

## **BRYAN BOLLINGER**

Graduate School of Business, Stanford University  
518 Memorial Way  
Stanford, CA 94305-5015  
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### **EDUCATION**

**Stanford Graduate School of Business**, Stanford, CA, 2006-present  
Ph.D. candidate in quantitative marketing

**Dartmouth College**, Hanover, NH, 1999-2003  
B.A. in Engineering, June 2003.  
B.E. in Mechanical Engineering, June 2003.

**Universitaet der Bundeswehr**, Hamburg, Germany, 2001

### **EMPLOYMENT**

**Physics Teacher**, Deerfield Academy, Deerfield, MA 2004-2006.

**Math teacher**, Punahau School, Honolulu, HI 2005

**Associate Consultant**, Appian Corporation, Vienna, VA 2003-2004

### **RESEARCH INTERESTS**

Firm Entry and Technology Adoption  
Intersection between Marketing and Health and Environmental Policy  
Product Differentiation  
Empirical Methods

### **WORK IN PROGRESS**

'Green Technology Adoption: An Empirical Study of the Southern California Dry Cleaning Industry'

'Calorie Posting in Chain Restaurants' with Phillip Leslie and Alan Sorensen

'The Dependence of Grocery Store Location Decisions on Market Growth'

### **TEACHING ACTIVITIES**

#### **Stanford Graduate School of Business**

MBA course assistant, New Product Development, fall 2009  
MBA course development assistant, New Product Development, summer 2009  
MBA course assistant, "Customer-Focused Product Marketing", spring 2009.  
MBA course grader, "Marketing Management", winter 2008.  
MBA course grader, "Customer-Focused Product Marketing", spring 2008.  
MBA course grader, "Data and Decisions, Accelerated", spring 2009.

#### **Deerfield Academy**

High school physics teacher, regular and honors physics (equivalent to AP physics B), 2004 - 2006.

#### **Punahou School**

Summer school math teacher, 2005.

#### **Dartmouth College**

German drill class instructor, 2002  
Tutor in physics, chemistry, engineering and math, winter 2002 - 2003.  
Math grader, 1999 - 2000.

### **HONORS AND AWARDS**

Graduated Cum Laude with High Honors in Engineering, 2003.  
Dartmouth Society of Engineers' Prize for best BE project/thesis, 2003.  
Dartmouth Endowed Scholar, 1999-2003.  
Tau Beta Phi Engineering Honor Society, 2002.  
Presidential Scholar, 2001.  
Philip R. Jackson Engineering Prize, 2001.  
National Society of Collegiate Scholars (VP and representative to National Conference), 2000.  
Golden Key National Honor Society, 2000.

### **CONFERENCE PARTICIPATION**

'Calorie Posting in Chain Restaurants', *NBER Health Economics*, July 2009

'Green Technology Adoption: An Empirical Study of the Southern California Dry Cleaning Industry', *Marketing Science Conference*, June 2009

*Summer Institute in Competitive Strategy*, July 2009

*Summer Institute in Competitive Strategy*, July 2008

*Quantitative Marketing and Economics Conference*, October 2006