# Bo Cowgill

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EDUCATION

**University of California, Berkeley**, Berkeley, CA, USA
PhD, Business and Public Policy, Haas School of Business. 2015.
MS, Business Administration (Business and Public Policy). 2011.
*Committee*: John Morgan (Chair), Noam Yuchtman, Stefano DellaVigna, David Card.

**Stanford University**, Palo Alto, CA, USA
MS, Statistics 2007-2009 (unfinished). Employer sponsored (Google).
BA, Public Policy, 2004. Undergraduate Senate Chair (elected), Byrd Scholar.

PUBLICATIONS

"Corporate Prediction Markets: Evidence from Google, Ford, and Firm X," *Review of Economic Studies*, Volume 82, Issue 4, October 2015, 1309-1341. Extended abstract in *EC'14* (with Eric Zitzewitz).

"The Value of Hiring Through Employee Referrals," *Quarterly Journal of Economics*, Volume 130, Issue 2, May 2015, 805-839 (with Stephen Burks, Mitch Hoffman and Michael Housman).

"Television Advertising and Online Search," *Management Science*. Volume 60 Issue 1, January 2014, pp. 56-73 (with Mingyu Joo, Kenneth C. Wilbur and Yi Zhu).
  - *Winner of the John D. C. Little Award* (2015), given annually to the best marketing-related paper published in *Management Science* or *Marketing Science*.
  - *Finalist, Frank M. Bass Dissertation Paper Award* (2015), given annually to the best marketing paper derived from a Ph.D. thesis published in *Management Science* or *Marketing Science*.

WORKING PAPERS

"Mood Swings at Work: Stock Price Movements, Effort and Decision Making," Revision requested by the *Journal of Economics, Management and Strategy* (with Eric Zitzewitz).

"Do Incentive Stock Options Incent? Evidence from a Natural Experiment in Employee Options Pricing," (with Eric Zitzewitz).

"Using Prediction Markets to Track Information Flows: Evidence from Google." With Justin Wolfers and Eric Zitzewitz.

"The US-Canada Border Effect in Online Commerce" and "Worldwide Gravity in Online Commerce." (with Cosmina Dorobantu).

"Competition and Productivity in Employee Promotion Contests."

"Efficient Large Scale Dynamic Programming through Cloud-based Parallelism." *Draft and API available by email.*

WORK IN PROGRESS

"The Effect of Online Labor Markets on the World's Poor," with Leonardo Bursztyn, Steve Tadelis and Noam Yuchtman. *Winner of grant from Clausen Center for International Business and Policy.*

"Stable Matching at Work." Data collection in progress.

"Productivity and On-the-Job Leisure during the Great Recession: Evidence Google Searches from Work."

AWARDS, FELLOWSHIPS AND GRANTS

**Kauffman Dissertation Fellowship** (2012-2013). Competitive research award for PhD students studying innovation and/or entrepreneurship.

**J. Robert Beyster Fellowship** (2014-2015). Competitive award for scholars studying management, innovation and technology.

**John D. C. Little Award (Winner)** (2015), given annually to the best marketing-related paper published in *Management Science* or *Marketing Science*.

**Frank M. Bass Dissertation Paper Award Finalist** (one of three, 2015), given annually to the best marketing paper derived from a Ph.D. thesis published in *Management Science* or *Marketing Science*.

**European Commission, Joint Research Centre**. Appointment and Grant. Independent Expert for the EU's Digital Agenda. For research about cross-border ecommerce. With Cosmina Dorobantu, 2013.

**IARPA Research Award: IARPA-BAA-10-05** (2011-2012): Supported by grant from US intelligence research agency supporting research about forecasting and information aggregation. RA for winning team in US Government forecasting competition.

