

Ofer Mintz

UTS Business School
University of Technology Sydney
Sydney, Australia

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EDUCATION:

- Ph.D. Marketing, December 2011
Paul Merage School of Business, University of California, Irvine
- MSc. Finance, September 2007 (Specialization in Mathematical Finance)
Birkbeck College, University of London
- B.B.A. Marketing, May 2005
Mays School of Business, Texas A&M University

ACADEMIC FACULTY EXPERIENCE:

- 2020 – *Associate Head (External Engagement) and Senior Lecturer (with tenure)*
UTS Business School, University of Technology Sydney
- 2017 - 2020 *Senior Lecturer*
UTS Business School, University of Technology Sydney
- 2012 - 2017 *Assistant Professor*
E. J. Ourso College of Business, Louisiana State University
- Spring 2012 *Visiting Faculty*
Arison School of Business, Interdisciplinary Center (IDC), Herzliya, Israel

NOTABLE ACHIEVEMENTS:

- Finalist for Robert D. Buzzell Best Paper Award from the Marketing Science Institute's Working Paper Series for making the most significant contribution to marketing practice and thought during the previous two years calendar years
- Delegate on Australian Sustainable Growth Through Innovation Trade Mission to the United States (trip led by Tesla Chairwoman Robyn Denholm and Boeing APAC President Maureen Daugherty)
- Originally planned sabbatical to the Wharton School for second half of 2020; now postponed to 2021 subject UTS approval (Wharton has approved)
- Subject taught on digital marketing highlighted by the media, with a student group once selling a ~\$5(AUD)million condominium in group project as part of subject
- Won university awards for classes taught on digital marketing and for research on managerial marketing metric use and information processing behaviour in online settings
- Research on how firms should adapt to COVID pandemic presented to over 300 executives
- UTS coordinated subjects highlighted as exemplars of work integrated learning

- Presented invited research talks on five different continents
- Over 30 single-spaced pages in unprompted “thank you notes/emails” for former students
- Coordinated Marketing DG engagements with over 150 industry partners
- Awarded “McRib” poster signed by LSU MBA students
- 2 time south Texas state soccer champion as a youth

PUBLICATIONS:

- Mintz, Ofer and Imran S. Currim (2013), “What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?” *Journal of Marketing*, 77(2), 17–40.
Journal Rankings: Top 4 marketing journal; UT-Dallas top 24 business journal; A* (ABDC)
- Mintz, Ofer, Imran S. Currim, and Ivan Jeliaskov (2013), “Information Processing Pattern and Propensity to Buy: An Investigation of Online Point-of-Purchase Behavior.” *Marketing Science*, 32(5), 716-732.
Journal Rankings: Top 4 marketing journal; UT-Dallas top 24 business journal; A* (ABDC)
- Currim, Imran S., Ofer Mintz, and S. Siddarth (2015), “How Information Accessed at the Point of Purchase Impacts Inferences from Consumer Choice Models: Insights from a Durable Product E-Commerce Website.” *Journal of Interactive Marketing*, 29(1), 11-25.
Journal Rankings: A (ABDC)
- Mintz, Ofer and Imran S. Currim (2015), “When Does Metric Use Matter Less? How Firm and Managerial Characteristics Moderate the Relationship between Metric Use and Marketing Mix Performance.” *European Journal of Marketing*, 49(11/12), 1809-1856.
Journal Rankings: A* (ABDC)
- Gilbride, Timothy J., Imran S. Currim, Ofer Mintz, and S. Siddarth (2016), “A Model for Inferring Market Preferences from Online Retail Product Information Matrices.” *Journal of Retailing*, 92 (4), 470-85.
Journal Rankings: A* (ABDC)
- Choudhary, Vidyanand, Imran S. Currim, Sanjeev Dewan, Ivan Jeliaskov, Ofer Mintz, and John G. Turner (2017), “Evaluation Set Size and Purchase: Evidence from a Product Search Engine.” *Journal of Interactive Marketing*, 37(1), 16-31.
Journal Rankings: A (ABDC)
- Mintz, Ofer, Imran S. Currim, Martijn de Jong, and Jan-Benedict Steenkamp (2019), “Managerial Metric Use in Marketing Decisions across 16 Countries: A Cultural Perspective.” *Journal of International Business Studies*, forthcoming.
 --- Finalist for Robert D. Buzzell Best Paper Award from the Marketing Science Institute’s Working Paper Series for making the most significant contribution to marketing practice and thought during the previous two years calendar years.
 --- Media coverage in >20 news outlets
 --- Earlier version published in the Marketing Science Institute’s Working Paper Series

