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# Curriculum Vitae: Garrett Paul Sonnier

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## I. PERSONAL DETAILS

Address: University of Texas, Austin  
McCombs School of Business  
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Austin, TX 78712

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## II. EDUCATION

2006: Ph.D. (Marketing), UCLA Anderson School of Management  
2003: Visiting Ph.D. student, University of Chicago, Graduate School of Business  
1997: M.E.M.<sup>1</sup> (Resource Economics and Policy), Duke University, Nicholas School  
of the Environment  
1995: B.S., cum laude (Agricultural Economics), Louisiana State University

## III. ACADEMIC APPOINTMENTS

2014-Current: ASSOCIATE PROFESSOR, ZALE CORPORATION CENTENNIAL  
FELLOW, University of Texas, Austin, McCombs School of Business

2006-2014: ASSISTANT PROFESSOR, University of Texas, Austin, McCombs School of  
Business

## IV. INDUSTRY EXPERIENCE

2000-2001: STRATEGIC PLANNING AND RESEARCH MANAGER, Toyota Motor  
Sales, USA Inc., Corporate Planning Division, Torrance CA  
Constructed models of consumer behavior, focusing on pricing, brand and  
customer loyalty issues. Managed demand forecast for electric and hybrid-  
electric vehicles in California.

1998-2000: STRATEGIC RESEARCH ASSOCIATE, Toyota Motor Sales, USA Inc.,  
Corporate Planning Division, Torrance, CA  
Instituted and managed Toyota's environmental image tracking survey; also  
responsible for primary data analysis. Managed market research clinics for Prius  
and Camry.

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<sup>1</sup> Master of Environmental Management

#### IV. INDUSTRY EXPERIENCE (continued)

- 1997-1998: JUNIOR RESOURCE SPECIALIST, Metropolitan Water District of Southern California, Planning and Resources Division, Los Angeles, CA  
Modeled the effects of uncertainty on the value of water transfers and water storage programs due to fluctuations in water supply, price, and other key variables.
- 1997: ECONOMIST, United States Department of Agriculture-Economic Research Service, Summer Internship Program, Washington, D.C.  
Conducted research on effect of water quality improvements on angler choice between recreation sites in Minnesota.

#### V. HONORS, AWARDS, GRANTS AND FELLOWSHIPS

- 2020: TEMBA Faculty Honor Roll for Teaching Excellence
- 2019: Nominee, Joe Beasley Award for MBA Teaching
- 2019: DEMBA Faculty Honor Roll for Teaching Excellence
- 2019: TEMBA Faculty Honor Roll for Teaching Excellence
- 2019: MSM Outstanding Faculty Award
- 2018: Nominee, Joe Beasley Award for MBA Teaching
- 2018: DEMBA Faculty Honor Roll for Teaching Excellence
- 2018: TEMBA Faculty Honor Roll for Teaching Excellence
- 2016: TEMBA Faculty Honor Roll for Teaching Excellence
- 2015: Zale Corporation Centennial Fellowship, McCombs School of Business
- 2014: McCombs Research Excellence Grant
- 2014: Wharton Customer Analytics Initiative Grant
- 2014: Winner, McCombs Teaching Award for Assistant Professors
- 2013: Finalist, Paul E. Green Award, *Journal of Marketing Research*
- 2013: Marketing Science Institute Young Scholar
- 2013: Nominee, McCombs Teaching Award for Assistant Professors
- 2013: McCombs Faculty Honor Roll for Teaching Excellence
- 2013: Delta Sigma Pi Outstanding Professor
- 2012: Invited Faculty, Sheth Foundation Doctoral Consortium
- 2012: Nominee, McCombs Research Award for Assistant Professors
- 2009: McCombs Faculty Honor Roll for Teaching Excellence
- 2008: McCombs Research Excellence Grant
- 2005: Fellow, Sheth Foundation Doctoral Consortium
- 2004: Fellow, University of Houston Doctoral Symposium
- 2001-2005: Ph.D. Degree Fellowship, Graduate Division, UCLA
- 2001-2004: Ph.D. Summer Fellowship, UCLA Anderson School of Management

## VI. RESEARCH

### VI.1 Research Interests

Product management, Pricing, Product and brand perceptions, Online media, Bayesian econometrics, Multivariate Bayesian statistics

### VI.2 Publications

Oliver Rutz and Garrett Sonnier (2019), “Generalized Regularization Models for Interaction Effects in High Dimensional Marketing Data” *Quantitative Marketing and Economics*, 17 (4) 415-437.

Oliver Rutz, Garrett Sonnier, and Michael Trusov (2017), “A New Approach to Copy Testing Paid Search Advertisements”, *Journal of Marketing Research*, 54(6), 885-900.

Garrett Sonnier (2014), “The Market-Level Valuation of Product Attribute Improvements Under One-to-One Price Personalization: Theory and Evidence” *International Journal of Research in Marketing*, 31(2), 168-177.

