Daniel McCarthy

Assistant Professor of Marketing at Emory University, Goizueta Business School

Atlanta, GA, US

Marketing expert focused upon methodologies and frameworks for predicting customer behavior to better understand firm-level outcomes

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Biography

Daniel McCarthy is an Assistant Professor of Marketing at Emory University's Goizueta School of Business. His research specialty is the application of leading-edge statistical methodology to contemporary empirical marketing problems. His research interests include customer-based corporate valuation, which he popularized, customer lifetime value, limited data problems, data privacy, and the marketing/finance interface. He is also actively researching the causal effect of actions and events on customer purchase behavior. His research has been accepted and published in top-tier academic journals, including Marketing Science, the Journal of Marketing Research, and the Journal of Marketing. His work has won numerous research awards, including the Lehmann, MSI Clayton, Gary Lillien Practice Prize, and MSI Young Scholar, and been a finalist for many others, including the Paul Green, Hunt/Maynard, MSI/Root awards. His work has been featured in major media outlets such as the Harvard Business Review, Wall Street Journal, FT, Fortune, Barronís, Inc Magazine, the Economist, and CNBC.

Areas of Expertise

Missing Data, Customer relationship management (CRM) using Digital Marketing and Analytics, Customer-Based Corporate Valuation, Marketing-Finance Interface, Customer Lifetime Value, Bayesian Computation, Valuation

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Education

University of Pennsylvania
PhD Statistics

University of Pennsylvania
BSc Economics

University of Pennsylvania
BAS Systems Science Engineering