JAMES BRAND

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SUMMARY

I am an economist and researcher who specializes in demand modeling and estimation, causal inference, industrial organization, and structural econometrics. My internal work brings theoretical frameworks and empirical tools from economics to solve real business problems. I work with Azure on questions relating to pricing and market design, and with many other business planning teams on questions that center around choice modeling, price perception, and price elasticity estimation.

EMPLOYMENT

Senior Researcher, Microsoft   July 2021- Present

- Designed experiments to assess customer price sensitivity and perception
- Co-managed, maintained, and improved pricing algorithms for cloud computing products
- Building new measurement tools and processes for evaluating pricing experiments and promotions at scale for large organizations

WORKING PAPERS

"Using GPT for Market Research, " with Ayelet Israeli (HBS) and Donald Ngwe (Microsoft)

"Differences in Differentiation: Rising Variety and Markups in Retail"

"Estimating Markups Under Imperfect Competition" *(Revision requested, Journal of Econometrics)*

"Approximation-Free Estimation of Preferences and Consideration with Many Products," with Mert Demirer (MIT Sloan) (in progress)

GRADUATE EDUCATION

Ph.D, Economics, Univeristy of Texas at Austin	2021
M.A., Economics, Johns Hopkins University	2017
M.A., Economics, University of Texas at Austin	2015

SOFTWARE

Languages:	Julia, R, Stata, Python, Matlab
Packages/Commands:	FRAC.jl: Approximate market-level mixed-logit demand estimation (Julia)
	NPDemand.jl: Nonparametric market-level demand estimation (Julia)

SELECTED INVITED ACADEMIC TALKS

Zalando, International Finance Corporation (IFC), Luohan Academy, IFC Conference on Competition, Bureau of Labor Statistics, National Bureau of Economic Research IO Spring Meeting 2022, UT San Antonio, NYU IO, Federal Trade Commission