

James W. Sawhill
Curriculum Vitae
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EDUCATION

2009 (expected) Ph.D. Business Administration, Marketing
University of California, Berkeley
Berkeley, CA

1989 S.M. Management (MBA)
Massachusetts Institute of Technology
Cambridge, MA

1984 B.A. Economics
George Washington University
Washington, DC

AREAS OF RESEARCH INTEREST

Structural Models of Individual Choice and Firm Interactions
Marketing and Public Policy
Behavioral Economics
Consumer Choice Models

Dissertation

*“Are Capital and Operating Costs Weighted Equally in Durable Goods Purchases?
Evidence from the US Automobile Market”*
(Available at <http://faculty.haas.berkeley.edu/sawhill/>)

This paper explores whether consumers behave as if they are optimally trading off capital and operating costs when purchasing a durable good. It answers this question by developing a choice model for the US Automobile industry. The model includes forward looking consumer behavior with respect to gasoline prices which accounts for uncertainty in future operating costs. By applying this research to the critical automotive and energy sectors, this research provides insight into the important public policy issue of how the US can curb gasoline consumption.

Based on the results of the model, we find no evidence to support theories that consumers systematically underweight the cost of future events in real market settings. However, we find significant evidence that large portions of the population are not making the trade-off optimally. Conservatively, at least 30% of the population is either drastically underweighting or overweighting operating costs when purchasing a new car.

“Inferring the Preferences of Others – A Model of Cat Food Flavor Choice” (Work in Progress)

In 2006, Americans spent \$41 Billion on their pets more than movies, recorded music, and video games combined. Yet, unlike these other categories, it is impossible, due to communication barriers, for the consumer to discern precisely the true preferences of the end user – the pet. The purpose of this paper is to develop a model for how consumers make decisions for end-users such as pets and babies with whom they cannot communicate.

I hypothesize that consumers adopt one of two modes of shopping for an other with whom they cannot communicate. Consumers can either project their own preferences onto the other or attempt to learn the other’s preferences by observing the other’s consumption experience. I develop a model for flavor choice in the cat food category which nests the two shopping modes and estimates the probability that an individual consumer operates in each mode. I find that there is significant heterogeneity across consumers in the mode they choose. Moreover, I find that the bi-modal model outperforms, in terms of flavor choice, specifications in which the consumer’s processing mode is not explicitly modeled.

HONORS AND FELLOWSHIPS

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| 2008 | AMA Doctoral Consortium Sheth Fellow,
University of Missouri |
| 2007-2008 | Earl F. Cheit Most Outstanding Graduate Student Instructor Award,
Haas School of Business, University of California, Berkeley |
| 2007-2008 | Outstanding Graduate Student Instructor Award,
University of California, Berkeley |
| 2007 | Theory Rich Marketing Models Workshop Student Fellow,
Duke University Fuqua School of Business |
| 2006 | Quantitative Marketing and Economics Conference Student Fellow
Stanford Business School |
| 2006-2008 | Summer Institute in Competitive Strategy Student Fellow,
University of California, Berkeley |
| 1989 | Miriam Sherburne Prize for Academic Excellence,
Massachusetts Institute of Technology |
| 1984 | Special Honors for Undergraduate Research in Economics,
George Washington University |

TEACHING EXPERIENCE

Teaching Assistant, Intermediate Macroeconomics (Undergraduate Core),
Haas School of Business, University of California, Berkeley (Spring 2008)

Case Instructor Marketing (Undergraduate Core)
Haas School of Business, University of California, Berkeley (Fall 2006, Fall and Spring 2007)

Teaching Assistant Financial Accounting (MBA Core),
Massachusetts Institute of Technology (Fall 1988)

OTHER ACADEMIC EXPERIENCE

Ad Hoc Reviewer Marketing Science

PROFESSIONAL MANAGEMENT EXPERIENCE

East Bay Chess
Berkeley, CA
2002-2005 Founder and Managing Director

Wells Fargo Bank
San Francisco, CA
1998-2001 Senior Vice President and Director of Marketing and Sales Strategy
1992-1998 Vice President with management experience in marketing, information technology,
and strategic planning

Booz, Allen and Hamilton
San Francisco, CA and New York, NY
1991-1992 Senior Associate Financial Services and Energy Practices
1989-1991 Associate

Energy Management Associates
Atlanta, GA
1985-1987 Senior Consultant providing engineering and economic consulting to US Electric
Utility Industry
1984-1985 Consultant

SERVICE

2006-2007 Marketing Group Peer Advisor, UC Berkeley Ph.D. Association
2007 Chair Cheit Teaching Award Committee (PhD Program)

GRADUATE COURSE-WORK (doctoral level)

Econometrics:

Statistics/Econometric Theory I (Michael Janson, James Powell)

Statistics/Econometric Theory II (James Powell, Richard Smith)

Advanced Econometric Theory – Cross Section (James Powell, Paul Ruud)

Advanced Econometric Theory – Time Series (Michael Janson, James Powell)

Industrial Organization:

Theory of Industrial Organization (Richard Gilbert)

Empirical Methods in IO (Lanier Benkart)

Microeconomic Theory:

Economic Theory I (Steven Goldman, Robert Anderson)

Economic Theory II (Miguel Villas-Boas)

Other Economics Courses:

Math Tools for Economics (Robert Anderson, Paul Ruud)

Behavioral Economics (Matthew Rabin)

Macroeconomic Theory I (George Akerlof, David Romer)

Marketing Theory:

Choice Models (Hai Che)

Marketing Strategy (Miguel Villas-Boas)

Consumer Behavior (Barbara Mellers, Priya Raghubir, Eduardo Andrade)

Special Topics in Marketing Strategy (Ganesh Iyer)

Psychology:

Social Psychology (Serena Chen)

REFERENCES

J.Miguel Villas-Boas J. Gary Shansby Professor of Marketing Strategy
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George Akerlof, Daniel E. Koshland Distinguished Professor of Economics
Phone: 510-642-5837, Email akerlof@econ.berkeley.edu

Ganesh Iyer, Edgar F. Kaiser Professor of Business Administration
Phone: 510-643-4328, Email giyer@haas.berkeley.edu

James Powell, Professor of Economics
Phone: 510-643-1709, Email powell@econ.berkeley.edu

James Wilcox, Kruttschnitt Family Professor of Financial Institutions
Phone: 510-642-2455, Email jwilcox@haas.berkeley.edu