

GIJS OVERGOOR

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ACADEMIC POSITIONS

Southern Methodist University Assistant Professor of Marketing	2024 - present
Rochester Institute of Technology Assistant Professor of Marketing	2021 - 2023
North Carolina State University Visiting Scholar	2017 - 2021

EDUCATION

University of Amsterdam PhD Marketing - Co-Chairs: Willemijn van Dolen and Bill Rand Dissertation: Visual Analytics and Artificial Intelligence for Marketing	2017 - 2021
University of Amsterdam MS, Econometrics - Specialization: Big Data in Business Analytics	2016
University of Amsterdam BS, Econometrics and Operations Research	2015

RESEARCH INTEREST

Marketing Analytics, Artificial 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

¹authors 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 In uencer

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
Languages**

R, Python, Matlab, Pytorch, Keras, SQL
Fluent in Dutch and English, proficient in Spanish

REFERENCES

William Rand
Distinguished Professor of Marketing

Yakov Bart
Associate Professor of Marketing