

GIJS OVERGOOR

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Charlotte, North Carolina, 28208

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EDUCATION

University of Amsterdam *Present (expected 2021)*
PhD Marketing

North Carolina State University *Present*
Visiting Scholar

University of Amsterdam *2016*
MS, Econometrics - Specialization: Big Data in Business Analytics

University of Amsterdam *2015*
BS, Econometrics and Operations Research

RESEARCH INTEREST

Marketing Analytics, Artificial Intelligence and Machine Learning, Econometrics, Online Marketing, Computer Vision

PUBLICATIONS

G. Overgoor, M. Chica, W. Rand, A. Weishampel (2019), "Letting the Computers Take Over: Using AI to Solve Marketing Problems", in press at *California Management Review*.

G. Overgoor, M. Mazloom, R. Rietveld, M. Worring, and W. Van Dolen (2017), "A Spatio-Temporal Category Representation for Brand Popularity Prediction", in *Proceedings of the ACM International Conference on Multimedia Retrieval, Bucharest, Romania*.

JOURNAL PAPER UNDER REVIEW

G. Overgoor, W. Rand, W. Van Dolen, "Simplicity is not Key: Understanding Marketer-Generated Social Media Images and Consumer Liking".

WORK IN PROGRESS

G. Overgoor, W. Rand, W. Van Dolen, "The champion of images: Understanding the role of images in the decision-making process of online hotel bookings".

H.H Lee, **G. Overgoor**, W. Van Dolen, "Who has the real power? Identifying the opinion leader in an online co-creation community."

G. Overgoor, "Deep Choice: A deep learning approach to consumer choice".

INVITED CONFERENCE PRESENTATIONS

2019: AMA winter conference (Austin, TX), Winter Conference on Business Analytics (Snowbird, Utah), Theory and Practice in Marketing (New York City, NY), EMAC annual conference (Hamburg, Germany), Statistical Challenge in E-Commerce Research (Hong Kong), Marketing Science (Rome, Italy).

2018: AMA winter conference (New Orleans, LA), Statistical Challenge in E-Commerce Research (Rotterdam, Netherlands).

2017: ICT Open (Amersfoort, Netherlands), International Conference on Multimedia Retrieval (Bucharest, Romania)

INVITED TALKS

2019: Teradata Universe (Denver, CO) - 2 talks: 1) A Framework for Cutting Edge Marketing Applications. 2) Revolutionary Applications of Visual Analytics

2018: Teradata Analytics Universe (Las Vegas, NV) - Image Analytics at Scale.

TEACHING

Management Research Methods 2 (Executive MBA): 2019

Quantitative Data Analysis 2: 2018

Master Thesis supervision: 2018 (10 students), 2019 (10 students).

WORK EXPERIENCE

Data Tells

September 2016 - December 2018

Founder

- At Data Tells I used state-of-the-art econometric and machine learning techniques to make sense of companies' data. I helped companies with their transformation towards a (more) data-driven business. I worked on a project with ServiceNow on their payroll data and system for over a year.

PWC

March 2016 - September 2016

Junior Consultant Executive Rewards

TECHNICAL STRENGTHS

Modeling and Analysis

R, Python, Matlab, Keras, Tensorflow, SQL

Languages

Fluent in Dutch and English, proficient in Spanish

PERSONAL TRAITS

Highly motivated and eager to learn new things.

Strong motivational and leadership skills.

Ability to work as an individual as well as in group.