GIJS OVERGOOR

gijsovergoor.com

Dallas, Texas, USA

(+1) 704 493 8724   gijsovergoor@gmail.com

ACADEMIC POSITIONS

Southern Methodist University   2024 - present
Assistant Professor of Marketing

Rochester Institute of Technology   2021 - 2023
Assistant Professor of Marketing

North Carolina State University   2017 - 2021
Visiting Scholar

EDUCATION

University of Amsterdam   2017 - 2021
PhD Marketing - Co-Chairs: Willemijn van Dolen and Bill Rand
Dissertation: Visual Analytics and Arti cial Intelligence for Marketing

University of Amsterdam   2016
MS, Econometrics - Specialization: Big Data in Business Analytics
University of Amsterdam   2015
BS, Econometrics and Operations Research

RESEARCH INTEREST

Marketing Analytics, Arti cial Intelligence, Machine Learning, Econometrics, Online Marketing, Computer Vision, Visual Marketing, Neuroscience

PUBLISHED PAPERS

S. He, B. Hollenbeck, **G. Overgoor**, D. Proserpio, A. Tosyali (2022), \Detecting Fake Review Buyers Using Network Structure: Direct Evidence from Amazon", Proceedings of the National Academy of Sciences, 119 (47)[1]

G. Overgoor, W. Rand, W. Van Dolen, M. Mazloom (2022), \Simplicity is not Key: Understanding Marketer-Generated Social Media Images and Consumer Liking", International Journal of Research in Marketing, 39 (3), 639-655

G. Overgoor, M. Chica, W. Rand, A. Weishampel (2019), \Letting the Computers Take Over: Using AI to Solve Marketing Problems", California Management Review, 61 (4), 156-185

WORKING PAPERS

G. Overgoor, W. Rand, W. Van Dolen, H. Scholte, \The Champion of Images: Understanding the role of images in the decision-making process of online hotel bookings"

Finalist for Best Paper Award HICSS 2020

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[1]authors listed in alphabetical order

W. Xie,

Marketing Analytics (MBA, MS Business Analytics): Spring 2022
Most recent instructor rating: 4.67/5.00

University of Amsterdam

Management Research Methods 2 (Executive MBA): 2019, 2020
Instructor

Quantitative Data Analysis 2: 2018
Teaching Assistant

Master Thesis supervision: 2018 (10 students), 2019 (10 students), 2020 (4 students).

STUDENTS

Wen Xie (PhD) - Electrical and Computing Engineering, University of Houston
Role: Dissertation Committee Member

Bishoy Galoaa (Graduate) - MS. Electrical and Computing Engineering, Northeastern University
Role: Research Mentor

Akshay Nagireddy (Graduate) - MS. Data Analytics Engineering, Northeastern University
Role: Research Mentor

Pragna Bollam (Graduate) - MS. Computer Science, NC State University
Role: Research Mentor, Placement: Amazon

Rohan Mestri (Graduate) - MS. Computer Science, NC State University
Role: Research Mentor, Placement: Amazon

INDUSTRY EXPERIENCE AND COLLABORATION

Teradata   2018 - 2021
Academic Influencer

I have worked on several projects with Mary Gros, director of academic relations, and industry partners. I have been invited to speak on topics such as Visual Analytics and managing Marketing AI projects at Teradata's analytics conference in 2018 and 2019.

Expedia   2018
Research project and Data Collaboration

I worked with Expedia to understand the impact of their marketing images. From this collaboration, we obtained the data used in the Champion of Images paper.

Data Tells   2016 - 2018
Founder

At Data Tells I used state-of-the-art econometric and machine learning techniques to make sense of companies' data. I helped companies with their transformation towards a (more) data-driven business. Clients include ServiceNow and de Kindertelefoon among others.

PWC   2016
Junior Consultant Executive Rewards

MEDIA COVERAGE

Forbes - \Scammers Are Flooding Amazon With Fake Reviews For Popular Holiday Gifts"

The Wall Street Journal - \How to spot fake reviews and shady ratings on Amazon"

Business Insider - \How to choose Instagram images that get the most likes"

UpNext podcast - \Social Media Images and Consumer Likes"

NPO Radio 1 (Dutch National Public Radio) - \Visual Analytics"

AI & Business news and MirageNews.com - \In search of the perfect picture with machine learning"

Ron Powell's The World Transformed Podcast - \Visual Analytics"

AWARDS

Amazon Research Awards Funding ($ 26,000 + $ 20,000 AWS Credits)

EMAC-Aimark doctoral dissertation competition (2022) - 3rd place

RIT Grant Writing Bootcamp Proposal Award ($ 8,000)

Marketing Science Institute Research Grant ($ 10,000)

Hawaiian International Conference on System Sciences (2021) - Finalist for Best Paper Award

ISMS Marketing Science 2020 Doctoral Consortium Fellow

Hawaiian International Conference on System Sciences (2020) - Finalist for Best Paper Award

\Persistent AI based Threat Detection Phase I" (2020) - Co-author on awarded grant proposal

DARPA, \Adaptive Feature Oriented Recommender Engine (AFORE) Phase II" (2017) ($ 160,000)
- Research Assistant to PI Bill Rand

Data Science & Business Analytics in Marketing at the Amsterdam Business School
- Awarded 4 years of funding for PhD Position

ACADEMIC SERVICE

Reviewer - International Journal of Research in Marketing, Journal of Consumer Research

Editorial Review Board Member - Journal of Business Research

Saunders Distinguished Speaker Committee

Organizer of the Saunders Annual Business Analytics Competition

TECHNICAL STRENGTHS

Modeling and Analysis	R, Python, Matlab, Pytorch, Keras, SQL
Languages	Fluent in Dutch and English, pro cient in Spanish

REFERENCES

William Rand
Distinguished Professor of Marketing

Yakov Bart
Associate Professor of Marketing