Journal Rankings: #1 international business journal; UT-Dallas top 24 business journal;
A* (ABDC)

Deshpandé, Rohit, Ofer Mintz, and Imran S. Currim (2020) “Your Customers Have Changed. Here's How to Engage Them Again.” *Harvard Business School Working Knowledge Series* and *Forbes* (joint publication)

--- Presented to over 300 C-level executives globally (primarily chief executive officers)

--- Harvard Business School promoted article to their 1 million LinkedIn and 500,000 Twitter followers, in addition to alumni, faculty, and current students

--- Forbes promoted article to their 15 million LinkedIn followers

Mintz, Ofer, Timothy J. Gilbride, Imran S. Currim, and Peter Lenk (2020), “The Right Metrics for Marketing-Mix Decisions.” *International Journal of Research in Marketing*, forthcoming.

--- Published in Marketing Science Institute Working Paper Series

Journal Rankings: A* (ABDC)

WORKS UNDER REVIEW/WORKING PAPERS:

Healey, John and Ofer Mintz, “What if Your Owners Also Own Other Firms in Your Industry? The Relationship between Institutional Cross-Ownership, Marketing, and Firm Performance.”

Mintz, Ofer and Gary Lilien, “The Effect of Systematic Marketing on Start-up Firm Valuation?”

--- Published in Marketing Science Institute Working Paper Series

Mintz, Ofer, Peter Lenk, and Yitong Wang, “Start-up Funding Decisions in the Eyes of Investors and Entrepreneurs: Effects of Co-Founders’ Functional Background”

--- Published in Marketing Science Institute Working Paper Series

Mintz, Ofer, Imran S. Currim, and Rohit Deshpandé, “National Customer Orientation: Is It a Luxury of Rich Nations? Yes Indeed! But Only in Good Times.”

--- Published in Marketing Science Institute Working Paper Series

Mintz, Ofer, Yakov Bart, Peter Lenk, and David Reibstein, “Drowning in Metrics: How Managers Select and Trade-off Metrics for Making Marketing Budgetary Decisions.”

--- Published in Marketing Science Institute Working Paper Series

--- Working paper listed in SSRN Top 10 downloads in the following categories: *Marketing Strategy & Planning, Managerial Marketing, and Marketing Science*

Mintz, Ofer, Imran S. Currim, and Rohit Deshpandé, “Customer Centric Solutions for the Last Mile COVID-19 Vaccination Problem.”

Mintz, Ofer and Eric Knight, “Beyond Usual: [Six] Ways Leading Hi-Tech Firms diverge from Business as Usual.”

Mintz, Ofer, “Why Firms Spend the Way they do on Marketing: A Proposed Theoretical Multi-Layer Framework.”

--- *Published in Institute for the Studies of Business Markets Working Paper Series*

WORKS IN PROGRESS:

Mintz, Ofer, Paul Burke, Christine Eckert, and Marc Fischer, “What is Marketing Mix Performance? Comparing and Contrasting Such Assessments by Different Functional Areas.”

Mintz, Ofer, “How Understanding Customers Leads to Success in Start-up Firms: A Multi-Year Longitudinal Investigation.”

Mintz, Ofer, “How Marketing Influences Angel Investors Decision Making Behaviour: A Multi-Year Longitudinal Investigation.”

