

Michael Lewis

Professor of Marketing at Emory University, Goizueta Business School

Atlanta, GA, US

www.fandomanalytics.com All Things Fandom and Sports Analytics

Biography

Mike Lewis's work focuses on the intersection of sports analytics and sports marketing. He studies issues ranging from player performance analytics to brand equity in sports. This approach makes Professor Lewis a unique expert on fandom as his work addresses the complete process from success on the field to success at the box office. Representative research topics include Competitive Balance, Generation Z Fandom, Performance Analytics, Salary Market Inefficiencies, Athlete Star Power, Esports, and Influencer Marketing. He also spends an excessive amount of time thinking about team names and mascots. His sports analytics content can be heard at the Fanalytics with Mike Lewis podcast. The foundation for Professor Lewis' work is a deep background in statistics and optimization. These tools provide a data-driven approach to measurement and decision-making. He has published work related to loyalty programs, customer lifetime value, and dynamic pricing in addition to sports topics. Professor Lewis' background includes a Ph.D. from Northwestern University, an MBA from the University of Chicago, and engineering degrees from the University of Illinois. He has published in outlets such as the Journal of Marketing Research, Marketing Science, Management Science, the Journal of Marketing, and the New York Times. He can be reached at mike.lewis@emory.edu or www.fandomanalytics.com.

Industry Expertise

Education/Learning, Advertising/Marketing, Research

Areas of Expertise

Revenue Management & Dynamic Pricing, Customer Relationship Management, Sports Analytics, Sports Marketing, Fandom

Affiliations

Marketing Science (Journal) : Editorial Board

Event Appearances

Rewarding Some and Punishing Others: Experimental Studies of Price Discrimination
SCP Conference

Marketing that Maximizes Customer Lifetime Value
MSI Practice Conference

No Second Chance to Make a First Impression: A Field Study of Relationship Initiation and Development
Emory University

No Second Chance to Make a First Impression: A Field Study of Relationship Initiation and Development
Georgetown University

Managing Stockouts in Online Retailing
University of British Columbia

Education

Kellogg Graduate School of Management, Northwestern University
PhD Marketing

Graduate School of Business, University of Chicago
MBA Marketing and Finance

College of Engineering, University of Illinois, Urbana
MS Industrial Engineering and Operations Research

College of Engineering, University of Illinois, Urbana
BS Industrial Engineering

Accomplishments

O?Dell Award Finalist
2009

MSI Young Scholar
2007

Doctoral Consortium Faculty Fellow
2007

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