DAN YAVORSKY

Analytics at GBK | Lecturer at UCLA & UCSD

I lead the Marketing Science and Analytics function alongside co-founder and professor Eric Bradlow at GBK Collective where I apply econometric, statistical, and machine learning methods to derive consumer insights and inform marketing strategy for our clients.

I also teach courses in Analytics, Econometrics, and related topics at the UCSD Rady and UCLA Anderson business schools.

🎓 EDUCATION

2020
PhD Quantitative Marketing
UCLA Anderson   📍 Los Angeles, CA

2014
MBA, Management
UCLA Anderson   📍 Los Angeles, CA

2012
CFA Charterholder
Chartered Financial Analyst (CFA) Institute   📍 San Francisco, CA

2006
BA, Economics & Mathematics
Claremont McKenna College   📍 Claremont, CA

💼 PROFESSIONAL EXPERIENCE

Present | 2022
Senior Vice President, Analytics
GBK Collective   📍 Los Angeles, CA
• Run the day-to-day operations of our Marketing Science and Analytics function. I interface with client and project teams, execute analyses, extend and research analytic methodology, explore analytic solutions to business problems, develop best practices implementing those solutions, and grow and manage our team.

2021 | 2020
Manager, Advanced Analytics
Bain & Co.   📍 Los Angeles, CA
• Performed marketing analytics to support strategic management consulting engagements, including conjoint analysis, maximum-difference scaling, customer segmentation, perceptual mapping, factor analysis, and other statistical or econometric analysis.
• Developed ecosystem of statistical and machine learning models to enable media conglomerate to value content on its streaming platforms and optimize media licensing decisions.

CONTACT

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🏠 www.danyavorsky.com

🐙 github.com/dyavorsky

📞 +1 951 201 0927

SKILLS

Statistics, Econometrics, Pedagogy
R, SQL, Tableau,
Quarto, Markdown, Latex

Aspiring user of Python, Julia, Vim

INTERESTS

Quantitative Marketing, Customer Analytics, Market Research, Causal Inference, Bayesian Methods, Structural Models of Demand, Consumer Search

PERSONAL

US Citizen; Married; Two children

Play soccer, cycle, sip bourbon, build mechanical keyboards, collect pocket knives, patinate boots, memorize children books

2019
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2015

Graduate Student Research Assistant

University of California, Los Angeles ⚲ Los Angeles, CA

- Provided research assistance for Chen, Chevalier, Rossi, and Oehlsen "The Value of Flexible Work: Evidence from Uber Drivers" *Journal of Political Economy*, 2019.
- Provided research assistance for Honka, Seiler, and Ursu "The Sequential Search Model: A Framework for Empirical Research" *Quantitative Marketing and Economics*, 2024.
- Updated and maintained Professor Rossi's R package `bayesm` by editing functions that estimate parameters of Bayesian statistical models, authoring vignettes, and revising documentation.

2014
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2006

Analyst, Senior Analyst, Research Associate

Cornerstone Research ⚲ San Francisco, CA

- Performed economic, financial, and statistical analyses to support professors engaged as expert witnesses in over 100 commercial litigation matters related to consumer fraud, bankruptcy, forensic accounting, asset pricing, and other matters.
- Led substantial internal initiatives including firm-wide analyst training and West Coast analyst recruiting.

🖳 TEACHING EXPERIENCE

Present
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2021

Lecturer, UCLA

University of California, Los Angeles ⚲ Los Angeles, CA

- Econometrics (MFE 402)
- Marketing Strategy and Policy (EMBA 411)

Present
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2021

Lecturer, UCSD

University of California, San Diego ⚲ San Diego, CA

- Customer Analytics (MGT 100 for BA)
- Business Analytics (MGT 153 for BA)
- Marketing Analytics (MGTA 495 for MsBA)

2020
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2015

Teaching Assistant

University of California, Los Angeles ⚲ Los Angeles, CA

- Econometrics (with Peter Rossi for MFE)
- R Programming (with Peter Rossi for MsBA)
- Data Science (with Stephan Seiler for MsBA)
- Customer Analytics (with Anand Bodapati for MsBA)
- Pricing (with Elisabeth Honka for MBA)
- Statistics (with Elisa Long for MBA)
- Customer Analytics (with Brett Hollenbeck for MBA)

📄 PUBLICATIONS

2020

Consumer search in the U.S. auto industry: The role of dealership visits [PDF]

Quantitative Marketing and Economics ⚲ Los Angeles, CA

Dan Yavorsky, Elisabeth Honka, and Keith Chen