

# **Mitchell Lovett**

**Associate Professor of Marketing at University of Rochester**

Rochester, NY, US

Mitchell Lovett applies and develops quantitative methods to study marketing problems; AI expert

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## **Biography**

Professor Lovett is the Senior Associate Dean of Education and Innovation. He is also a leading scholar and teacher as the Benjamin Forman Professor of Marketing. He joined the Simon Business School in 2008 after earning his PhD in marketing from Duke University. In his administrative role, he has been instrumental in launching the AI Initiative, a cross-disciplinary effort to integrate AI into Simon's business education. He also helped to develop the Online Masters in Business Analytics and Applied AI, a cutting-edge program that prepares students for the rapidly evolving data and AI-driven economy. His research interests span a wide range of topics in marketing, such as advertising, branding, word-of-mouth, political marketing, consumer and firm learning, retailing, and conjoint analysis. He applies and develops empirical methods to study marketing phenomena and to inform marketing decisions. His research has been published in top journals and garnered recognitions such as the Marketing Science Institute's Young Scholars and Scholars distinctions, and the William F. O'Dell award finalist for long-term impact. His research has also attracted national media attention, and he has been cited in outlets such as the New York Times, Forbes, and Ad Age. He is frequently invited to speak at academic and industry conferences and events. He also advises PhD students and is an award-winning teacher including courses on marketing research, marketing strategy, analytics design and applications, advertising strategy, consumer behavior, and PhD seminars in quantitative marketing.

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## **Areas of Expertise**

AI in Business Analytics, AI in Business, Consumer Learning, Branding, Advertising Content and Schedule Choices, Retail Strategy, Quantitative Marketing, Targeted Advertising, Online and Offline Word-of-Mouth, Social Media Listening, Political Advertising, AI

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## **Education**

**Ohio Wesleyan University**

BA Business Administration

**Duke University**

PhD Business Administration

**Boise State University**

MBA Business Administration

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