

THALES S. TEIXEIRA

5667 Linda Rosa Ave
La Jolla, CA 92037

Mobile: (920) 912-6796
thales@decoupling.co
tteixeira@ucsd.edu

APPOINTMENTS

- 2024- Professor of Practice, Marketing Department, Rady School of Business, University of California at San Diego.
- 2020-2023 Visiting Associate Professor, Marketing Department, Rady School of Business, University of California at San Diego.
- 2015-2019 Lumry Family Associate Professor of Business Administration, Marketing Unit, Harvard Business School.
- 2009-2014 Assistant Professor of Business Administration, Marketing Unit, Harvard Business School.

EDUCATION

- PhD in Marketing at the Ross School of Business, University of Michigan advised by Profs. Michel Wedel and Anocha Aribarg, 2004 to 2009. Dissertation title: Television and Internet commercials avoidance. Other committee members: Peter Lenk, Yves Atchade and Anirban Mukhopadhyay.
- Masters in Science, Statistics, from the University of São Paulo, Brazil; Thesis: Optimum Number of Stochastic Clusters, 2001 to 2003.
- Bachelors in Business Administration from the School of Business and Economics of the University of São Paulo, Brazil, 1997 to 2000.

PEER-REVIEWED PUBLICATIONS

- Ngwe, Donald, Kris Ferreira and Thales Teixeira. 2019. "The Impact of Increasing Search Frictions on Online Shopping Behavior: Evidence from a Field Experiment." *Journal of Marketing Research*, 56(6), 944-959.
- X. Liu, W. Shi, T. Teixeira, M. Wedel. 2018 Marketing Video Content: The Making of Clips. *Journal of Marketing*, 2018, 82(4), 86-101 (Winner of the 2019 MSI/Paul Root best paper Award; Winner of the 2020 Don Lehmann best thesis paper award).
- Teixeira, T., J. Liaukonyte and K. Wilbur. 2015. "Television Advertising and Online Shopping" *Marketing Science* 34(3), 311-330.
- Teixeira, T., R. Picard, R. el Kaliouby 2014. "Why, When and How Much to Entertain Consumers in Advertisements? A Web-based Facial Tracking Field Study" *Marketing Science* 33(6), 809-827.

- Teixeira, T. and H. Stipp. 2013. "Optimizing the Amount of Entertainment in Advertising" *Journal of Advertising Research* 53(3), 286-296.
- Teixeira, T., M. Wedel, R. Pieters. 2012. "Emotion-induced Engagement to Internet Video Ads" *Journal of Marketing Research* 49(2), 144-159.
- Teixeira, T., M. Wedel, R. Pieters. 2010. "Moment-to-moment Optimal Branding in TV Commercials: Preventing Avoidance by Pulsing" *Marketing Science* 29(5), 783-804.

OTHER PUBLICATIONS

- Natarajan, Shekar and Thales S. Teixeira (2022). "How American Eagle Reinvented Its Fulfillment Strategy." *Harvard Business Review* (November 2022).
- Teixeira, Thales S. "Designing A Customer Value-Centric Growth Strategy." *European Business Review* (May 2021): 17–24.
- Teixeira, Thales S. 2020. "A Survival Guide for Startups in the Era of Tech Giants." *Harvard Business Review* (February 2020), available at <https://hbr.org/2020/02/a-survival-guide-for-startups-in-the-era-of-tech-giants>.
- Teixeira, Thales S., R. Mendes. 2019. "How to Improve Your Company's Net Promoter Score." *Harvard Business Review* (October 2019), available at <https://hbr.org/2019/10/how-to-improve-your-companys-net-promoter-score>.
- Teixeira, Thales S. 2019. "Disruption Starts with Unhappy Customers, Not Technology." *Harvard Business Review* (June 2019), available at <https://hbr.org/2019/06/disruption-starts-with-unhappy-customers-not-technology>.
- Teixeira, Thales "Disrupting the Single-Use Plastic Economy." *Scientific American* (April 2019).
- Teixeira, Thales "Opinion: New generation of startups threaten blue-chips like CVS and UnitedHealth." *MarketWatch* (Published: March 26, 2019), available at <https://www.marketwatch.com/story/new-generation-of-startups-threaten-blue-chips-like-cvs-and-unitedhealth-2019-03-25>.
- Sun, W., Li, Y., Sheopuri, A. and Teixeira, T., 2018, April. Computational Creative Advertisements. In Companion *Proceedings of The Web Conference 2018* (pp. 1155-1162).
- Teixeira, Thales S. 2018. "Case Study: Should a Direct-to-Consumer Company Start Selling on Amazon?" *Harvard Business Review* (December 2018), available at <https://hbr.org/2018/12/case-study-should-a-direct-to-consumer-company-start-selling-on-amazon>
- Teixeira, Thales S., and Peter Jamieson. "The Decoupling Effect of Digital Disruptors." *European Business Review* (July–August 2016): 17–24.
- Teixeira, Thales S., and Sunil Gupta. "Case Study: Can Retailers Win Back Shoppers Who Browse then Buy Online?" *Harvard Business Review* 93, no. 9 (September 2015).
- Teixeira, Thales S., and Peter Jamieson. "The Decoupling Effect of Digital Disruptors." *CEIBS Business Review* (March 2015), 38–43.
- Teixeira, T. S. "From TV to Web: Content Strategies for Ads That Drive Online Sales." *IESE Insight*, no. 23 (Fourth Quarter, 2014): 54–61.
- Teixeira, T. 2013. "How to Profit from 'Lean Advertising'." *Harvard Business Review* 91(6), 23-25.
- Teixeira, T. 2012. "The New Science of Viral Ads." *Harvard Business Review* 90(3), 25-27.

