

# GIJS OVERGOOR

www.gijsovergoor.com

Rochester, New York, USA

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## ACADEMIC POSITION

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**Rochester Institute of Technology** *2021 - present*  
Assistant Professor of Marketing

**North Carolina State University** *2017 - 2021*  
Visiting Scholar

## EDUCATION

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**University of Amsterdam** *2017 - 2021*  
PhD Marketing - Co-Chairs: Willemijn van Dolen and Bill Rand  
Dissertation: *Visual Analytics and Artificial Intelligence for Marketing*

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

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

## RESEARCH INTEREST

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

## PUBLICATIONS

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**G. Overgoor**, W. Rand, W. Van Dolen, M. Mazloom (2022), "Simplicity is not Key: Understanding Marketer-Generated Social Media Images and Consumer Liking", *Forthcoming at International Journal of Research in Marketing*

**G. Overgoor**, M. Chica, W. Rand, A. Weishampel (2019), "Letting the Computers Take Over: Using AI to Solve Marketing Problems", *California Management Review*, 61(4), 156-185

## JOURNAL PAPER UNDER REVIEW

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**G. Overgoor**, W. Rand, W. Van Dolen, H. Scholte, "The Champion of Images: Understanding the role of images in the decision-making process of online hotel bookings"  
(*invited for resubmission at Marketing Science*)

- **Finalist for Best Paper Award HICSS 2020**

## WORK IN PROGRESS

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**G. Overgoor**, W. Rand, "Unsupervised Clustering for User Generated Imagery and Text in Online Reviews"

**G. Overgoor**, A. Colicev, Y. Bart, K. Pauwels, "The Impact of TV Ads on Consumer Decision Journey Metrics: An Application of Video Analytics"

S. He, B. Hollenbeck, **G. Overgoor**, D. Proserpio, A. Tosyali, "Detecting Fake Review Buyers Using Network Structure: Direct Evidence from Amazon"

W. Xie, **G. Overgoor**, H.H. Lee, H. Zhu, "Detecting Diversity in Visual Marketing Communication"

## PEER-REVIEWED CONFERENCE PROCEEDINGS PUBLICATIONS

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P. Bollam, R. Mestri, **G. Overgoor**, W. Rand (2022). "Text vs. Image: An application of unsupervised multi-modal machine learning to online reviews" *In Proceedings of the 55th Hawaii International Conference on System Sciences*

**G. Overgoor**, R. Mestri, W. Rand (2021). "In the Eye of the Reviewer: An Application of Unsupervised Clustering to User Generated Imagery in Online Reviews" *In Proceedings of the 54rd Hawaii International Conference on System Sciences*

**Finalist for Best Paper Award**

**G. Overgoor**, W. Rand, W. Van Dolen, (2020). "The Champion of Images: Understanding the role of images in the decision-making process of online hotel bookings" *In Proceedings of the 53rd Hawaii International Conference on System Sciences*

**Finalist for Best Paper Award**

**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*

## CONFERENCE PRESENTATIONS

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**2022:** EMAC Annual Conference, Statistical Challenges in E-Commerce Research

**2021:** Marketing Science Conference, AMA summer conference

**2020:** Hawaii International Conference on System Sciences , Marketing Science , AMA summer conference

**2019:** AMA winter conference , Winter Conference on Business Analytics, Theory and Practice in Marketing , EMAC annual conference , Statistical Challenges in E-Commerce Research , Marketing Science

**2018:** AMA winter conference, Statistical Challenges in E-Commerce Research ).

**2017:** ICT Open, International Conference on Multimedia Retrieval

## INVITED TALKS

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**2022:** EMAC Annual Conference - Special Session for Doctoral Dissertation Competition

**2020:** University of Texas - El Paso, Rochester Institute of Technology

**2019:** Teradata Universe (Denver, CO) - two 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

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### Rochester Institute of Technology

- **Social Media Marketing (undergraduate)** - Fall 2021, Spring 2022, Fall 2022
- **Marketing Analytics (undergraduate)** - Fall 2021, Fall 2022
- **Marketing Analytics (MBA, MS Business Analytics)** - Spring 2022

### University of Amsterdam

- **Management Research Methods 2 (Executive MBA):** 2019, 2020  
*Co-coordinator and Instructor*
- **Quantitative Data Analysis 2:** 2018  
*Teaching Assistant*
- **Master Thesis supervision:** 2018 (10 students), 2019 (10 students), 2020 (4 students).

## INDUSTRY EXPERIENCE AND COLLABORATION

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**Teradata** 2018 - Present  
*Academic Influencer*

I have worked on several projects with Mary Gros, director of academic relations, and industry partners. I have been invited to speak on topics such as Visual Analytics and managing Marketing AI projects at Teradata's analytics conference in 2018 and 2019.

**Expedia** 2018  
*Research project and Data Collaboration*

I worked with Expedia to understand the impact of their marketing images. From this collaboration, we obtained the data used in the Champion of Images paper.

**Data Tells** 2016 - 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** 2016  
*Junior Consultant Executive Rewards*

## MEDIA COVERAGE

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Business Insider - "How to choose Instagram images that get the most likes"

UpNext podcast - "Social Media Images and Consumer Likes"

NPO Radio 1 (Dutch National Public Radio) - "Visual Analytics"

AI & Business news and MirageNews.com - "In search of the perfect picture with machine learning"

Ron Powell's The World Transformed Podcast - "Visual Analytics"

## AWARDS

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EMAC-Aimark doctoral dissertation competition - 3rd place (2022)

Hawaiian International Conference on System Sciences 2021 - *Finalist for Best Paper Award*

ISMS Marketing Science 2020 Doctoral Consortium Fellow

Hawaiian International Conference on System Sciences 2020 - *Finalist for Best Paper Award*

"Persistent AI based Threat Detection Phase I" (2020) - *Co-author on awarded grant proposal*

DARPA, Adaptive Feature Oriented Recommender Engine (AFORE)" Phase II (2017) (\$ 160,000)  
- *Research Assistant to PI Bill Rand*

Data Science & Business Analytics in Marketing at the Amsterdam Business School  
- *Awarded 4 years of funding for PhD Position and co-author on the proposal*

## ACADEMIC SERVICE

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Organizer of the Saunders Distinguished Speaker Series (2022)

Organizer of the Saunders Annual Business Analytics Competition (2022)

Organizer of the Virtual PhD Seminar Series (2020)

Ad-hoc reviewer for the AMA Winter Conference, ICIS, Winter Conference on Business Analytics

## TECHNICAL STRENGTHS

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**Modeling and Analysis  
Languages**

R, Python, Matlab, Keras, Tensorflow, SQL  
Fluent in Dutch and English, proficient in Spanish

## REFERENCES

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### **William Rand**

Associate Professor of Marketing  
Poole College of Management  
North Carolina State University  
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### **Willemijn van Dolen**

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Amsterdam Business School  
University of Amsterdam  
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### **Marcel Worring**

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Amsterdam Business School  
University of Amsterdam  
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### **Hsin-Hsuan (Meg) Lee**

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London Campus  
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