CURRICULUM VITAE

PJ Lamberson

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Los Angeles, California 90095

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EMPLOYMENT

University of California, Los Angeles
Assistant Professor, Communication Studies, 2015–

Northwestern University Kellogg School of Management
Senior Lecturer, Management and Organizations, 2011–2015

Northwestern University Institute on Complex Systems (NICO)
Associate Director, 2013–2015
Senior Research Associate, 2011–2013

MIT Sloan School of Management
Senior Lecturer, System Dynamics, Management Science, 2010–2011

MIT Sloan School of Management
Visiting Assistant Professor, System Dynamics, Management Science, 2008–2010

University of Michigan Center for the Study of Complex Systems
Postdoctoral Research Fellow, 2006–2008

EDUCATION

Ph.D. Mathematics, Columbia University, 2006

M.Phil. Mathematics, Columbia University, 2005

M.A. Mathematics, Columbia University, 2003

B.A. Mathematics, The University of Chicago, 2001
with Honors in the College and Honors in Mathematics
Phi Beta Kappa

PUBLICATIONS

PJ Lamberson, "Diffusion in Networks," in *The Oxford Handbook of the Economics of Networks*, Oxford, forthcoming.

Jun Zhang, Liping Tong, PJ Lamberson, Ramon A. Durazo-Arvizu, Amy Luke, and David A. Shoham, "Leveraging Social Influence to Address Overweight and Obesity Using Agent-based Models: The Role of Adolescent Social Networks," *Social Science & Medicine*, 2015, 125:203–215.

PJ Lamberson and Scott E. Page, "Tipping Points," *Quarterly Journal of Political Science,* 2012, 7:175–208.

PJ Lamberson and Scott E. Page, "Optimal Forecasting Groups," *Management Science,* 2012, 58:791–804.

David Shoham, Li Ping Tong, PJ Lamberson, Amy Auchincloss, Jun Zhang, Laura Dugas, Jay Kaufman, Richard Cooper and Amy Luke, "An Actor-based Model of Adolescent Body Size, Screen Time, and Physical Activity," *PLOS ONE*, 2012, 7(6): e39795.

PJ Lamberson and Scott E. Page, "The Effect of Feedback Variability on Success in Markets with Positive Feedbacks," *Economics Letters,* 2012, 114: 259–261.

PJ Lamberson, "Linking Network Structure and Diffusion through Stochastic Dominance," *Connections,* 2011, 31(1) cover article.

PJ Lamberson, "Social Learning in Social Networks," *The B.E. Journal of Theoretical Economics*, 2010, 10(1): Article 36.

PJ Lamberson, "A Typology of Mechanisms that Generate Clustering in Networks," (abstract) *American Journal of Epidemiology*, 2010, 171 (Suppl 11).

PJ Lamberson, "The Milnor Fiber Conjecture and Iterated Branched Cyclic Covers," *Transactions of the American Mathematical Society*, 2009, 361(9): 4653–4681.

PJ Lamberson, "The Diffusion of Hybrid Electric Vehicles," in *Future Research Directions in Sustainable Mobility and Accessibility*, report by Sustainable Mobility Accessibility Research and Transformation (SMART) at the University of Michigan Center for Advancing Research and Solutions for Society (CARSS), 2008.

Mark L. Wildhaber and PJ Lamberson, "Importance of the Habitat Choice Behavior Assumed when Modeling the Effects of Food and Temperature on Fish Populations," *Ecological Modeling*, 2004, 175(4): 395–409.

Mark L. Wildhaber, PJ Lamberson and David L. Galat, "A Comparison of Measures of Riverbed Form for Evaluating Distributions of Benthic Fishes," *North American Journal of Fisheries Management*, 2003, 23: 543–557.
Nominated for *"Best Paper of 2003"* by the American Fisheries Society.

William R. Lamberson, PJ Lamberson and Laura L. Melton, "A Relationship-based Algorithm for Identifying Genetically Diverse Subpopulations," (abstract) *Proceedings of the 7th World Congress on Genetics Applied to Livestock Production*, 2002, 28: 24–26.

Mark L. Wildhaber, Vernon M. Tabor, JoAnne E. Whitaker, Ann L. Allert, Daniel W. Mulhern, PJ Lamberson, and Kenneth L. Powell, "Ictalurid Populations in Relation to the Presence of a Main-stem Reservoir in a Midwestern Warmwater Stream with Emphasis on the Threatened Neosho Madtom," *Transactions of the American Fisheries Society*, 2000, 129: 1264–1280.

Papers Under Review and Revision

PJ Lamberson, "Superstars and Long Tails: A Model of Consumer Choice in Digital Markets."

PJ Lamberson, "Network Games with Local Correlation and Clustering."