GRANTS AWARDED:

1. A\$17,000 from Marketing DG University of Technology Sydney for “Marketing’s Role in Start-up Firms: A Database for a Multi-Paper Project,” (2019-2020)
2. A\$21,000 from University of Technology Sydney Business School for “What is Marketing Mix Performance? How do Marketers Assess it differently than non-Marketers? And When does these Assessments diverge/converge?” with Paul Burke, Christine Eckert, and Marc Fischer (2018-2019)
3. A\$16,000 from Marketing DG University of Technology Sydney for “An Investigation on the Role of Marketing in Startups,” with Yitong Wang and Peter Lenk (2017-2018)
4. A\$14,574 from University of Technology Sydney for “The Role of Marketing Involvements for Start-ups Funding and growth opportunities in China,” with Yitong Wang (2016)
5. \$16,500 from the Marketing Science Institute (MSI) (2015) for “How Managers make Trade-off between Metrics when making Marketing Decisions,” with Yakov Bart, Peter Lenk, and David Reibstein
6. \$45,654 (\$27,500 in grants +\$18,154 in given research funds) for “Marketing Metric Use Around the World: A Cultural Perspective (2014),” with Imran S. Currim and Jan-Benedict Steenkamp; (\$20,000 from MSI; \$5,000 from Beall Center for Innovation and Entrepreneurship, Paul Merage School of Business, University of California Irvine; \$2,500 from Global Business Center, Kenan-Flagler College of Business, University of North Carolina at Chapel Hill)
7. \$14,873 for “What Drives Marketing Budget Sizes and Marketing Mix Allocation in Firms and How does it Impact Marketing and Firm Performance?”; (\$7,500 from the Institute for the Study of Business Markets (ISBM) (2014); \$7,373 from Louisiana State University Faculty Research Grant (2014))

8. Data grant from Wharton Customer Analytics Initiative (WCAI) / Fortune 500 firm for “A Learning Model to Understand Product Renewal and Upgrades over Multiple Devices: Evidence from a Desktop Software Subscription Service” with Imran S. Currim, Ivan Jeliaskov, and Mingdi Xin (2015)
9. \$1,000 from the Office of Research and Economic Development Faculty Travel Grant program at Louisiana State University to support attendance at an international marketing conference (Marketing Meets Wall Street IV) (2014)
10. \$500 from the Teaching Enhancement Fund at Louisiana State University to support the development of Marketing on the Internet Course (Digital Marketing) (2012)
11. Data grant from Wharton Interactive Media Initiative (WIMI) / Expedia Research Opportunity for “Conversions and Choice of Dominated Alternatives,” with Vidyanand Choudhary, Imran S. Currim, Sanjeev Dewan, and John G. Turner (2011)

DOCTORAL DISSERTATION:

What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Impact Performance of Marketing Mix Activities?

Chair: Imran S. Currim
 Committee: Dominique M. Hanssens, Donna L. Hoffman, Ivan Jeliaskov, L. Robin Keller, and Connie Pechmann
 Honors: Honorable Mention, AMS Mary Kay Dissertation Competition; Finalist, ISBM Dissertation Proposal Competition

HONORS AND AWARDS:

2019 *Finalist for Robert D. Buzzell Best Paper Award*, Marketing Science Institute for paper making the most significant contribution to marketing practice and thought during the previous two years calendar years

2019 *Delegate for Sustainable Innovation Trade Mission to United States*, co-organised by the American Chamber of Commerce in Australia and the Australian-Israeli Chamber of Commerce (led by Chairwoman of Tesla and Boeing APAC President)

2017 *Invited Faculty*, Workshop in Management Science, Universidad de Chile (*others specifically invited were from MIT, Wharton, and University of Chicago*)

2016 *Untenured Faculty Teaching Award*, E.J. Ourso College of Business, Louisiana State University

2015 *Developing Scholar Summer Research Grant*, E.J. Ourso College of Business, Louisiana State University

2014, 2015 *Faculty Research Excellence Award*, E.J. Ourso College of Business, Louisiana State University

2014 *Invited Faculty*, Direct Marketing Association Educational Foundation Professors Institute, University of Cincinnati

- 2013 *Invited Discussant*, Marketing Strategy Meets Wall Street III Conference, Goethe University, Frankfurt, Germany
- 2012 *Speaker*, Harvard Business School, Theory and Practice in Marketing Conference
- 2012 *Honorable Mention*, AMS Mary Kay Dissertation Competition
- 2011 *Finalist*, ISBM Dissertation Proposal Competition
- 2007-2011 *Regent's Fellowship*, University of California, Irvine
- 2008 *Summer Fellowship*, Institute of Mathematical Behavioral Sciences (IMBS), University of California, Irvine

