

BEN B. BECK

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I. ACADEMIC EMPLOYMENT

June 2023 to present	Brigham Young University, Marriott School of Business Assistant Professor of Marketing
2018 to 2023	Brigham Young University – Idaho Online Adjunct Instructor, Marketing Department

II. EDUCATION

2023	Ph.D., Pennsylvania State University Smeal College of Business, Marketing
2017	M.B.A., Brigham Young University
2009	B.S., University of Utah Major: Business Information Systems

III. RESEARCH

RESEARCH INTERESTS

Substantive: analytics, better marketing for a better world, customer journey, consumer and firm well-being, digital marketing, martech, WOM

Methodological: attribution modeling, causal inference, machine learning

PUBLICATIONS

1. Beck, Ben B., Petersen, J. Andrew and Venkatesan, Rajkumar (2021), “Multichannel Data-driven Attribution Models: A Review and Research Agenda”. *Review of Marketing Research: Marketing Accountability for Marketing and Non-marketing Outcomes* (18).
2. Beck, Ben B., Wuyts, Stefan and Jap, Sandy, “Trust Guardians: How Review Platforms Can Fight Fakery and Build Trust” — Accepted at *Journal of Marketing Research*. Awaiting publication.

WORKING PAPERS

3. Beck, Ben B., Petersen, J. Andrew, Liechty, John C. and Venkatesan, Rajkumar, “Protecting Consumer Privacy While Understanding the Customer with Bayesian Vector Auto-Regression Variable Selection” — (in preparation for submission)

RESEARCH IN PROGRESS

4. Beck, Ben B., Petersen, J. Andrew and Venkatesan, Rajkumar, “Review Ratings vs Review Text: An Empirical Analysis of Consumer Decision Making” — (empirical studies complete, undergoing robustness checks)
5. Beck, Ben B., Alred, Nate and The Arbor Day Foundation, “Brand or Influencer Attachment: Driving Subsequent Donations” — (early stages. Third party data collected and running field experiments)
6. Beck, Ben B., Alred, Nate, Schmid, Franziska, Wuyts, Stefan and Money, Bruce, “Business as a Force for Good: Influencing Gender Equality Norms in Emerging Markets” — (early stages. Collecting data in qualitative interviews)

IV. INDUSTRY EMPLOYMENT

March 2016 - August 2018	VP of Marketing , Kualu, Inc Increased event channel generated leads six-fold Decreased cost-per-click on social advertising by 75%
July 2008 - Present	Marketing Consultant , ROI Business Solutions Achieved an 8:1 ROI via inbound marketing strategies for client Built a SMS marketing system for the Utah State Governors Office
July 2014 - March 2016	Director of Marketing Automation and Operations , Lendio, Inc Decreased cost per closed deal by 38% Automated SMS outreach to increase overall conversion by 85%
April 2012 - July 2014	Senior Marketing Automation Manager , DigiCert, Inc Automated customer onboarding to improve repeat business 7.3% Led evaluation and implementation of enterprise marketing suites
July 2011 - April 2012	Marketing Automation Manager , AtTask, Inc Built closed-loop reporting engine for KPI measurement Increased leads generated by 61%
June 2009 - July 2011	PHP Developer and Online Marketing Manager , ContentWatch Increased SEO traffic 81% by building custom CMS Improved search engine marketing ROI from 1.3:1 to 2.7:1

V. CONFERENCE PRESENTATIONS

- Beck, B.** (2023). Guardians of Trust: How Review Platforms Can Fight Fakery and Build Consumer Trust. Competitive session presentation at *Winter AMA*, Nashville, TN.
- Beck, B.** (2022). Trust Guardians: How Review Platforms Can Fight Fakery and Build Trust. Competitive session presentation at *Theory and Practice in Marketing*, Atlanta, GA.
- Beck, B.** (2022). Not what I expected: Using Online Reviews to Detect the Effect of Expectancy Disconfirmation on Sales. Poster presentation at the *Winter AMA*, Las Vegas, NV.
- Beck, B.** (2021). The Language that Drives Engagement: A Systematic Large-Scale Analysis of Headline Experiments. Discussant presentation at the *Haring Symposium*, virtual conference hosted by Indiana University, Bloomington. Awarded best discussant.
- Beck, B.** (2019). Collecting and analyzing deep data to optimize your marketing chatbot. Talk presented at the *Social Media Marketing World* conference, San Diego, CA.
- Beck, B.** (2018). How to generate leads with a Facebook Messenger chatbot. Talk presented at the *Social Media Marketing World* conference, San Diego, CA.
- Beck, B.** (2017). Successfully navigating the burgeoning chatbot ecosystem to build your first chatbot. Talk presented at the *Information Developer World* conference, Menlo Park, CA.
- Beck, B., & Dalrymple, M.** (2015). Managing cross product implementations with Zapier and Hubspot. Talk presented at the *Hubspot User Conference*, Salt Lake City, UT.
- Beck, B.** (2013). Optimization of sales processes through task automation via Marketo's Sales Insight product suite. Talk presented at the *Marketo Roadshow* event, Salt Lake City, UT.

VI. TEACHING EXPERIENCE

IN PERSON — FACE TO FACE TEACHING

- Fall 2023 **Advertising and Promotion (MKTG 403)**, Brigham Young University
Student rating of instructor over 3 sections: 4.5 out of 5. 93% completion.
- Spring 2023 **Marketing Strategy (MKTG 450W)**, Pennsylvania State University
Student rating of instructor: 6.92 out of 7. 34% student eval completion.
- Fall 2021 **Marketing Research (MKTG 342)**, Pennsylvania State University
Student rating of instructor: 6.73 out of 7. 85% student eval completion.

ONLINE ADJUNCT FACULTY

- Summer 2021 **Digital Marketing (MKTG 473)**, Pennsylvania State University
Student rating of instructor: 6.89 out of 7. 75% student eval completion.

2018 - 2023 **Web Business Creation (MKT250)**, Brigham Young University - Idaho
Average end of semester eval: 6.3 out of 7 & 73% student eval completion.

TEACHING ASSISTANTSHIPS

2020 - 2023 **Strategy Implementation and Change Mgmt.**, Penn State University
- MGMT 831 (eMBA); instructor – Donald C. Hambrick
- MGMT 535 (MBA); instructor – Donald C. Hambrick

VII. HONORS AND AWARDS

2023 **Edward and Susan Wilson Graduate Scholarship, Penn State University**
2022 **AMA Sheth Doctoral Consortium Fellow**
2021 **Jerome E. Scott Memorial Scholarship, Penn State University**
2021 **Best Discussant Award Recipient; Haring Symposium Fellow and Discussant**
2020 **Jerome E. Scott Memorial Scholarship, Penn State University**
2018 **Robert W. Graham Fellow, Penn State University**
2016 **StratSim Management Competition, 1st Place**
2009 **Adobe Analytics Challenge, 3rd Place**
2007 **Utah Entrepreneur Challenge Finalist**

VIII. PROFESSIONAL CERTIFICATIONS AND TRAINING

Google Ads Certification

Google (2021)

Statistics with R Specialization

Duke University via Coursera (2018)

Marketo Certified Expert

Marketo Customer University (2016)

Inbound Marketing Certification

Hubspot Academy (2015)

Six-Sigma Black Belt Master Certification

American Society for Quality and Expert Rating Certifications (2014)

Analytics Architect and Developer Certifications
Adobe Training and Certification Services (2013)

Salesforce Certified Administrator
Salesforce Certification (2012)

Eloqua Marketing Automation Certification
Eloqua Customer University (2011)