Bruno Castelo-Branco

Stuart School of Business
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ACADEMIC APPOINTMENTS

Stuart School of Business, Illinois Institute of Technology 2024 - Present

Assistant Professor of Business Analytics and Strategy

EDUCATION

Stephen M. Ross School of Business, University of Michigan 2018 - 2024

Ph.D. in Quantitative Marketing

Pontifical Catholic University of Rio de Janeiro 2015 - 2017

M.A. in Economics

Getulio Vargas Foundation 2009 - 2012

B.A. in Economics

INTERESTS

Substantive Digital Media, Consumer Engagement, Marketing & Policy, Industrial Organization

Methodological Theory-Driven Models, Applied Econometrics, Causal Inference

RESEARCH

Working Papers

"Hot Triggers vs Cold Preferences: Consumption Patterns in Digital Media", with Puneet Manchanda

"Is Video Gaming Addictive?: An Empirical Analysis" (under review), with Puneet Manchanda

Work in Progress

"Innovation and Airline Networks"

"Caravans of Health: The Impact of Mobile Health Clinics", with D. Sofía Calderón

"Enduring Influence in Social Media"

SEMINAR AND CONFERENCE PRESENTATIONS

Stuart School of Business, Illinois Institute of Technology 2024

College of Business, Stony Brook University 2024

45th ISMS Marketing Science Conference, University of Miami 2023

IO Seminar Series, Department of Economics, University of Michigan 2022

44th ISMS Marketing Science Conference, University of Chicago 2022

43rd ISMS Marketing Science Conference, University of Rochester 2021

Data for Public Good Symposium, University of Michigan 2021

Awards & Recognition

Stark Award for Academic Excellence, Ross School of Business 2023

ISMS Marketing Science Doctoral Consortium Fellow 2023, 2021

Ross School of Business Nomination for the Rackham Pre-Doctoral Fellowship 2023

Milton G. and Josephine Kendrick Marketing Award, Ross School of Business 2023

Doctoral Research Grant, Ross School of Business 2022

Rackham Graduate Student Research Grant, University of Michigan 2021

Finalist and Honorable Mention, MyVoice Data Challenge, MIDAS & Michigan Medicine 2021

Outstanding Project Design, Michigan Institute for Data Science Annual Symposium 2020

Early Ph.D. Candidacy, Ross School of Business 2020

Quantitative Marketing and Structural Econometrics Workshop Fellow 2019

Charles H. Gessner Fellowship, Ross School of Business 2019-2022

Ross School of Business Ph.D. Fellowship, Ross School of Business 2018

Master's Scholarship (top 2 % in the National Economics Graduate Admissions), Brazil 2015

Teaching

Social Media Marketing Analytics, Illinois Tech Fall 2024

Marketing Management, University of Michigan Winter 2021

Skills

Software: Python, Stan, Stata, R, SQL

Languages: Portuguese (native), Spanish (advanced)

Professional Service

Ad Hoc Reviewer: Marketing Science

Organization of the *Quantitative Marketing Summer Reading Group*, University of Michigan 2022

Ross Doctoral Mentorship Program, University of Michigan 2021

Ross Ph.D. Forum Grants Committee Member, University of Michigan 2020