

DAN YAVORSKY

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EDUCATION

UCLA Anderson School of Management <i>PhD, Quantitative Marketing</i> Committee: Elisabeth Honka (co-chair), Peter Rossi (co-chair), Keith Chen, Brett Hollenbeck	2020
UCLA Anderson School of Management <i>MBA, Management</i> Outstanding Student in Marketing; MBA Honor Society	2014
CFA Institute <i>Chartered Financial Analyst Charterholder (inactive)</i>	2012
Claremont McKenna College <i>BA, Economics and Mathematics</i> Cum Laude; Phi Beta Kappa; Omicron Delta Epsilon; Best Economics Thesis	2006

REFEREED PUBLICATIONS

“Consumer Search in the U.S. Auto Industry: The Role of Dealership Visits” <i>Quantitative Marketing and Economics</i> , 19(1) with Elisabeth Honka and Keith Chen. doi:10.1007/s11129-020-09229-4	2021
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WORKING PAPERS

“Search Conjoint — Measuring Preferences and Search Costs via a Survey Instrument”

In progress; with Eric T. Bradlow (The Wharton School).

A survey instrument reproducing the list-then-detail architecture of digital storefronts; the resulting click-and-choose data fit with a sequential search model recovers both preference parameters and search costs.

Early draft available.

“Outside Good Uncertainty: Ordinal Dual Response in Choice-Based Conjoint”

In progress; with Geoffery Zheng (NYU Shanghai).

A behavioral model of outside-good uncertainty extending the dual-response purchase question from binary to ordinal, nesting the existing binary models as its two-point special case. [Draft available.](#)

BOOKS IN PROGRESS

“Discrete Choice Model Estimation with R”

Open-access book, in progress

dcme-r.danyavorsky.com

SOFTWARE

Author and maintainer of R packages for common analytical methodologies in consumer research:

- **maxdiff** — best-worst scaling; adapts *bayesm*’s hierarchical Bayesian MNL sampler to varying choice-set sizes.
- **shapley** — R-squared contribution averaged over all predictor orderings, extended to binary (logit) and ordinal (ordered logit) outcomes.
- **keydrivers** — eight complementary variable-importance methods with bootstrapped confidence intervals.
- **turf** — total unduplicated reach and frequency; exhaustive bundle search made tractable via C++ and parallel computation.

PROFESSIONAL EXPERIENCE

- GBK Collective** 2022 – Present
Head of Analytics Los Angeles, CA
- Lead the marketing science and analytics function across all client engagements, from proposal through design, fielding, estimation, and reporting.
 - Apply econometric, statistical, and machine learning methods to consumer insight and marketing strategy for clients including Amazon, Charter, Google, and T-Mobile, frequently alongside academic collaborators including Eric Bradlow (Wharton), Dominique Hanssens (UCLA), Brett Gordon (Stanford), and Sam Hui (Houston).
- Bain & Company** 2020 – 2021
Manager, Advanced Analytics Los Angeles, CA
- Marketing analytics in support of strategy engagements: conjoint analysis, maximum-difference scaling, segmentation, perceptual mapping, factor analysis, and structural equation modeling.
 - Built a model ecosystem enabling a media conglomerate to value streaming content and optimize licensing decisions.
- Cornerstone Research** 2006 – 2014
Analyst, Senior Analyst, Research Associate San Francisco, CA
- Economic, financial, statistical, and causal analyses supporting academic expert witnesses in over 100 commercial litigation matters.
 - Led firm-wide analyst training and West Coast analyst recruiting.

ACADEMIC APPOINTMENTS

- Rady School of Management, University of California San Diego** 2022 – Present
Lecturer San Diego, CA
- Instructor of record, undergraduate and graduate.
 - Courses developed and taught: MGT 100 Customer Analytics (co-created with Prof. Ken Wilbur), MGTA 495 Marketing Analytics (MSBA), MGT 153 Technology for Business Analytics.
- Anderson School of Management, University of California Los Angeles** 2021 – Present
Lecturer Los Angeles, CA
- Instructor of record, graduate.
 - Courses developed and taught: MFE 402 Econometrics (Master of Financial Engineering), MGMTEX 411 Marketing Strategy and Policy (EMBA), MFE R Workshop.
- UCLA Anderson School of Management** 2015 – 2019
Graduate Student Researcher Los Angeles, CA
- Research support to Professors Rossi, Chen, Honka, and Seiler.
 - Maintained and extended the *bayesm* R package.