TEACHING EXPERIENCE:

- 2018 – *Digital Marketing for Marketing Managers*
 Developed new postgraduate course; highlighted as exemplar for its work integrated learning for its collaboration with guest speakers and real-world projects from leading firms. In addition, requires students to create digital marketing plans for local small businesses or non-profits
- 2019 *Marketing Project (Capstone)*
 Postgraduate course, highlighted as exemplar for its work integrated learning. Student projects included collaborations with eBay, Sanofi Pharamactucuals, Dress for Success Charity, UTS Startups, and Sydney Today (leading Mandarin language website in Australia). Students were able to present reports to executives in each firm, including a visit to eBay HQ
- Each Spring 2012-2017 *Digital Marketing* (titled at LSU: Marketing on the Internet; titled at IDC: Hi-Tech and New Age Marketing),
 Graduate/undergraduate combined course
 Sample of Instructor ratings at LSU: 3.9/4.0, 3.8/4.0, 3.7/4.0; at IDC: 4.8/5.0
Honors: Service-based learning course distinction; Supervised student \$250 Google Adword campaigns that led to a 12 million NIS condominium sale (~\$3.25 million), an increase of over 500% in website registrations, and three campaigns with over 1 million impressions (max=2.3 million) ([link for Times of Israel article on course](#)); “Live-case” student projects collaborating with Nike Basketball, New Orleans Pelicans, Covington Brewhouse, Lamar Advertising/Road Ninja, Johnson & Johnson subsidiary, etc.
- Each Fall 2013–2016 *Marketing Management* (titled at LSU: Marketing Administration),
 LSU Flores MBA core course
 “Live-case” student projects collaborating with Special Olympics of LA, Lamar Advertising, Raising Canes, Albermarle Corp., Starmount Life Insurance, Southern Marsh Clothing, etc.
- Summer 2010 *International Marketing*,
 UCI undergraduate course
 Course and Instructor Ratings (out of 4.0): 3.9, 3.8

PRESS COVERAGE:

1. Industry benchmark report distributed to over 100,000 managers (January 2011) “[What Drives Managerial Use of Marketing vs. Financial Metrics and Does it Impact Performance?](#)”
2. Times of Israel (July 2012), “[A million Google ads clicks, and an apartment sale, for \\$250](#)”
3. WAFB CBS9 (November 2012), “[Some shoppers feel Christmas is being forced on them too soon](#)”
4. Press Release to over 5,000 media outlets (February 2013) by *Journal of Marketing* for “What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?”
5. WomensHealth.com (July 2016), “[Pokémon Go Right Now!](#)”
6. WWL Radio Media (November 2016), “[Impact of Digital Marketing on the 2016 Elections.](#)”
7. Louisiana Radio Network (December 2016), “Last Minute Christmas Shopping Trends.”
8. Interactive Advertising Bureau (IAB) Australia Podcast (September 2019): “The How & Why Behind Marketing Metrics.”
9. Think: Business Futures Podcast (November 2019): “Which Marketing Metrics actually Matter?”
10. Think: Digital Futures Podcast (November 2019): “What do your Google Searches Say about You?”
11. *Smart Company*, (May 2020), “Australia re-opens: Seven ways to increase the likelihood customers will return to your store.”
12. Think: Business Futures Podcast (September 2020): “Mr. Zuckerberg tear down that wall”
13. ABC Wide Bay with David Dowsett (September 2020): “QR codes”
14. Northern Star (November 2020): “‘Just scratching the surface’, QR codes set to explode”

CONFERENCE PRESENTATIONS:

