

# **Leif Nelson**

**Ewald T. Grether Professor in Business Administration & Marketing | Barbara and Gerson Bakar Faculty Fellow | Distinguished Teaching Fellow at Haas School of Business, University of California, Berkeley**  
Berkeley, CA, US

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## **Areas of Expertise**

Consumer Well Being, Consumer Preferences and Choices, Human Judgment, Decision Making, Consumption Experience

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## **Positions Held**

### **At Haas since 2009**

2014 ? present, Ewald T. Grether Professor of Business Administration and Marketing, University of California, Berkeley, Haas School of Business 2010 ? 2014, Associate Professor of Marketing, University of California, Berkeley, Haas School of Business 2009 ? 2010, Assistant Professor, University of California, Berkeley, Haas School of Business 2007 ? 2009, Assistant Professor, University of California, San Diego, Rady School of Management 2003 ? 2007, Assistant Professor of Marketing, New York University, Stern School of Business

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## **Education**

**Princeton University**  
PhD Psychology

**Princeton University**  
MA Psychology

**Stanford University**  
BA Psychology

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## **Honors & Awards**

**Garwood Center Grant for Corporate Innovation**  
2013

**Cheit Outstanding Teaching Award**  
2013 ? 2014

**Journal of Consumer Research Best Paper Award  
2012**

**Cialdini Award**

Best paper with field experimentation in social psychology 2011

**MSI Young Scholars**

Marketing Science Institute

**Scholar at Center for Advanced Study in Behavioral Science**

Summer Institute

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