

# WAYNE TAYLOR

Cox School of Business  
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## Employment

- Cox School of Business, Southern Methodist University
  - Assistant Professor of Marketing, August 2017-present

## Education

- Doctor of Philosophy (PhD: Management), 2012-17, Anderson School of Management, UCLA
- Bachelor of Science (BS: Hotel Administration), 2005-09, Cornell University

## Research Interests

- Customer analytics, customer relationship management, loyalty programs, Bayesian methods

## Working Papers

1. “Incorporating Experience Quality Data into CRM Models: The Impact of Gambler Outcomes on Casino Return Times,” with Anand Bodapati (2016)
2. “Leveraging Limited Loyalty Programs Using Competitor Based Targeting,” with Brett Hollenbeck

## Work in Progress

3. “Measuring Partner Contribution in a Coalition Loyalty Program,” with Xiaojing Dong

## Invited Presentations

- Advanced Research Techniques Forum, Brigham Young University, 2019
- University of Texas, Austin, 2018
- Marketing Dynamics, Southern Methodist University, 2018
- Marketing Science, Temple University, 2018
- Advanced Research Techniques Forum, Ohio State University, 2018
- Theory and Practice in Marketing, UCLA, 2018
- University of California, San Diego, 2017
- University of Texas, Dallas, 2016
- Santa Clara University, 2016
- Southern Methodist University, 2016
- University of Georgia, 2016

## Teaching

- SMU Cox School of Business

- Applied Predictive Analytics I (MS in Management core)
- Managerial Statistics (MBA and MS in Management core)
- Database Marketing (MS in Business Analytics elective)
- UCLA Anderson School of Management
  - Teaching Assistant for Regression (MFE core)
  - Teaching Assistant for Marketing Strategy and Planning (MBA and FEMBA core)

### Software

- *bayesm* – Bayesian inference for marketing and micro-econometrics. Contributed to development of version 3.0-0, the first version to extensively integrate c++ into the design.
- Shiny Apps – Apps to assist with teaching introductory statistics.
  - <https://wjtaylor.shinyapps.io/VisualizingLinearRegression/>
  - <https://wjtaylor.shinyapps.io/ConfidenceIntervals/>
  - <https://wjtaylor.shinyapps.io/HypothesisTesting/>

### Industry Experience

- Las Vegas Sands, Las Vegas, Nevada, Senior Manager of Casino Marketing Analytics, June 2009-August 2012
- Marriott International, Bethesda, Maryland, Revenue Management Intern, Summer 2008
- Trump Entertainment Resorts, Atlantic City, New Jersey, Revenue Management Intern, Summer 2007