1. Mintz, Ofer, Alex Mintz, and Nir Ben-Levi, “M&A Decision Support System”
 - M&A Conference, Herzliya, Israel (May 2007)
2. Mintz, Ofer, Imran S. Currim, and Ivan Jeliazkov, “Information Processing Pattern and Propensity to Buy: An Investigation of Online Point-of-Purchase Behavior.”
 - Brown Bag Series, Paul Merage School of Business, University of California, Irvine (November 2008)
 - 47th Annual Edwards Bayesian Research Conference, California State University, Fullerton (January 2009)
 - 7th Annual Institute of Mathematical Behavioral Sciences (IMBS) Graduate Student Conference, University of California, Irvine (May 2009)
 - INFORMS Annual Meeting, San Diego, California (October 2009)
 - Fourth German-French-Austrian Conference Quantitative Marketing, Vienna, Austria (September 2010)
 - Direct/Interactive Marketing Research Summit, San Francisco, California (October 2010)
 - Behavioral Decision Making Conference, Herzliya, Israel (May 2011)
 - Direct Marketing Association Educational Foundation Professors Institute Roundtable, University of Cincinnati (January 2014)
3. Mintz, Ofer and Imran S. Currim, “What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?”

- Executive Breakfast Gathering hosted by Ineum Consulting, Newport Beach, California (October 2010)
4. Currim, Imran S., Ofer Mintz, and S. Siddarth, “How Information Accessed at the Point of Purchase Impacts Inferences from Consumer Choice Models: Insights from a Durable Product E-Commerce Website.”
 - 33rd INFORMS Marketing Science Conference, Houston, Texas (June 2011)
 5. Mintz, Ofer, Imran S. Currim, Martijn de Jong, and Jan-Benedict Steenkamp, “Drivers of Metric Use in Marketing Mix Decisions: An Investigation Across the G7, BRIC, and MIST Countries.”
 - Theory and Practice in Marketing Conference, Harvard Business School (May 2012)
 - 35th INFORMS Marketing Science Conference, Istanbul, Turkey (July 2013)
 - 2017 Winter AMA Conference, Orlando, Florida (February 2017)
 6. Mintz, Ofer and Donna L. Hoffman, “Social Media Buzz Metrics #Fail: The Moderating Role of Metric Use on the Relationship between Market Orientation, Metric Orientation, and Social Media Marketing Performance.”
 - Direct/Interactive Marketing Research Summit, Las Vegas, Nevada (October 2012)
 7. Gilbride, Timothy J., Imran S. Currim, Ofer Mintz, and S. Siddarth, “What to Click, When to Stop, and What to Buy: A Model of Information Processing and Choice at an E-Commerce Website.”
 - 36th INFORMS Marketing Science Conference, Atlanta, Georgia (June 2014)
 - Direct/Interactive Marketing Research Summit, San Diego, California (October 2014)
 - 2016 INFORMS International Conference, Waikoloa, Hawaii (June 2016)
 - Workshop in Management Science and Consumer Analytics, Puerto Varas, Chile (January 2017)
 - University of Sydney Consumer Insights Research Camp, Sydney, Australia (September 2017)
 8. Choudhary, Vidyanand, Imran S. Currim, Sanjeev Dewan, Ivan Jeliaskov, Ofer Mintz, and John G. Turner, “Evaluation Set Sizes: Antecedents and Consequences at an Online Intermediary.”
 - 10th Statistical Challenges in eCommerce Research Conference (SCERC), Tel Aviv, Israel (June 2014)
 - Direct/Interactive Marketing Research Summit, Boston, Mass. (October 2015)
 - Production and Operations Management Conference, Orlando, FL. (May 2016)
 9. Mintz, Ofer, Timothy J. Gilbride, Imran S. Currim, and Peter Lenk “The Right Metric for the Right Decision, Firm, and Industry: Correcting for Endogenous Selection Effects.”
 - Marketing Strategy Meets Wall Street IV Conference, Singapore Management University, Singapore (January 2015)
 - Theory and Practice in Marketing Conference, Georgia State University (June 2015)
 - Marketing Advanced Research Techniques (ART) Forum, Boston, Mass. (June 2016)
 10. Mintz, Ofer and Ernst Osinga “Why Advertising Spending is Contingent on Firm Performance Relative to Aspirations, Financial Slack, and the Share of Institutional Stockholders.”
 - Theory and Practice in Marketing Conference, Texas A&M University (May 2016)
 11. Mintz, Ofer, Yakov Bart, Peter Lenk, and David Reibstein, “How Managers make Trade-off between Metrics when making Marketing Decisions.”

