

# GEOFFREY M. POFAHL

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## EXPERIENCE

### **Clinical Assistant Professor** – *ASU, W.P. Carey School of Business*

Department of Information Systems

August 2021 - PRESENT

### **Vice President of Data Science** – *DemandTec by Acoustic*

April 2020 - August 2021

Led multi-national team of Data Scientists and Data Engineers in the development of retail price optimization solutions.

### **Principal Data Scientist** – *IBM*

October 2017 - April 2020

Coordinated internal tooling development plans with key stakeholders across the Watson Commerce SaaS portfolio

Empowered team members and led all data science efforts in support of usage analytics initiatives within the Watson-Design Research org.

### **Senior Data Scientist** – *IBM*

December 2014 - October 2017

Led all data science support for IBM Holiday Reporting for 3 consecutive years

Sole contributor of data science development for IBM's first ever consumer facing application – the **Watson Trend App** (<https://ibm.co/2hMT0o5>)

Led initial data science development efforts in support of Commerce Insights – Anomaly Detection

Identified, cleaned and prepped e-commerce data for a high-impact display at the Watson Experience Center in San Francisco (<https://vimeo.com/209678884>)

### **Principal Data Scientist** – *Revionics*

May 2014 - December 2014

Improved algorithms and overall modeling framework in support of retail store/zone clustering service. Upgraded science documentation and presentation materials.

Coordinated and led cross-company data science consulting engagements focused on solution setup, tuning and subsequent impact assessment

### **Senior Data Scientist – Revionics**

March 2011 - May 2014

Led development of new science services in support of sales and product implementation teams.

### **Assistant Professor – ASU, W.P. Carey School of Business**

August 2008 - March 2011

Created a successful teaching and research program focused on the application of quantitative methods to the field of retail management. (see course details below)

Secured \$799,904 in research funding for 4 projects (see details below)

### **Data Science Consultant – Nielsen – Perishables Group**

March 2009 - February 2011

Assisted in the design, development and implementation of PG's price and promotion optimization service.

### **Assistant Professor – Michigan State University – Department of Advertising, Public Relations & Retailing**

August 2006 - August 2008

Enhanced MSU's Retailing and Food Industry Management programs by introducing new coursework covering the use of retail analytics to guide business decisions.

Worked closely with leading retailers (e.g. Target) and software providers to help expose students to important data issues and analysis tools.

Secured in-kind donation of retail analytics software for use by MSU undergraduates - valued at approximately \$1 million.

## **EDUCATION**

### **Texas A&M University, College Station — Ph.D.**

August 2002 - June 2006

Agricultural & Applied Economics - major emphasis on **applied econometrics** and **demand modeling**

**Dissertation: Essays on Horizontal Merger Simulation: The Curse of Dimensionality, Retail Price Discrimination, and Supply Channel Stage-Games**

### **University of Utah, Salt Lake City — B.S.**

May 2001

Major: Economics

### **Completed Certificates**

2019 - Google Cloud Platform Big Data and Machine Learning Fundamentals  
- Coursera

2018 – Scrapy: Powerful Web Scraping & Crawling with Python – Udemy  
2018 – Interactive Python Dashboards with Plotly and Dash – Udemy  
2016 – HTML, CSS and JavaScript – The Hong Kong University of Science and Technology (via Coursera)

## TEACHING EXPERIENCE

### Arizona State University

Risk Management and Insurance (BUS 434) – Fall 2017 (Adjunct)

Applied Econometrics (AGB 561) – Fall Semester 2008–2010, mean evaluation: 6.7/7.0

Advanced Agribusiness Marketing (AGB 528) – Fall Semester 2009–2010, mean evaluation: 6.7/7.0

Food Retailing (AGB 445) – Spring 2010, 6.6/7.0

Retail Management (MKT 424) – Spring 2009, 4.7/5.0

Principles of Microeconomics (ECN 212) – Fall 2008/Spring 2009, mean evaluation: 4.7/5.0

### Michigan State University

Retail Information Analysis, 3 semesters (2006–2008), mean evaluation: 4.2/5.0

### Texas A&M University

Introduction to Agricultural Economics, Summer 2005, 4.4/5

## PUBLICATIONS

1. Richards, Timothy J., Miguel I. Gomez, and **Geoffrey M. Pofahl** (2012) “A Multiple Discrete/Continuous Model of Price Promotions.” *Journal of Retailing*, Vol. 88, pp. 206–225
2. Richards, Timothy J., and **Geoffrey M. Pofahl** (2010) “Pricing Power by Supermarket Retailers: A Ghost in the Machine?” *Choices*, Vol. 25, pp. 93–10
3. Richards, Timothy J., and **Geoffrey M. Pofahl** (2009) “Commodity Prices and Food Inflation.” *American Journal of Agricultural Economics*, Vol. 91, pp. 1450–1455
4. **Pofahl, Geoffrey M.** (2009) “Merger Simulation in the Presence of Large Choice Sets and Consumer Stockpiling.” *Review of Industrial Organization*, Vol. 34, pp. 245–266
5. **Pofahl, Geoffrey M.**, and Timothy J. Richards (2009) “Valuation of New Products in