**Berkeley Graduate Fellowships**: Full PhD tuition, stipend and travel support.

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| INVITED WORKSHOPS | NBER Entrepreneurship Research Summer Bootcamp (2012), University of Chicago Price Theory Summer Camp (2011), Harvard Behavioral Science PhD Workshop (2013), Zurich Institute of Computational Economics (2014), NBER Economics of Digitization Tutorial (2015), Chicago Summer Institute on Field Experiments (2015). Kauffman/Toronto/FSU Workshop on Experimental Economics and Entrepreneurship (2015) |
| TEACHING | *Data and Decisions (MBA Statistics)*, Haas School of Business, UC Berkeley. GSI, Fall 2012.<br>*MBA Guest Lectures*: Northwestern/Kellogg (3/2010), Wharton/UPenn (4/2009), Stanford MS&E (2008), Stanford Stats (2007, 2008), MIT/Sloan (2007, 2008), Harvard Business School (2007, 2008). |
| SESSION ORGANIZING | *ACM EC'13*. Session: "Econometrics for Computer Scientists."<br>*AOM 2014*. Symposium: "Skills, Innovation and Mobility in Knowledge Workers."<br>*Collective Intelligence '15*. Organizing Committee.<br>*Stanford Institute for Theoretical Economics 2014, Numerical Methods in Economics*. Offsite session at Google: "Ad auctions and quantum computing." |
| INVITED ACADEMIC PRESENTATIONS | **2015** (inc. planned): Kellogg (MEDS), University of Michigan (Econ), Harvard Business School (NOM), London School of Economics (Management), Harvard Business School (TOM), Harvard EconCS (Economics and Computer Science) Seminar, Columbia Business School, Emory (Goizueta ISOM), Georgia Tech Scheller (Strategy), WUSTL Olin (Econ), Vanderbilt (Strategic Management), University College London (Management), University of Virginia (Darden), Valve Software, Square, Stanford/Berkeley Doctoral Student Conference (declined).<br><br>**2014**: The Fifteenth ACM Conference on Economics and Computation (*EC'14*), Kauffman Emerging Scholars (10/2014), Academy of Management Annual Meeting (8/2014), INFORMS Annual Meeting: Empirical Market Design Session (11/2014), Collective Intelligence 2014, Wharton People and Organizations (10/2014), eLance/oDesk Research Seminar (5/2014), Consortium on Competitiveness and Cooperation ("CCC") Doctoral Conference (4/2014), Beyster Symposium 2014, Berkeley Innovation Seminar (4/2014), All California Labor Economics Conference (poster, 10/2014).<br><br>**2013**: NBER Market Design Working Group (10/2013), Wharton People and Organizations Conference (9/2013), *Computation in California*, (Ken Judd's Summer meeting of computational economists at Stanford, 7/2013), *EC'13* (6/2013), Berkeley Psych/Econ Non-Lunch (9/2013).<br><br>**Earlier**: Kauffman Foundation conference on Information Markets (11/2007), Google Faculty Summit (2007), Conference on Auctions, Market Mechanisms and Their Applications (AMMA, 2008). |
| PRACTITIONER TALKS | eLance/oDesk (5/2014), McKinsey Global Strategy Conference 2007 (Dubai), McKinsey Global Strategy Conference 2008 (Barcelona), US Defense Department, Highlands Forum (2008), National Intelligence Council Long-Term Strategic Analysis Workshop (2008). O'Reilly Money:Tech Conference (2008), O'Reilly ETech (2008), Beyster Symposium 2014, Google Faculty Summit (2007), Planned (2014): Valve Software, Square. |
| REFEREEING | *Management Science*, *The Economic Journal*, *Journal of Law, Economics and Organization*, Google Faculty Research Awards. |

REFERENCES  **Professor John Morgan**, UC Berkeley, Haas. 510.642.2669. `morgan@haas.berkeley.edu`.
**Professor Noam Yuchtman**, UC Berkeley, Haas. 510.642.4632. `yuchtman@haas.berkeley.edu`.
**Chief Economist Hal Varian**, Google, Inc. `hal@sims.berkeley.edu`.
**Professor Lee Fleming**, UC Berkeley, Haas/Fung. 510.664.4586. `lfleming@ieor.berkeley.edu`.
**Professor Eric Zitzewitz**, Dartmouth, Economics. 603.646.2891. `ericz@dartmouth.edu`

EXPERIENCE  **Google Inc.**, June 2003-2009. *Economist and Data Scientist.* Part of economics advising team to for Google management. Applied tools from economics, statistics and machine learning to provide advice to Google management about auction design, anti-trust, forecasting, sales strategy, public policy, employee compensation, hiring, innovation, economic forecasting/nowcasting and Google[X] projects (including self-driving cars, Google Fiber and others). Extensive experience analyzing petabyte+ size datasets using distributed/cloud computing systems.

**Startup advising, 2007-present**: Louder.is, Inkling Markets, others available by request, including Google Ventures' investments.

**Archvision, Inc, 2000-2003**: Software Engineer.