

# ARTEM TIMOSHENKO

Kellogg School of Management  
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## ACADEMIC EMPLOYMENT

Kellogg School of Management, Northwestern University

Associate Professor of Marketing (untenured)	2024 – Present
Ad-Tech Lab Faculty Fellow	2023 – Present
Assistant Professor of Marketing	2019 – 2024
Data Science Scholar with Canadian Tire Corp.	2019 – 2020
Donald P. Jacobs Scholar	2019 – 2020

## EDUCATION

Ph.D. in Management Science (Marketing), MIT Sloan School of Management, USA	2014 – 2019
M.A. in Economics, New Economic School, Russia	2012 – 2014
B.Sc./M.Sc. in Applied Mathematics and Computer Science, Lomonosov Moscow State University, Russia	2008 – 2013

## RESEARCH INTERESTS

Business AI, Innovation, Customer Insights, Targeted Marketing

## PUBLICATIONS

- [1] Duncan Simester, Artem Timoshenko, and Spyros Zoumpoulis (2025), "A Sample Size Calculation for Training and Certifying Targeting Policies," *Management Science*, 71(11), 8995-9868.
- [2] Sebastian Gabel, Duncan Simester, and Artem Timoshenko (2024), "How Retailers Became Ad Platforms," *Harvard Business Review (online)*, June 17, 2024.
- [3] Alex Burnap, John R. Hauser, and Artem Timoshenko (2023), "Product Aesthetic Design: A Machine Learning Augmentation," *Marketing Science*, 42(6), 1029-1056.
- [4] Sebastian Gabel and Artem Timoshenko (2022), "Product Choice with Large Assortments: A Scalable Deep-Learning Model," *Management Science*, 68(3), 1591-2376.
- [5] Duncan Simester, Artem Timoshenko, and Spyros I. Zoumpoulis (2020), "Efficiently Evaluating Targeting Policies: Improving Upon Champion vs. Challenger Experiments," *Management Science*, 66(8), 3412-3424.

- [6] Davide Proserpio, John R. Hauser, Xiao Liu, Tomomichi Amano, Alex Burnap, Tong Guo, Dokyun (DK) Lee, Randall Lewis, Kanishka Misra, Eric Schwarz, Artem Timoshenko, Lilei Xu, Hema Yoganarasimhan (2020), "Soul and Machine (Learning)," *Marketing Letters*, 31(4), 393-404.
- [7] Duncan Simester, Artem Timoshenko, and Spyros I. Zoumpoulis (2020), "Targeting Prospective Customers: Robustness of Machine Learning Methods to Typical Data Challenges," *Management Science*, 66(6), 2495–2522.
- [8] Glen Urban, Artem Timoshenko, Paramveer Dhillon, and John R. Hauser (2019), "Is Deep Learning a Game Changer for Marketing Analytics?" *MIT Sloan Management Review*, 61(2).
- [9] Cathy Cao, Xinyu Cao, Matthew Cashman, Madhav Kumar, Artem Timoshenko, Jeremy Yang, Shuyi Yu, Jerry Zhang, Yuting Zhu, and Birger Wernerfelt (2019), "How Do Successful Scholars Get Their Best Research Ideas? An Exploration," *Marketing Letters*, 30(3), 221-232.
- [10] Artem Timoshenko and John R. Hauser (2019), "Identifying Customer Needs from User-Generated Content," *Marketing Science*, 38(1), 1-20.

## **PAPERS IN PROCEEDINGS**

- [11] Artem Timoshenko and John R. Hauser (2016), "Mining and Organizing User-Generated Content to Identify Attributes and Attribute Levels," *Proceedings of the Sawtooth Software Conference*, Park City, Utah, September 28-30, 2016.