- Teixeira, T. S., M. Wedel, and R. Pieters. 2012. "To Zap or Not to Zap: How to Insert the Brand in TV Commercials to Minimize Avoidance." *Marketing Intelligence Review* 4(1) 14-23.

BOOKS AND CHAPTERS

- Teixeira, Thales, Leandro Guissoni and Frederico Trajano. 2019. "An unlikely case of successful digital transformation." In: Thinkers50 and Brightline. (Org.). *The Transformation Playbook*. 1ed. Wargrave: Brightline, 2019, v. , p. 91-97.
- Teixeira, T.S. and Piechota, G., 2019. *Unlocking the customer value chain: How decoupling drives consumer disruption*. Ed. Currency, NY,NY. (Translated into Portuguese, Chinese and Korean.)

HBS CASES AND NOTES

- Teixeira, Thales S., and Morgan Brown. 2019. "Airbnb, Etsy, Uber: Expanding from One to Many Millions of Customers." Harvard Business School Case 519-087, June 2019.
- Teixeira, T., S. Dana, L. Guissoni. 2019 "Monetizing Insurance at Trov." Harvard Business School Case 519-082, June 2019.
- Teixeira, T., L. Guissoni, S. Dana. 2019. "Where to Grow Next at Online Marketplace OLX." Harvard Business School Case 519-064, February 2019. (Revised June 2019.)
- Teixeira, T., L. Guissoni, T. de Oliveira. 2018. Digital Transformation at Brazilian Retailer Magazine Luiza, Harvard Business Publishing, Harvard Case Number: 519009.
- Ngwe, Donald, and Thales Teixeira. "Zalora Philippines: From Growth to Profitability." Harvard Business School Case 517-009, September 2016. (Revised September 2017.)
- Teixeira, Thales, Rohit Deshpande, Ruth Costas, and Priscilla Zogbi. "Expanding Ecommerce at Technos." Harvard Business School Case 517-078, January 2017.
- Teixeira, Thales S., and David Lopez-Lengowski. "Selling on Amazon at Tower Paddle Boards." Harvard Business School Case 517-047, November 2016.
- Teixeira, Thales, and Sarah McAra. "Improving Repurchase Rates at zulily." Harvard Business School Case 516-083, May 2016.
- Teixeira, Thales S., and Morgan Brown. "Airbnb, Etsy, Uber: Growing from One Thousand to One Million Customers." Harvard Business School Case 516-108, June 2016.
- Teixeira, Thales S., and Morgan Brown. "Airbnb, Etsy, Uber: Acquiring the First Thousand Customers." Harvard Business School Case 516-094, May 2016.
- Teixeira, Thales S., and Matthew G. Preble. "YouTube for Brands." Harvard Business School Teaching Plan 516-044, December 2015.
- Teixeira, Thales S., and Matthew G. Preble. "Managing Online Reviews on TripAdvisor." Harvard Business School Teaching Plan 516-045, December 2015.
- Teixeira, Thales, and Matthew G. Preble. "Showrooming at Best Buy." Harvard Business School Teaching Plan 516-040, November 2015.
- Teixeira, Thales, Nobuo Sato, and Akiko Kanno. "Managing Consumer Touchpoints at Nissan Japan." Harvard Business School Case 516-035, September 2015.
- Teixeira, Thales, and Elizabeth Anne Watkins. "Building an e-Commerce Brand at Wayfair." Harvard Business School Case 516-028, August 2015.
- Teixeira, Thales. "The Coca-Cola Company's Case for Creative Transformation." Harvard Business School Teaching Plan 516-038, October 2015.

- Teixeira, T., V. K. Rangan. "Managing Multi-Media Audiences at WHDH (Boston)." HBS case 515-037, September 2014 (revised March 2015).
- Teixeira, T., E. A. Watkins "Showrooming at Best Buy." HBS case 515-019.
- Teixeira, T., C. Reines. "Telefonica Goes Digital (A)." HBS case 514-118.
- Teixeira, T. "Digital Marketing Strategy." Harvard Business School Course Note 514-087 (2013).
- Teixeira, T., L. Kornfeld. "Managing Online Reviews on TripAdvisor." HBS case 514-071 (2013).
- Teixeira, T., L. Kornfeld. "YouTube for Brands." HBS case 514-048 (2013).
- Teixeira, T., E. Watkins. "Freemium Pricing at Dropbox." HBS case 514-053 (2013).
- Teixeira, T., L. Kornfeld. "Groupon for Local Businesses." HBS case 514-047 (2013).
- Teixeira, T. "Mekanism: Engineering Viral Marketing (TN)." Harvard Business School Teaching Note 513-043 (2012).
- Teixeira, T., A. Caverly. "Mekanism: Engineering Viral Marketing." HBS case 512-010 (Original April 2012; Revised April 2013).
- Teixeira, T. "Marketing Communications." Harvard Business School Technical Note 513-041 (2012).
- Teixeira, T. "Pepsi-Lipton Brisk (TN)." Harvard Business School Teaching Note 512-067 (2012).
- Teixeira, T., A. Caverly. "Pepsi-Lipton Brisk" HBS case 512-011, selected to be part of the *2012 HBS Premier Case Collection*. (Original September 2011; Revised December 2012).

