

GIJS OVERGOOR

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ACADEMIC POSITIONS

Southern Methodist University *2024 - present*
Assistant Professor of Marketing

Rochester Institute of Technology *2021 - 2023*
Assistant Professor of Marketing

North Carolina State University *2017 - 2021*
Visiting Scholar

EDUCATION

University of Amsterdam *2017 - 2021*
PhD Marketing - Co-Chairs: Willemijn van Dolen and Bill Rand
Dissertation: *Visual Analytics and Artificial Intelligence for Marketing*

University of Amsterdam *2016*
MS, Econometrics - Specialization: Big Data in Business Analytics

University of Amsterdam *2015*
BS, Econometrics and Operations Research

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, **G. Overgoor**, H.H. Lee, Z. Han, “Shades of Representation: Auto-Detection and Perception of skin-tone diversity in Visual Marketing Communication”

G. Overgoor, G. Yildirim, Y. Bart, K. Pauwels, “From Representation to Reception: Evaluating the Impact of Diversity in TV Advertising on Consumer Purchase Intentions”

G. Overgoor, Y. Bart, K. Pauwels, “Ad-vancing Diversity: A Longitudinal Analysis of Black Actor Representation in Television Advertisements”

SELECTED WORK IN PROGRESS

“Understanding TV Advertising Effectiveness” - with S. Knight, Y. Bart

“Real-Time Fake Review Detection” - with S. He, B. Hollenbeck, D. Proserpio, A. Tosyali

“Unsupervised Clustering for User Generated Imagery and Text in Online Reviews” - with W. Rand

PEER-REVIEWED CONFERENCE PROCEEDINGS

G. Overgoor, M. Mazloom, R. Rietveld, M. Worring, and W. Van Dolen (2017), “A Spatio-Temporal Category Representation for Brand Popularity Prediction”, *in Proceedings of the ACM International Conference on Multimedia Retrieval, Bucharest, Romania*

INVITED TALKS

2023: Southern Methodist University, NC State Business Analytics Initiative Roundtable, SUNY Geneseo Marketing Seminar

2022: George Washington University, Northeastern University, EMAC Annual Conference - Special Session for the Doctoral Dissertation Competition

2020: University of Texas - El Paso, Rochester Institute of Technology

2019: Teradata Universe

2018: Teradata Analytics Universe

CONFERENCE PRESENTATIONS

2023: Marketing Science DEI conference, Marketing Dynamics

2022: EMAC Annual Conference, Statistical Challenges in E-Commerce Research

2021: Marketing Science Conference, AMA summer conference

2020: Hawaii International Conference on System Sciences, Marketing Science, Summer AMA

2019: AMA winter conference, Winter Conference on Business Analytics, Theory and Practice in Marketing, EMAC annual conference, Statistical Challenges in E-Commerce Research, Marketing Science

2018: AMA winter conference, Statistical Challenges in E-Commerce Research

2017: ICT Open, International Conference on Multimedia Retrieval

TEACHING

Rochester Institute of Technology

- **Social Media Marketing (undergraduate):** Fall 2021, Spring 2022, Fall 2022, Spring 2023
Most recent instructor rating: 4.70/5.00 (university avg. 4.21/5.00)
- **Marketing Analytics (undergraduate)** Fall 2021, Fall 2022, Spring 2023
Most recent instructor rating: 4.75/5.00

- **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 Influencer

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

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