

Kenneth C. Wilbur serves as a Professor of Marketing and Analytics at the University of California, San Diego, where he holds a Rady Faculty Chair. His research draws rigorous insights out of large datasets for positive impact on markets. Most of his work analyzes data-driven phenomena in advertising and digital platform settings. He has also published contributions in economics, law, political science and psychology journals.

Quantitative marketing has three annual research awards: best paper, best dissertation paper, and long-term impact 5-10 years after publication. Award winners and finalists are voted by the editorial boards of *Marketing Science* and *Management Science* Marketing Department. Professor Wilbur's research has won all three awards, including the long-term impact award twice.

Professor Wilbur has served as an associate editor for *Marketing Science* and the *Journal of Marketing Research*, as a Vice President for the ISMS Society for Marketing Science, as a rebuttal expert in *U.S. v. Google* (2024), and as a co-organizer of the [Workshop on Platform Analytics](#). His CV and all published papers are available at [Http://Kennethcwilbur.com](http://Kennethcwilbur.com).