## **WORKING PAPERS**

- [12] Sebastian Gabel, Duncan Simester, and Artem Timoshenko (2026), "In-Store Coupons: A Large-Scale Field Experiment," Under Review
- [13] Artem Timoshenko, Chengfeng Mao, and John R. Hauser (2026), "Transforming the Voice of the Customer: Large Language Models for Identifying Customer Needs," Under Review
- [14] Marat Ibragimov, Duncan Simester, and Artem Timoshenko (2026), "Improving Targeting Policies by Learning Across Marketing Campaigns," Under Review
- [15] Xuekang Wu, Guy Aridor, and Artem Timoshenko (2026), "Guided Creativity: AI Intermediation for Enhancing Originality and Quality in Visual Design," Under Review
- [16] Artem Timoshenko and Caio Waisman (2026), "Policy-Aligned Estimation of Conditional Average Treatment Effects," Under Review

## **WORK IN PROGRESS**

- "Segmentation for Uplift Models," with Marat Ibragimov
- "Concept Shift in Marketing Experiments," with Spyros Zoumpoulis and Duncan Simester

## **AWARDS, FELLOWSHIPS, AND GRANTS**

ESOMAR Breakthrough Research Methodology Award, 2025  
Albert Haring Symposium, Faculty Fellow, 2025  
Chairs' Core Course Teaching Award (Kellogg), 2024  
PDMA Consortium, Faculty Fellow, 2024  
MSI Young Scholar Award, 2023  
Frank M. Bass Dissertation Paper Award, Finalist, 2022  
ISMS Early-Career Scholars Camp Fellow, 2022  
James R. McManus Research Chair, Kellogg School of Management, 2020-2021  
Robert D. Buzzell (MSI) Best Paper Award, Finalist, 2020  
John D.C. Little Best Paper Award, Finalist, 2019  
Marketing Science Institute (MSI) Research Priorities Award, 2019  
AMA-Sheth Foundation Doctoral Consortium Fellow, 2018  
MSI Alden G. Clayton Doctoral Dissertation Proposal Award, 2017  
ISMS Doctoral Consortium Fellow, 2017  
ISMS Doctoral Dissertation Proposal Award, 2016  
Graduate Fellowship, Massachusetts Institute of Technology, 2014-2019  
Scholarship by British Petroleum Public Limited Company, 2012-2014  
Graduate Fellowship, New Economic School, 2012-2014  
Best Undergraduate Research Paper Award, Lomonosov Moscow State University, 2013  
Honorable Mention Karl Menger Memorial Award, American Mathematical Society, 2008  
Russian National Mathematics Olympiad, Regional Stage Winner, 2008  
Russian National Physics Olympiad, Regional Stage Winner, 2008

## **CONFERENCE AND SEMINAR PRESENTATIONS**

6<sup>th</sup> AI in Management (AIM) Conference, CA, 2026  
MSI Forum, Los Angeles, CA, 2026  
Amazon, GMAC Science Seminar, Zoom, 2026  
Wharton's 3<sup>rd</sup> Annual Business & GenAI Conference, CA, 2025  
2<sup>nd</sup> Open and User Innovation Conference, Lisbon, Portugal, 2025  
47<sup>th</sup> ISMS Marketing Science Conference, Washington, DC, 2025  
New Data for Consumer Insights Conference, Discussant, UChicago, 2025  
2<sup>nd</sup> Symposium on AI in Marketing, Madison, WI, 2025  
Yale InsightsOn Conference, CT, 2025  
Biz AI-Conference, UT Dallas, TX, 2025  
University of Colorado Boulder, CO, 2024  
PDMA Doctoral Consortium, Syracuse, NY, 2024  
Kellogg Leadership Summit, IL, 2024  
1<sup>st</sup> Symposium on AI in Marketing, Madison, WI, 2024  
UT Dallas, Naveen Jindal School of Management, TX, 2024  
University of Florida, Gainesville, FL, 2024  
2024 Insights Association Annual Conference, Atlanta, GA, 2024

