

# **Spiegel Program in Interactive Marketing Tuck School of Business, Dartmouth College**

## **Post Doctoral Position in Database/Interactive Marketing**

### **Overview**

The Spiegel Program in Interactive Marketing is seeking applications for a post doctoral position in database/interactive marketing. This position is ideal for a scholar with a recent Ph.D. in Statistics, Computer Science, or Economics, who is interested in pursuing an academic career in business, specifically marketing. The post doc will work on research projects related to the growing and exciting field of database marketing / interactive marketing. Topics might include: Internet marketing, customer acquisition strategies, customer churn management, customer lifetime value, loyalty programs, personalization and customization, cross-selling methods, optimal contact models, social networks, and multichannel customer management.

The Tuck School at Dartmouth College is one of the world's leading business schools, regularly ranked in the top ten in various polls. Located in bucolic Hanover, New Hampshire, it combines an attractive living environment with a professional culture intent on producing cutting edge research. Please see the Tuck website, <http://www.tuck.dartmouth.edu/>, for further information.

### **Selection Criteria**

#### *Required:*

- Ph.D. in Statistics, Computer Science, or Economics as of July, 2010.
- Expertise in quantitative techniques relevant to database / interactive marketing.
- Interest in pursuing an academic career in marketing.

#### *Helpful but not required:*

- Prior experience in topics related to database / interactive marketing.
- Access to data suitable for database marketing / interactive marketing projects.
- Ideas for particular projects of interest.

### **Duration of Appointment and Compensation**

The appointment begins July 1, 2010, and runs for at least one year but no more than two years. The annual salary is \$65,000, plus a research budget and fringe benefits including health care.

### **Faculty Mentor**

The faculty mentor for this position is Scott A. Neslin, Albert Wesley Frey Professor of Marketing at the Tuck School. Professor Neslin is a specialist in database marketing / interactive marketing. He is co-author of the book, *Database Marketing: Analyzing and Managing Customers* (2008, Springer). He has published several papers in this area and is a member of the editorial boards of the leading journals in marketing. His website can be accessed at <http://www.tuck.dartmouth.edu/> ("Faculty and Research").

### **Application Process**

Please send a letter articulating your qualifications and interest in this position, along with your CV, to [Carol.Millay@Dartmouth.Edu](mailto:Carol.Millay@Dartmouth.Edu), using "Application for Spiegel Post-Doc" as the subject heading. The goal is to finalize the appointment by May 15, 2010 or earlier.