PJ Lamberson and Scott E. Page, "Strategies for Competing in Markets with Positive Feedbacks." (under review)

Working Papers

PJ Lamberson, "Two-way Contagion."

PJ Lamberson and Georgia Kernell, "Social Influence and Voter Turnout."

Teaching Awards

Faculty Impact Award, 2014 (for Social Dynamics and Network Analytics)

Faculty Impact Award, 2013 (for Social Dynamics and Network Analytics)

Chairs' Core Course Teaching Award, 2012 (for Decision Making under Uncertainty)

Teaching

Kellogg School of Management
- Social Dynamics and Network Analytics (MBA elective), 2011–2014
- Social Dynamics and Network Analytics (EMBA elective), 2011–2014
- The Strategy of Leadership: Unleashing the Power of Influence (Executive Education), 2014, 2015
- Business Analytics (MBA core, previously called Decision Making under Uncertainty), 2013
- Decision Making under Uncertainty (MBA core), 2012
- MBA Independent Study Research Project, Supervisor, 2013
- Mathematical Methods in the Social Sciences undergraduate honors thesis, Supervisor, 2013
- MMM Capstone Project, Supervisor, 2012
- Consumer Marketing Strategy (Executive Education), 2012

MIT Sloan School of Management
- Introduction to System Dynamics (MBA), 2009–2011
- Master of Science in Building Technology Thesis Advisor, *Effects of Future Housing Policy on Residential Land Use Intensity in Singapore,* 2012
- Research Seminar in System Dynamics (PhD), 2009, 2011
- Undergraduate Research Opportunities Program, Project Supervisor, 2009

Inter-University Consortium for Political and Social Research (ICPSR) Summer Program in Quantitative Methods of Social Research, University of Michigan
- Complex Systems Models in the Social Sciences, 2007–2011

University of Michigan, Ross School of Business
- Sustainable Strategies: Systems Thinking for Business and Organizations (MBA, MS), 2007

Columbia University
College Algebra and Analytic Geometry, 2003–2004
Calculus I, 2003–2004
Calculus II, 2002, 2005
VIGRE Summer Research Experience for Undergraduates, Project Leader, 2004

GRANTS AND FELLOWSHIPS

"Modeling Obesity through Simulation," NIH U01, Co-investigator, (10% salary support 2010–2012, 5% salary support 2012–2013)
Columbia University Faculty Fellow, 2001–2006
Columbia University Mathematics Department Summer Research Grant, 2004
Carl B. Boyer Memorial Fellowship, 2003–2004

PRESENTATIONS

Human Dynamics in the Mobile Age Lightning Talk, San Diego State University, 2014
Relational Coordination Research Collaborative Roundtable (keynote), Billings, Montana, 2014
Causality in Political Networks, The University of Chicago, Chicago, Illinois, 2013
Associated Colleges of the Chicago Area, Systems Biology Seminar, Benedictine University, Lisle, Illinois, 2013
NetSci, Northwestern University, Evanston, Illinois, 2012
Network Frontier Workshop, Northwestern University, Evanston, Illinois, 2011
Interdisciplinary Workshop on Information and Decision in Social Networks (WIDS), MIT, Cambridge, Massachusetts, 2011
MIT Sloan Sustainability Summit, Cambridge, Massachusetts, 2011
Northwestern Institute on Complex Systems Annual Complexity Conference, Complexity Tutorial, Evanston, Illinois, 2011
Eastern Economics Association Annual Meeting, Agent–Based Computational Economics: Social Networks Panel, New York, New York, 2011
Allied Social Sciences Association Annual Meeting, Game Theory and Auctions, Denver, Colorado, 2011
Applied Quantitative Methods Workshop, Northwestern University, 2010
Workshop on Information in Networks (WIN), NYU Stern School of Business, New York, 2010
Society for Epidemiologic Research Annual Meeting, Social Networks and Health Symposium, Seattle, Washington, 2010
Society for Epidemiologic Research Annual Meeting (poster), Seattle, Washington, 2010
Midwest Political Science Association Annual Meeting, Chicago, 2010
Wednesdays at NICO Seminar, Northwestern Institute on Complex Systems, Northwestern University, 2010
Dynamics Days (poster), Northwestern University, 2010
Complex Adaptive Systems in the Natural and Social Sciences, Association for the Advancement of Artificial Intelligence (AAAI) Fall Symposium, Arlington, Virginia, 2009
Social Dynamics Seminar, MIT Sloan School of Management, 2008
INFORMS Annual Meeting, Economics Section, Washington D. C., 2008
Operations Management and System Dynamics Seminar, MIT Sloan School of Management, 2008
Behavioral Operations Conference, University of Alberta, 2008
Energy and the Social Sciences: Challenges and Opportunities, University of Michigan, 2008
Mathematics and Computer Science Seminar, Kalamazoo College, 2008
Complex Systems Advanced Academic Workshop, University of Michigan, 2007

