2022-

Ad hoc reviewer: Management Science, Journal of Marketing Research, Journal of Marketing, IJRM, Production and Operations Management, PNAS, Operations Research  
Alden G. Clayton (MSI) Dissertation Proposal Award, 2019, 2022-24  
ISMS Doctoral Dissertation Award Committee, 2024

*Dissertation Committee Member*

Chengfeng Mao (MIT Marketing, TBD)  
Xuekang Wu (Kellogg Marketing, TBD)  
Marat Ibragimov (MIT Marketing, 2023; Placement: Emory University)

*Kellogg School of Management*

Ph.D. Admissions Committee, 2019-21, 2023-24  
Junior Faculty Hiring Committee, 2019-20, 2022-23, 2024-25  
Marketing Seminar Series Coordinator, 2019-20, 2023-25  
Kellogg Marketing Camp Coordinator, 2023  
MKTG Department Program Review Committee, Observant, 2022