Emory Marketing Camp, Atlanta, GA, 2024  
45<sup>th</sup> INFORMS Marketing Science Conference, Miami, FL, 2023  
Theory+Practice in Marketing, Lausanne, Switzerland, 2023  
Junior Faculty Development Forum, St. Lois, MO, 2023  
Kellogg Marketing Camp, Evanston, IL, 2022  
44<sup>th</sup> INFORMS Marketing Science Conference, Virtual, 2022  
AI@Northwestern University Workshop, Virtual, 2022  
University of Michigan, Ross School of Business, Ann Arbor, MI, 2021  
University of Pennsylvania, Wharton School, Philadelphia, PA, 2021  
Hong Kong University of Science and Technology, Virtual, 2021  
15<sup>th</sup> Annual Bass FORMS Conference, Virtual, 2021  
Workshop on Digital Marketing and Computer Science, Northwestern University, Virtual, 2020  
University of Southern California, Marshall Business School, Virtual, 2020  
Temple University, Fox School of Business, Virtual, 2020  
42<sup>nd</sup> INFORMS Marketing Science Conference, Virtual, 2020  
Conference on AI, Machine Learning, and Business Analytics, Philadelphia, PA, 2019  
University of Illinois at Chicago, Information and Decision Sciences, Chicago, IL, 2019  
41<sup>st</sup> INFORMS Marketing Science Conference, Rome, Italy, 2019  
11<sup>th</sup> Triennial Invitational Choice Symposium, Cambridge, MD, 2019  
London Business School, London, UK, 2018  
Yale School of Management, New Haven, CT, 2018  
Analysis Group, Data Science Seminar, Boston, MA, 2018  
Indiana University, Kelley School of Business, Bloomington, IN, 2018  
UT Austin McCombs School of Business, Austin, TX, 2018  
Boston University, Questrom School of Business, Boston, MA, 2018  
Northwestern University, Kellogg School of Management, Evanston, IL, 2018  
University of Chicago Booth School of Business, Chicago, IL, 2018  
Harvard Business School, Cambridge, MA, 2018  
UW Seattle, Foster School of Business, Seattle, WA, 2018  
MIT Sloan Marketing Seminar, Cambridge, MA, 2018  
40<sup>th</sup> INFORMS Marketing Science Conference, Philadelphia, PA, 2018  
Brands and Brand Relationships Conference, Boston, MA, 2018  
INSEAD, Fontainebleau, France, 2018  
General Motors, Operations Research Seminar, Warren, MI, 2018  
Cornerstone Research, Data Science Seminar, Washington, DC, 2017  
39<sup>th</sup> INFORMS Marketing Science Conference, Los Angeles, CA, 2017  
MIT Sloan Marketing Seminar, Cambridge, MA, 2016  
Sawtooth Software Conference, Park City, UT, 2016

## **TEACHING EXPERIENCE**

Kellogg School of Management, Northwestern University, Evanston, IL

Marketing Management (MBA Core), 2020-26  
Topics in Quantitative Marketing (Ph.D.), 2020-22, 2025-26

MIT Sloan School of Management, Cambridge, MA  
Teaching Assistant: Marketing and Strategy (EMBA), 2015-2018

## **PROFESSIONAL SERVICE**

### *Reviewer*

Editorial Review Board:

Marketing Science, 2022-Present

Journal of Marketing Research, 2026-Present

Ad hoc reviewer: Management Science (incl. guest AE), Journal of Marketing, IJRM,  
Production and Operations Management, PNAS, Operations Research

Alden G. Clayton (MSI) Dissertation Proposal Awards, 2019, 2022-26

ISMS Doctoral Dissertation Award Committee, 2024

### *Dissertation Committee Member*

Chengfeng Mao (MIT Marketing, 2026)

Xuekang Wu (Kellogg Marketing, 2026; Placement: Zhejiang University)

Marat Ibragimov (MIT Marketing, 2023; Placement: Emory University)

### *Kellogg School of Management*

Ph.D. Admissions Committee, 2019-21, 2023-24, 2025-26

Junior Faculty Hiring Committee, 2019-20, 2022-23, 2024-25

Marketing Seminar Series Coordinator, 2019-20, 2023-25

Kellogg Marketing Camp Coordinator, 2023

MKTG Department Program Review Committee, Observant, 2022