Oliver Rutz, Randy Bucklin, and Garrett Sonnier (2012), “A Latent Instrumental Variables Approach to Modeling Keyword Conversion in Paid Search Advertising” *Journal of Marketing Research*, 49(3), 306-319.

---finalist for the 2013 Paul E. Green award given to the JMR article published in 2012 that demonstrates the most potential to contribute significantly to the practice of marketing research

Leigh McAlister, Garrett Sonnier, and Tom Shively (2012), “The Relationship Between Online Communications and Firm Value” *Marketing Letters*, 23(1), 1-12.

Garrett Sonnier, Leigh McAlister and Oliver Rutz (2011), “A Dynamic Model of the Effect of Online Communications on Firm Sales” *Marketing Science* 30(4), 702-716.

Garrett Sonnier and Andrew Ainslie (2011), “Estimating the Value of Brand Image Associations: The Role of General and Specific Brand Image”, *Journal of Marketing Research* 48(3), 518-531.

Oliver Rutz and Garrett Sonnier (2011), “The Evolution of Internal Market Structure” *Marketing Science* 30(2), 274 - 289.

Garrett Sonnier, Andrew Ainslie and Thomas Otter (2007) “Heterogeneity Distributions of Willingness-to-Pay in Choice Models,” *Quantitative Marketing and Economics*, 5, 3, 313-331.

P. Lynn Kennedy and Garrett Sonnier (1998), “Economic Integration and International Agricultural Trade: The Case of Central and Eastern Europe”, *Journal of International Food and Agribusiness Marketing*, 9, 3, 57-72.

### **VI.3 Working Papers**

Garrett Sonnier and Oliver Rutz, “Advertising Spillover Effects and Product Line Extensions: The Role of Category Similarity and Innovation Type” (under first round review at *Journal of Marketing Research*)

Julie Irwin, Eline Jongmans, and Garrett Sonnier, “Eliciting Willingness to Pay for Environmental Product Attributes” (under first round review at *Marketing Letters*)

Garrett Sonnier, Oliver Rutz, and Adrian Ward, “How and Why Biased Beliefs Impact the Brand Evaluation Brand Belief Relationship” (preparing manuscript for second round review at *International Journal of Research in Marketing*)

Zhili Tian and Garrett Sonnier, “Optimally Balancing Marketing and R&D: Theory and Evidence from the U.S. Pharmaceutical Industry” (preparing manuscript for first round review at *Marketing Science*)

### **VI.4 Work in Progress**

Garrett Sonnier and Oliver Rutz, “Evaluating New Performance Metrics for Paid Search Advertising” (*data analysis in progress*)

Garrett Sonnier, Vithala Rao and Nita Umashankar, “Estimating Willingness to Pay from Conjoint Experiments under Consumer Price Signaling” (*data analysis and writing in progress*)

Kathy Li and Garrett Sonnier, “Statistical Inference for the Factor Model Approach to Estimate Causal Effects in Quasi-Experimental Data” (*data analysis and writing in progress*)

Andreas Kraft, Raghunath Rao, and Garrett Sonnier, “Estimating the Effects of Peer-to-Peer Platform Exit” (*data analysis and writing in progress*)

### **VI.5 Book Chapters**

Train, K. and Sonnier, G. (2005) “Mixed Logit with Bounded Distributions of Correlated Partworths”. Chapter 7, pages 117-134 in Scarpa R. and Alberini, A. (eds.). *Applications of simulation methods in environmental and resource economics*. Springer Publisher, Dordrecht, The Netherlands.

### **VI.6 Seminar Presentations**

“On the Prevalence and the Provenance of the General Dimension of Consumer Beliefs”  
University of California, Davis, Graduate School of Management, May 2015

“Investigating the Structure of Mindset Metrics”  
University of Virginia, Darden School of Business, Feb. 2013

“A Latent Instrumental Variables Approach to Modeling Keyword Conversion in Paid Search Advertising”  
University of Houston, Bauer School of Business, Oct. 2011

#### **VI.6 Seminar Presentations (continued)**

“The Relationship Between Online Communications and Firm Value”  
Yale University, School of Management, Mar. 2009

“Heterogeneity Distributions of Willingness-to-Pay in Choice Models”,  
Texas A&M University, Mays School of Business, Sept. 2005  
Cornell University, Johnson School of Management, Sept. 2005  
University of Rochester, Simon School of Management, Sept. 2005  
University of Texas, Austin, McCombs School of Business, Oct. 2005  
University of Texas, Dallas, School of Management, Oct. 2005  
University of Washington, Seattle, School of Business, Oct. 2005  
Rice University, Jones School of Management, Oct 2005  
Washington University, Olin School of Business, Nov. 2005  
University of Southern California, Marshall School of Business, Nov 2005

“Measuring the Value of Subjective Perceptions: A Bayesian Approach,”  
Ohio State University, Fisher School of Business, Jan. 2004

#### **VI.7 Conference Presentations**

Garrett Sonnier, Oliver Rutz, and Ying Zhang, “On the Prevalence and the Provenance of the General Dimension of Consumer Beliefs”

Theory and Practice of Marketing Conference, Georgia State University,  
June 2015.