Attribute Space.” American Journal of Agricultural Economics, Vol. 91, pp. 402-415

6. **Pofahl, Geoffrey M.**, Oral Capps, Jr., and H. Alan Love (2006), ‘Retail Zone Pricing and Simulated Price Effects of Upstream Mergers.’ International Journal of the Economics of Business, Vol. 13, pp. 195-215

## **PATENTS**

1. Systems and Methods for Analytics Based Pricing Optimization With Competitive Influence Effects (us 20170116653) - 2016

## **RESEARCH GRANTS**

Total funds received: \$799,904

1. “**Measuring Cross-Category Spillover Effects of Private Label Branding in U.S. Supermarket Retailing**” (Geoffrey Pofahl and Timothy J. Richards). Agricultural and Food Research Initiative, USDA, 2010: **\$410,575 (funded)**
2. “**Equilibrium Price and Design of New Products in a Social Network**” (Richards, Hamilton and Pofahl). USDA-CSREES, 10/1/09-9/30/11: **\$239,932 (funded)**
3. “**Valuation of New Products in the Face of Consumer Income Disparity**” (Pofahl, Richards and Tonsor). Cooperative Agreement with Economic Research Services, USDA, 2008-2009: **\$99,971 (funded)**
4. “**What is a Cookie Worth? Arbitrage Pricing and the Value of New Products: An Attribute-Space Approach**” (Pofahl, Capps and Richards). National Research Initiative, Markets and Trade Program (CSREES-USDA) 2007: **\$141,105 (not funded)**
5. “**Commodity Inflation, Food Prices, and Marketing Margins**” (Richards and Pofahl). Cooperative Agreement with Economic Research Services, USDA: **\$49,426 (funded)**

## **AWARDS**

1. **New Technology of the Year Award - IBM Watson Trend App**: Awarded by the Digital Analytics Association. Sole data science contributor for this award-winning application
2. **Founder's Honor: Awarded by Jeff Smith - Founder of Revionics**: In recognition of key contributions to Revionic's science services development and subsequent customer engagements
3. **Doctoral Dissertation of the Year: Southern Agricultural Economics Association**

## **UNIVERSITY/DEPARTMENTAL SERVICE**

### **Arizona State University**

Presenter, ASU “Future Freshman” recruiting event, Carlsbad, CA, February, 2009

Morrison School of Agribusiness & Resource Management

Member, Graduate Committee, May 2009 - March 2011

**Member**, Curriculum Committee, August 2008 – March 2011

**Member**, Standards Committee, August 2008 – May 2009

**Member**, Thesis Committee for Jed Sampson. MS Thesis Title: “The Value of Gluten-Free Attributes in Snack Foods” defended November 2010

**Member**, Thesis Committee for Ya-Hui Kuo. MS Thesis Title: “U.S. Cotton Subsidies”

**Member**, Thesis Committee for William Allender. MS Thesis Title: “Brand Loyalty and Equilibrium Promotion Strategies” defended July 2009

## **Michigan State University**

Department of Agricultural, Food, and Resource Economics

**Member**, Outstanding PhD Thesis Selection Committee, Spring 2008

**Member**, Markets and Prices Field Exam Committee, Summer 2007

**Member**, Outstanding MS Thesis Committee, Spring 2007

**Member**, Faculty Search Committee, Fall 2006–Spring 2007

**Member**, Thesis Committee for Marcus Coleman. MS Thesis Title: “Carbonated Soft Drink Demand: Are New Product Introduction Strategies a Viable Approach to Industry Longevity?” defended November 2008

Department of Advertising, Public Relations, and Retailing

**Member**, Annual Peer Evaluation Committee, Spring 2008

**Member**, Faculty Search Committee, Spring 2007

## **Texas A&M University**

Department of Agricultural Economics

**Member**, Department Chair Search Committee, Summer 2005–Summer 2006

## PROFESSIONAL SERVICE

Member, Board of Directors: Food Distribution Research Society, October 2010 – March 2011

Ad Hoc Reviewer (2005–2011)

Marketing Science (1)

American Journal of Agricultural Economics (5)

Economic Research Services (1)

Journal of Agricultural and Resource Economics (2)

USDA, Small Business Innovation Research Program (1)

Choices, the magazine of food, farm, and resource issues (1)

