David Schweidel

Professor of Marketing & Goizueta Chair in Business Technology at Emory University, Goizueta Business School

Atlanta, GA, US

Marketing analytics expert focused on the opportunities at the intersection of marketing and technology

Biography

David A. Schweidel is Professor of Marketing at Emory University?s Goizueta Business School. Schweidel received his B.A. in mathematics, M.A. in statistics, and Ph.D. in marketing from the University of Pennsylvania. He was previously on the faculty of the Wisconsin School of Business at the University of Wisconsin-Madison and Georgetown University?s McDonough School of Business. Schweidel is an expert in the areas of customer relationship management and social media analytics. His research focuses on the development and application of statistical models to understand customer behavior and inform managerial decisions. His research has appeared in leading business journals including Journal of Marketing, Journal of Marketing Research, Marketing Science and Management Science. His research has garnered numerous awards, including the Gaumnitz Junior Faculty Research Award from the Wisconsin School of Business and the Marketing Science Institute?s Buzzell Award. He has been recognized as a leading scholar by the Marketing Science Institute?s Young Scholar and Scholar programs, and by Poets and Quant?s ?Top 40 Under 40.? Based on his research, he has consulted for companies including EBay, HP Labs and General Motors. Schweidel is the author of Social Media Intelligence (Cambridge University Press) in which he and his co-author discuss how organizations can leverage social media data to inform their marketing strategies. He is also the author of Profiting from the Data Economy (Pearson FT Press), in which he details the value of businesses tapping into consumer data for both individuals and companies.

Industry Expertise

Education/Learning, Research, Advertising/Marketing, Information Services

Areas of Expertise

Marketing Technology, AI, Social Media, Political Marketing, Customer Analytics

Affiliations

American Marketing Association : Member, American Statistical Association : Member, INFORMS : Member

Event Appearances

Reputational Spillover in Social Media: Collateral Damage or Construction?
University of Florida

Social Media?s Role in a Data Driven Marketing
Marketing Analytics in a Data-Rich Environment, Marketing Science Institute

Social Media Intelligence
HEC Paris

Stochastic Models for Customer Analytics
INFORMS Business Analytics Conference

Dynamics in Social Media
University of Southern California

Education

The Wharton School of the University of Pennsylvania
Ph.D. Marketing

The Wharton School of the University of Pennsylvania
M.Sc. Statistics

University of Pennsylvania
B.A. Mathematics, Economics and Actuarial Mathematics