TEACHING

Courses Taught as Instructor of Record

Course	Level	Institution	Sections	Years
MGT 100 — Customer Analytics	Undergrad	UCSD Rady	12	2022 – 2026
MGTA 495 — Marketing Analytics	MSBA	UCSD Rady	3	2024 – 2026
MGT 153 — Technology for Business Analytics	Undergrad	UCSD Rady	1	2022
MFE 402 — Econometrics	FE	UCLA Anderson	7	2022 – 2025
MGMT 411 — Marketing Strategy and Policy	Exec MBA	UCLA Anderson	2	2022
R Workshop	MFE	UCLA Anderson	8	2018 – 2025

Syllabi, slides, and complete unedited student evaluations for every section: danyavorsky.com/teaching.

Teaching Assistant Experience

Course	Program	Instructor	Sections	Years
Econometrics	MFE	Peter Rossi	5	2015 – 2018
R Programming	MSBA	Peter Rossi	1	2018
Data Science	MSBA	Stephan Seiler	1	2019
Pricing	MBA	Elisabeth Honka	3	2016 – 2017
Statistics	MBA	Elisa Long	2	2016
Customer Analytics	MBA	Brett Hollenbeck	1	2019

RESEARCH CONTRIBUTIONS

Substantive research and programming contributions to the following, without authorship credit:

- “**The Sequential Search Model: A Framework for Empirical Research**” 2025
Quantitative Marketing and Economics
Raluca Ursu, Stephan Seiler, and Elisabeth Honka. doi:10.1007/s11129-024-09291-2
- “**The Value of Flexible Work: Evidence from Uber Drivers**” 2019
Journal of Political Economy, 127(6)
M. Keith Chen, Judith Chevalier, Peter Rossi, and Emily Oehlsen. doi:10.1086/702171
- “**bayesm: Bayesian Inference for Marketing / Micro-Econometrics**”
R package, CRAN
Peter Rossi. Posterior samplers, vignettes, and documentation. cran.r-project.org/package=bayesm
- Acknowledged contributor to Wickham, Navarro, and Pedersen, *ggplot2: Elegant Graphics for Data Analysis* (3rd ed.), and Wickham and Bryan, *R Packages* (2nd ed.).

PRESENTATIONS AND INVITED WORKSHOPS

- *Consumer Search in the U.S. Auto Industry*, UCLA Marketing Seminar Series 2019
- *Consumer Search in the U.S. Auto Industry*, University of Houston Doctoral Consortium 2018
- R Programming workshop, UCLA MFE 2018, 2019
- Machine Learning workshop, UCLA MSBA 2018, 2019
- Causality and Online Experiments workshop, UCLA MSBA 2018
- Tools for Reproducible Research workshop, Claremont McKenna College 2016

HONORS AND AWARDS

- Doctoral Fellow, AMA–Sheth Foundation Doctoral Consortium 2018
- Doctoral Fellow, Summer Institute in Competitive Strategy, UC Berkeley 2017
- Doctoral Fellow, ISMS Marketing Science Doctoral Consortium 2017
- Doctoral Fellow, Quantitative Marketing and Structural Econometrics Workshop 2015
- Doctoral Fellowship, UCLA Anderson 2014 – 2020
- Outstanding Student in Marketing, UCLA Anderson MBA 2014
- MBA Honor Society, UCLA Anderson 2014
- Best Economics Thesis, Claremont McKenna College 2006
- Phi Beta Kappa · Omicron Delta Epsilon · Cum Laude, Claremont McKenna College 2006

TECHNICAL SKILLS

- **Methods.** Econometrics · causal inference · Bayesian and hierarchical models · discrete choice and structural demand estimation · machine learning · survey design and stated-preference elicitation.
- **Tools.** R (expert; package author) · SQL · C++ (via Rcpp) · Quarto · LaTeX · Git · Tableau.

Last Updated August 28, 2026