## PRESENTATIONS

- 1) “How Data Science is Driving Insights to Actions” IBM, Amplify 2017
- 2) “The Science of Search + Basic NLP” IBM Commerce – Love to Learn Session, March, 2017
- 3) “Data Science Without Makeup” IBM Think Session, Moscow, Russia, October, 2016
- 4) “Taking Advantage of Next Generation Pricing Science From IBM” IBM Commerce Learning Academy, Dublin, Ireland, October, 2015
- 5) “Supporting Tomorrow’s Data-Hungry Business-Facing Cloud Applications” IBM Commerce Learning Academy, Dublin, Ireland, October, 2015
- 6) “The Science Behind Retail Demand Cannibalization” Revionics Customer Forum, Austin, TX, 2014
- 7) “Valuation of New Products in the Face of Consumer Income Disparity” *Economic Research Services, USDA, Washington D.C., October 28, 2010*
- 8) “A Multiple Discrete/Continuous Model of Price Promotion” *Special Symposium: Setting the Agenda for Food Marketing and Economics Research, Annual Conference of the Food Distribution Research Society, SanDestin, Florida, October 19, 2010*
- 9) “Optimal Pricing and Line-Length Decisions Within the Context of Horizontal Mergers,” *Selected Paper Presentation, Annual Conference of the Agricultural and Applied Economics Association, Denver, Colorado, July 25, 2010*
- 10) “Strategic Brand Pricing: Measuring the Effects of Attribute Variety and Product Line-Length” *Invited Paper Session, INFORMS – Marketing Science Conference, Cologne, Germany, June 17, 2010*
- 11) “Valuation of New Products in the Face of Consumer Income Disparity” *The 8<sup>th</sup> INRA-IDEI Conference Industrial Organization and the Food Processing Industry, Toulouse School of Economics, Toulouse, France. June 11, 2010*

- 12) "Strategic Brand Pricing: Measuring the Effects of Attribute Variety and Product Line-Length" *Selected Paper Presentation, Annual Conference of the Agricultural and Applied Economics Association, Milwaukee, Wisconsin, July 25, 2009*
- 13) "Valuation of New Products in the Face of Consumer Income Disparity" *Selected Paper Presentation, Annual Conference of the Agricultural and Applied Economics Association, Milwaukee, Wisconsin, July 25, 2009*
- 14) "A Multiple Discrete/Continuous Model of Price Promotion" *Invited Paper Session, INFORMS – Marketing Science Conference, Ann Arbor, Michigan, June 16, 2009*
- 15) "Food Retailing Education at ASU: What Students are Learning and How Industry Can Help." *Invited Speaker, Board of Directors Meeting, Arizona Food Marketing Alliance. Phoenix, Arizona, May 2009*
- 16) "Issues in Product Innovation and Agribusiness Management." *Invited Speaker, Agribusiness Workshop, Current Issues in Agribusiness, Tecnologico de Monterrey, Culiacan, Sinaloa, Mexico, April 2009*
- 17) "Issues in Food Innovation and Retail Marketing." *Invited Speaker, Agricultural Marketing Channels, Morrison School of Management & Agribusiness, January 2009*
- 18) "What is a Beverage Worth? Arbitrage Pricing and the Value of New Products: An Attribute-based Approach" *Selected Paper Presentation, Annual Conference of the Agricultural and Applied Economics Association, Orlando, Florida, July 25, 2008*
- 19) "*Valuation of New Products in Attribute Space.*" *Invited Seminar, Department of Agricultural, Food, and Resource Economics, Michigan State University, February 21, 2008*
- 20) "*Supply-Channel Stage-Games and Horizontal Mergers in the Orange Juice Industry.*" *Invited Seminar, Department of Advertising, Public Relations, & Retailing, Michigan State University. January 18, 2008*
- 21) "*Valuation of New Products in Attribute Space.*" *Invited Seminar, Department of Agricultural & Applied Economics, Texas Tech University, September 20, 2007*
- 22) "*Valuation of New Products in Attribute Space.*" *Invited Seminar, Department of Agricultural & Applied Economics, University of Georgia, August 10, 2007*
- 23) "*Valuation of New Products in Attribute Space.*" *Invited Seminar, Department of Advertising, Public Relations, and Retailing, Michigan State University, February 23, 2007*
- 24) "Supply-Channel Stage Games and Horizontal Mergers in the Orange Juice Industry" *Selected Paper Presentation, Annual Conference of the Agricultural and Applied Economics Association, Portland, Oregon, July 25, 2007*
- 25) "Demand for Non-Alcoholic Beverages: Evidence from the A.C. Nielsen Homescan Panel," *Selected Paper Presentation, Annual Conference of the Agricultural and Applied Economics Association, Providence, Rhode Island, July 25, 2005*