HBS MULTIMEDIA CASES

- Teixeira, T. ; Ngwe, D. ; Dana, S. ; Guissoni, L. A. . Zalora PH: Solving the Profitability Challenge by Hiding Discounts Online, Harvard Business School Multimedia/Video Supplement 519-703. 2018.
- Teixeira, T. ; Ngwe, D. ; Dana, S. ; Guissoni, L. A. . The Global Challenge to Become Profitable in E-Commerce, Harvard Business School Multimedia/Video Supplement 519-702. 2018.
- Teixeira, T. "The Coca-Cola Company's Case for Creative Transformation." HBS video case 514-711 (June 2015).

WORKING PAPERS

- Farinha, R. L., Guissoni, L., Rodrigues, J. and T. Teixeira. "Out with the New, In with the Old: The Impact of Reformulating Existing Ingredients on Market Share Gains." October 2023.
- Teixeira, T. S., and Peter Jamieson. "The Decoupling Effect of Digital Disruptors." Harvard Business School Working Paper, No. 15-031, October 2014.
- Teixeira, T. 2014. "The Rising Cost of Consumer Attention: Why You Should Care, and What You Can Do about It." working paper.

AWARDS AND SCHOLARSHIPS

- Winner of the 2024 Don Morrison Long Term Impact Award (along with Jura Liaukonyte and Ken Wilbur).
- Winner of the 2020 Don Lehmann best thesis paper award (given to advisee), 2020.
- Winner of the 2019 MSI/Paul Root best paper Award, 2019.

- IBM Faculty Award for the quality of research and “its importance to our industry” (IBM), 2014.
- Apgar Award for Innovation in Teaching based on Brazil IXP (HBS), 2012.
- Starks Fellowship (U. of Michigan), 2007.
- Kendrick Award (U. of Michigan), 2007
- Ross Research Grant (Dean’s Office for “high impact ideas” , U. of Michigan), 2006
- Leo Burnett Fellowship (U. of Michigan), 2006
- Phelps Fellowship (U. of Michigan), 2004-7
- Master's Scholarship, National Council of Scientific Research (Brazil), 2001-3

TEACHING EXPERIENCE

- Digital Disruption: Winter 2024, MBA elective (Rady School of Business, UCSD)
- Digital Disruption & Transformation: Winter 2020, Winter 2021, Summer 2021, Winter 2022, Winter 2023, MBA elective (Rady School of Business, UCSD)
- eCommerce: spring 2017, spring 2018, fall 2018, MBA elective (Harvard Business School)
- Digital Marketing Strategy: spring 2014 to fall 2016, MBA elective (Harvard Business School)
- Marketing Models: winter 2011, winter 2013 Doctoral, (Harvard Business School)
- Introduction to Marketing: fall 2009-12 MBA required (Harvard Business School)
- Market Planning: summer 2007, MBA elective (University of Michigan)
- Marketing Management I: winter 2007, Undergraduate (University of Michigan)

ACADEMIC AND PUBLIC POLICY SERVICE

- Reviewer at Journal of Advertising Research
- Reviewer for the Food and Drug Administration {Subject expertise: advertising, eye-tracking}
- Reviewer at Management Science
- Reviewer at Marketing Science
- Reviewer at Journal of Marketing Research
- Reviewer at Journal of Experimental Psychology
- Reviewer at Media Psychology
- Reviewer at Organizational Behavior and Human Decision Processes
- Reviewer at MIT Sloan Management Review
- Reviewer at California Management Review (at Berkeley)

DISSERTATION COMMITTEE

- Co-advisor. Rodrigo Farinha, Ph.D Dissertation, Fundacao Getulio Vargas, Brazil
- Co-advisor. Michael Els, Ph.D Dissertation, Harvard Business School
- Member. Daniel McDuff, Ph.D Dissertation, MIT Media Lab.

BOARD MEMBERSHIPS

- Cloudleaf Inc.

- CNBC Disruptor 50.
- Journal of Advertising Research, member of the Editorial Advisory Board, effective 2015.
- Harvard's David Rockefeller Center for Latin American Studies, member of the Advisory Board for the Brazil Studies Program.
- Affectiva, Inc., member of the Advisory Board. (Disclaimer: Affectiva is a facial tracking company started at the MIT Media lab and backed by the WPP, Kleiner Perkins Caufield & Byers and the NSF.)
- TVision Insights.