- 39th INFORMS Marketing Science Conference, USC, Los Angeles, CA (June 2017)
 - Marketing Strategy Meets Wall Street V Conference, San Francisco, CA (August 2017)
 - 2018 Winter AMA Conference, New Orleans, Louisiana (February 2018)
 - 2020 Marketing Analytics Sydney Symposium, Sydney (February 2020)
12. Healey, John and Ofer Mintz, “What if Your Owners Also Own Other Firms in Your Industry? The Relationship between Institutional Cross-Ownership, Marketing, and Firm Performance.”
- UTS Marketing Research Camp, UTS Business School, Sydney, Australia (November 2017)
 - 2018 Winter AMA Conference, New Orleans, Louisiana (February 2018)
 - Theory and Practice in Marketing Conference, UCLA, Los Angeles, CA (May 2018)
 - 40th INFORMS Marketing Science Conference, Philadelphia, PA, (June 2018)
 - 2019 Marketing Meets Wall Street, INSEAD, France (June 2019)
13. Mintz, Ofer and Gary Lilien, “The Effect of Systematic Marketing on Start-up Firm Valuation?”
- 2019 Marketing Meets Wall Street, INSEAD, France (June 2019)
 - 2020 Winter AMA Conference, San Diego, California (February 2020)
14. Mintz, Ofer, Peter Lenk, and Yitong Wang, “Does Having a Marketing and Sales Co-Founder Impact Start-up Firms’ Likelihood of Obtaining an External Investment?”
- 41st INFORMS Marketing Science Conference, Rome, Italy (June 2019)

INVITED TALKS:

- University of Adelaide
- University of New South Wales
- University of Technology Sydney
- University of Central Florida
- George Washington University
- Tulane University
- University of Alabama
- Technion – Israel Institute of Technology
- Marketing Strategy Meets Wall Street III Conference, Goethe University, Frankfurt, Germany (*invited discussant*)
- Hebrew University
- Tel Aviv University
- Interdisciplinary Center (IDC), Herzliya
- Bar-Ilan University
- HEC Paris
- University of Hawaii at Manoa
- California State University Fullerton (CSUF)
- Louisiana State University (LSU)
- INSEAD (*presented by co-author*)
- Texas A&M University (*presented by co-author*)
- University of Houston (*presented by co-author*)

STUDENT COMMITTEE SERVICE:

- McDowell Porter, LSU (PhD, co-chair)
- Subrina Lu, LSU (PhD, pre-committee co-chair)
- Stephanie Magnus, LSU (PhD, committee member)
- Debbie Qaqish, University of Phoenix (PhD, committee member)
- Adam Gaskill, Macquarie University (PhD, as external examiner of dissertation)
- Harry Mayeux, LSU (MS Analytics, created Twitter-based Dashboard for managers)

SERVICE:

- 2019- *Associate Head of Marketing for External Engagement,*
UTS Business School
- 2017- *External Engagement Committee Member,*
UTS Business School
- 2015 *Conference Co-Chair,*
Direct/Interactive Marketing Research Summit, Boston, MA
- 2012- *Flores MBA Committee,*
E.J. Ourso College of Business, Louisiana State University
- 2012- *Undergraduate Scholarship Committee,*
E.J. Ourso College of Business, Louisiana State University
- 2008-2010 *Chief Organizer, Summer Research Group*
(a bi-monthly research lecture series for PhD Students)
Paul Merage School of Business, University of California, Irvine
- 2008-2009 *President, PhD Student Association*
Paul Merage School of Business, University of California, Irvine

REFEREE SERVICE:

Editorial Board:

Journal of Marketing (2017-2018)

Ad hoc Reviewing:

Journal of Marketing

Journal of Retailing

International Journal of Research in Marketing

Journal of Interactive Marketing

Journal of Marketing Communications

European Journal of Marketing

MASTER'S DISSERTATION:

Merger and Acquisition (M&A) Decision Support System

Chair: Sandeep Kapur

REFERENCES:

Imran S. Currim
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Entrepreneurship
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