Garrett Sonnier and Oliver Rutz, “A Variable Selection Model for Predicting Consumer Life Events”

Wharton Customer Analytics Initiative Conference, University of Pennsylvania,  
Mar. 2015

Garrett Sonnier, “Factor Models in Marketing and Statistics”

American Marketing Association Sheth Doctoral Consortium, University of  
Washington, June 2012

Garrett Sonnier, Leigh McAlister and Oliver Rutz, “A Dynamic Model of the Effect of Online Communications on Firm Sales”

Texas Marketing Colloquium, University of Texas, San Antonio, Mar. 2010

Oliver Rutz and Garrett Sonnier, “The Evolution of Internal Market Structure”

INFORMS Annual Meeting, Austin, TX, Nov. 2010

INFORMS Marketing Science Conference, University of Michigan, Jun. 2009

INFORMS Marketing Dynamics Conference, New York University, Aug. 2009

Garrett Sonnier and Andrew Ainslie, “An Integrated Latent Variable-Choice Model to Investigate the Value of Brand Image Associations”

INFORMS Marketing Science Conference, University of British Columbia, Jun. 2008

### **VI.7 Conference Presentations (continued)**

Garrett Sonnier, Pradeep Bhardwaj, and Yuxin Chen, “A Dynamic Discrete-Choice Demand Analysis with Brand Spillover”

INFORMS Marketing Science Conference, Emory University, Jun. 2005

Garrett Sonnier, Andrew Ainslie and Thomas Otter, “Measuring the Value of Subjective Perceptions: A Bayesian Approach”

INFORMS Marketing Science Conference, University of Maryland, Jun. 2003

XXII Annual Doctoral Symposium, University of Houston, Apr. 2004

Kenneth Train and Garrett Sonnier, “Measuring Consumer Preferences for Electric and Hybrid Electric Vehicles”

North American Conference, U.S. Association of Energy Economists, Philadelphia, PA, Sept. 2000

## **VII. TEACHING**

- 2006-2008: Marketing Management (MBA program), UT Austin
- 2009-2013: Marketing Policies (BBA program), UT Austin
- 2011-2013: Business and the Environment (MBA program), UT Austin
- 2014-present: Marketing Analytics (MSBA, MSM and Evening MBA programs), UT Austin
- 2014-present: Marketing Management (MBA and DEMBA programs), UT Austin

## **VIII. SERVICE**

### **VIII.1 Reviewing**

Editorial Review Board: *International Journal of Research in Marketing*

Ad-hoc reviewer for *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Journal of Marketing*, *International Journal of Research in Marketing*, and *Marketing Letters*

### **VIII.2 University Service**

Independent Inquiry Flag Committee, UT Austin, 2014-2017

University Co-op Board of Directors, UT Austin, 2015-2019

### **VIII.3 College Service**

Faculty Research Awards Committee, Spring 2019

MBA Program Committee, 2017-2019

McCombs CMO Search Committee, 2017

### **VIII.3 Departmental Service**

Recruiting Committee, Dept. of Marketing, UT Austin: 2014 (co-chair), 2017 (chair)

Executive Committee, Dept. of Marketing, UT Austin: 2007, 2011-2012, 2014-2015, 2019-present

### **VIII.3 Departmental Service (continued)**

Doctoral Advisory Committee, Dept. of Marketing, UT Austin: 2008-2011, 2014-2015

MBA Curriculum Committee, Dept. of Marketing, UT Austin: 2008

Research Seminar Coordinator, Dept. of Marketing, UT Austin: 2009

### **VIII.4 Dissertation Committees**

Committee Member, *Dae-Yong Ahn*, Dept. of Marketing, UT Austin: 2009 (first placement, University of Technology, Sydney)

Committee Member, *Richard Schaefer*, Dept. of Marketing, UT Austin: 2015 (first placement, Rutgers University)

Committee Member, *Sam Blazek*, Dept. of Information, Risk, and Operations Management, UT Austin: 2017 (first placement, U.S. Dept. of Defense)

Co-Chair (with Ty Henderson), *Lan Liang*, Dept. of Marketing, UT Austin: 2017 (first placement, Colorado University at Denver)

Committee Member, *Chang Yoo*, Dept. of Information, Risk, and Operations Management, UT Austin: 2019 (first placement, McGill University)

Committee Member, *Nandini Ramani*, Dept. of Marketing, UT Austin: 2019 (first placement, Texas A&M University)

Committee Member, *Xinying Hao*, Dept. of Marketing, UT Austin: 2019 (first placement, University of Arizona)

### **VIII.5 Doctoral Program Service**

First Year Ph.D. Paper Evaluation Committee, Dept. of Marketing, UT Austin: 2007, 2010

Ph.D. Qualifying Exam Committee, Dept. of Marketing: 2012 (chair), 2007, 2013 (member)

Third Year Ph.D. Paper Evaluation Committee, Dept. of Marketing, UT Austin: 2012