Business Analytics and Infotronics Department Seminar, Ford Motor Company Research and Advanced Engineering, 2007
Competitive Strategies in Complex Systems, presented by the Santa Fe Institute, Alidade Incorporated and the US Navy Strategic Studies Group, Newport, Rhode Island, 2006
Business Network and Board of Trustees Symposium, Santa Fe Institute, 2006 featured in "The Many Facets of Infectivity," by Lesley S. King, *SFI Bulletin*, 2007, 22(1)
Mathematics Department Seminar, Universidad de Zaragoza, Zaragoza, Spain, 2005
Mathematics Department Seminar, Universidad Complutense de Madrid, Madrid, Spain, 2005
Columbia Geometric Topology Seminar, Columbia University, 2005
CERC Seminar, USGS Columbia Environmental Research Center, Columbia, Missouri, 1998

MEDIA

Print: Kellogg Insight, Boston Herald, SFI Bulletin
Radio: Business Time
Online: ABC News, allbusiness.com, BirminghamPost.net, Boston.com, Boston Herald, Businessweek, Digital Arts, The Earth Times, Entrepreneur.com, The Financial Times, makeitbetter.net, O'Dwyers PR, PC World, Retailer Daily, socialmediainfluence.com, SupplyChainBrain.com, tech-clarity.com, Yahoo Finance, Yahoo News

SERVICE

Panel Moderator, Safety in Numbers: How Crowdsourcing is Enabling Growth, Kellogg Marketing Conference (student run), 2015
Speaker, NU for Life Professional Prep Bootcamp for Northwestern Student Athletes, 2014
"Rock Star Professors" reception for class gift donors, 2014
Speaker, Northwestern University Alumni Club of Los Angeles, 2014
Speaker, Miami Day of Education for Kellogg Miami EMBA alumni, 2014
Panelist, Big Data Goes to the Movies, Kellogg Media and Entertainment Club event with Latham Arneson, Vice President of Interactive Marketing, Paramount Pictures, 2014
Mini-class session presenter, Day at Kellogg (DAK 1 and 2) admitted student sample class, 2014
Northwestern Institute on Complex Systems (NICO) Executive Committee, 2013–
Judge, Kellogg Gay and Lesbian Management Association (GLMA) Drag Competition, 2012, 2013
Speaker, K-TED Student Seminar, 2013
Speaker, Kellogg Student Association Lunch Time Seminar, 2013
Kellogg Clinical Faculty Community Development Task Force, 2013
Mini-class session presenter, Day at Kellogg (DAK 1 and 2) admitted student sample class, 2013
Speaker, Kellogg Student High Tech Club Tech Mondays, 2012
Organizer, Economics in Networks Satellite Symposium, NetSci 2012
Faculty Debater, Kellogg Student Association Kellogg Debates, 2012
Panelist, City Talk 2.0: Social Networks, the Spread of Information, and How it will Change Your City, Kellogg Technology Conference (student run), 2012
Speaker, Kellogg Student Association Lunch Time Seminar, 2012
Speaker, Kellogg Student High Tech Club Tech Mondays, 2011
Northwestern Institute on Complex Systems (NICO) Curriculum Committee, 2011–

Outside Activities

Corporate speaking and/or consulting for: Blue Rudder, Everyblock, Eisai pharmaceutical, GE Capital, Health Care Service Corporation, Perkins Coie, Plexus, Prudential Capital Group, PwC, Walmart, Wirtz Beverage Group, Yasa Sourcing

Additional Skills

Proficiency using R, Siena, SAS, C++, Gephi, NodeXL, NetLogo, STELLA, Vensim, and Mathematica.

REFERENCES

Scott Page
Phone: 734-647-9193
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University of Michigan
Leonid Hurwicz Collegiate Professor of Complex Systems, Political Science, and Economics
Director of the Center for the Study of Complex Systems
External Faculty, The Santa Fe Institute

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University of Michigan
Research Scientist, Center for the Study of Complex Systems
Former Manager Business Analytics and Infotronics Department, Ford Motor Company

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Loyola University Stritch School of Medicine
Assistant Professor of Preventive Medicine and Epidemiology

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MIT Sloan School of Management and Engineering Systems Division
Jay W. Forrester Professor of Management and Engineering Systems
Director of the System Dynamics Group

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Northwestern University Kellogg School of Management
Professor of Management and Organizations
Richard L. Thomas Distinguished Chair in Leadership
Co-Director of the Northwestern University Institute on Complex Systems