

Potentially competing interests since 2015.

Significant compensated engagements, defined as \$10k or more over a three-year period.

K. Wilbur has been an employee of the University of California, San Diego since 2013.

K. Wilbur serves on the Scientific Advisory Council of Lifesight since August 2026.
(non-exclusive)

K. Wilbur was retained by the Office of the Maryland Attorney General as an advertising expert and advisor between January 2025 and August 2025.

K. Wilbur was retained by the U.S. Department of Justice as a rebuttal expert between January 2024 and October 2024.

K. Wilbur's coauthored academic research was sponsored by the National Collaborative on Gun Violence Research in 2020.

K. Wilbur was paid by Elsevier from 2017-2019 for editorial service to *Information Economics and Policy*.

K. Wilbur consulted on *U.S. v. AT&T* in 2018-19.

K. Wilbur was compensated by Hausfeld, LLC, for expert work in a lawsuit in 2019.

K. Wilbur co-owned, managed and consulted to Profitable Insights, Inc., a consultancy that engaged with marketing research agencies, technology providers, and product manufacturers from 2015-2018.

K. Wilbur performed compensated services for the National University of Singapore in 2015 and 2016, including sponsored travel, teaching and external review of faculty.

Non-significant and uncompensated engagements

K. Wilbur participated in the Marketing Science Institute's Marketing Mix Model Initiative Committee since 2023.

K. Wilbur maintained an uncompensated research partnership with Gamban between 2024 and 2025. Gamban contributes data and qualitative information for academic research.

K. Wilbur maintained an uncompensated research partnership with the Advertising Research Foundation in 2024 related to the ARF Attention Measurement Validation Initiative.

K. Wilbur has maintained an uncompensated research partnership with Earnest Analytics since 2023. Earnest contributes data and qualitative information for academic research.

K. Wilbur assumed an uncompensated visiting faculty position at Northwestern University in 2022-24 and maintained an uncompensated research partnership with the IAB Tech Lab, DeepSee.io, Method Media Intelligence, Inc., and Adalytics Research LLC on the topic of invalid traffic detection from 2022-2024.

K. Wilbur has maintained an uncompensated research partnership with Fiverr since 2019. Fiverr contributed data and qualitative information for academic research.

K. Wilbur has maintained an uncompensated research partnership with TVision Insights since 2016. TVision contributed data and qualitative information to academic research.

K. Wilbur was an uncompensated advisor to the Digital Platforms Market Inquiry conducted by the U.K. Competition and Markets Authority in 2019-2020.

K. Wilbur maintained uncompensated research partnerships with Ace Metrix and iSpot.tv between 2014 and 2018. Ace Metrix and iSpot contributed data and qualitative information to academic research.

K. Wilbur makes uncompensated contributions to INFORMS, including reviewing and editing for journals such as *Marketing Science* and *Management Science*, and serving as Vice President for Electronic Communications of the INFORMS Society of Marketing Science (2022-2023).

K. Wilbur makes uncompensated contributions to the American Marketing Association, such as reviewing and editing for *Journal of Marketing*, *Journal of Marketing Research* and *Marketing Letters*.

K. Wilbur makes uncompensated contributions to the Advertising Research Foundation, including presenting academic research at conferences, serving on the ARF Board of Curators in 2016-2017, and serving on the editorial review board of *Journal of Advertising Research*.

K. Wilbur makes uncompensated contributions to the Marketing Science Institute, including attending conferences, maintaining a listing in the MSI Expert Directory, and publishing academic papers and webinars online.

K. Wilbur has given a series of uncompensated research presentations for universities, corporations, nonprofits and government agencies, including the American Marketing Association, Google, Indeed, Innovation Protocol, Kaiser Permanente, the Marketing Science Institute, the US Department of Justice and Walmart.

Other

K. Wilbur has co-organized the [Workshop on Platform Analytics](#) annually since 2023.

K. Wilbur holds no significant financial interests or controlling interests in individual stocks or private companies.

K. Wilbur holds investments in real estate and passively managed mutual funds.

Note: Exploratory conversations are not listed.