

Stephen D. Bruestle

658 E 7th St Apt. 1E
Erie, PA 16503-1304 USA
bruestle@email.virginia.edu
(609) 540-1861

Skype ID: stephenbruestle
Website: stephen.bruestle.net
LinkedIn Profile: tinyurl.com/mtsgl75
Citizenship: USA

Mobile Contact
Information:



Education

Economics (Ph.D.), University of Virginia (December 2013)

Dissertation: Targeted Advertising in the Information Age

Advisors: Simon Anderson sa9w@virginia.edu (434) 924-3861
Federico Ciliberto ciliberto@virginia.edu (434) 924-6755
Nathan Larson nlarson@american.edu (617) 970-6416

Economics (M.A.), University of Virginia (January 2009)

Economic History (B.A.) and Mathematics (B.A.), Lafayette College (May 2007)

Magna Cum Laude, Honors in Economics and Business, Dean's List all Semesters at a private liberal arts college

Research

Working Papers

"The Effect of Privacy Regulations and Endogenous Marketing Research on Targeted Advertising." Rejection with encouragement to resubmit pending forthcoming changes from International Journal of Industrial Organization.

"As Webpages Get Narrower Do Ads Get Nichier? An Online Field Experiment in Google Contextual Ads."

"Showing Ads to the Wrong Consumers: Strategic Ad Platform Inefficiency in Online Targeted Advertising."

Works in Progress

(with Simon Anderson (UVA), Federico Ciliberto (UVA), and Julian Wright (NUS)) "Amazon's Pricing as a Combined Platform and Direct Seller: An Empirical and Theoretical Analysis."

Publications

(with Alex Bogin (FHFA) and Will Doerner (FHFA)) "How Low Can House Prices Go? Estimating a Conservative Lower Bound." *forthcoming in the Journal of Real Estate Finance and Economics.* (Note: I was the principal investigator. Names were listed alphabetically.)

(with W. Mark Crain (Lafayette College)) "A mean-variance approach to forecasting with the consumer confidence index." *Applied Economics*, Volume 47, Issue 23, pages 2430-2444, February 2015.

(with Michael A. Kelly (Lafayette College)) "Trend Of Subjects Published In Economics Journals 1969-2007." *Economic Inquiry*, Volume 49, Issue 3, pages 658-673, July 2011.

Teaching Experience

Intermediate Microeconomics
(undergraduate economics)

instructor (PSU): Spring 2015 (21 students)

instructor (UVA): Summer 2013 (2 sessions; 77 students); Summer 2010 (9 students)

teaching assistant (UVA): Spring 2010 (for Federico Ciliberto, 81 students); Fall 2008 (for Eric Furstenberg, 98 students)

Principles of Microeconomics
(undergraduate economics)

instructor (PSU): Fall 2015 (2 sessions in progress; 88 students); Fall 2014 (2 sessions; 97 students); Spring 2015 (2 sessions; 84 students)

instructor (UVA): Fall 2012 (30 students); Spring 2012 (2 sessions; 58 students); Fall 2010 (27 students)

	teaching assistant (UVA): Summer 2008 (for Kulwant Rai, 9 students); Fall 2007 (for Kenneth Elzinga, 1075 students)
Principles of Microeconomics Honors (undergraduate honors economics)	instructor (PSU): Fall 2015 (2 sessions in progress; 50 students); Spring 2015 (25 students)
Industrial Organization (undergraduate economics)	instructor (PSU): Fall 2014 (7 students)
Managerial Economics (undergraduate economics)	instructor (PSU): Fall 2014 (18 students)
Microeconomic Theory II (graduate economics)	grader (UVA): Spring 2011 (for Simon Anderson, 25 students)
Economics of the Public Sector (undergraduate economics)	teaching assistant (UVA): Fall 2009 (for Edgar Olsen, 37 students)
Introduction to Statistical Analysis (undergraduate statistics)	teaching assistant (UVA): Spring 2009 (for Kenneth Strazzeri, 519 students)
Quantitative Methods (law school)	grader (UVA): Fall 2008 (for Joshua Fischman, 89 students)
Principles of Macroeconomics (undergraduate economics)	teaching assistant (UVA): Summer 2008 (for Lee Coppock, 15 students); Spring 2008 (for Lee Coppock, 1001 students)

Employment

Lecturer, Penn State University, Behrend Campus, Black School of Business, August 2014 - present

Currently teaching four courses per semester in an undergraduate business school.

Economist, Federal Housing Finance Agency, September 2013 - August 2014

Principal investigator in a research project to estimate a lower bound in housing prices.

Independent Economic Legal Contractor, June 2013 - July 2013

Worked with Steve Stern on a legal consultancy case for the Department of Justice.

Evaluated the lifetime cost of cerebral palsy.

Instructor, Department of Economics, University of Virginia, June 2010 - August 2013

Taught undergraduate economics courses at a research university.

Teaching Assistant, Research Assistant, and Grader, Department of Economics, University of Virginia, August 2007 - May 2011

Leadership Experience

Penn State University (2014-present)

- Actively participated in department meetings
- Actively participated in school functions
 - Judge in Undergraduate Research Conference
 - Participant in the annual Teaching Colloquy
 - Attended Seminar on How to Write an Effective Multiple Choice Questions

Federal Housing Finance Agency (2013-2014)

- Actively participated in interpersonal and leadership training
 - Crucial Conversations
 - Fundamentals of Leadership for Non-managers

Student Government

- Member of the Student Government of Lafayette College (2004)
 - Farinon Student Services Representative
 - Elections Chair
 - Student Representative to the Library Faculty Committee

Club Leadership

- President of the Lafayette College History Club (2006-2007)

- Chair of Events Committee of the W.O.R.D.S poetry group (2006-2007)
- Webmaster of the W.O.R.D.S (2006-2007)
- Treasurer of the Lafayette College History Club (2005-2006)
- Webmaster of the Lafayette College History Club (2004-2005)
- Secretary of the Lafayette College History Club (2004-2005)
- Head Manager of the Pep Band of Lafayette College (2004)
- Directed Lysistrata at Hopewell Valley Central High School (2003)

Church Leadership

- Youth Advisory Delegate to:
 - PCUSA General Assembly (2004)
 - PCUSA Synod of the North East (2002)
- Elder of the Presbyterian Church (PCUSA) (2001 - present)
 - Peace and Justice Committee at Westminster Presbyterian Church (2008-2013)
 - Stewardship Committee of Pennington Presbyterian Church (2000-2003)

Additional Community Involvement

Volunteer Work

- Frequent participant in Habitat for Humanity (2008-present)
- Volunteer balloon sculptor at various church and community events (1997 - present)
- Volunteer at an archeological dig at Valley Forge (2002)

Community Diversity

- Creating Harmony And Necessary Cultural Equality (CHANCE) living group (2004 - 2007)

Teaching Skills

Undergraduate Microeconomics, Active Learning, Lecturing, Course Building, iClicker in-class Questions, Online/In-Class Lab Experiments, Student Presentations, Group Projects, Online Course Material and Assignments, CATME Team Building and Surveys, Large and Small Class Sizes

Conference and Seminar Presentations

Seminar Presentations

Penn State University, Behrend Campus (November 2014)
 Federal Housing Finance Agency (July 2014; June 2013)
 Federal Communications Commission (March 2013; February 2013)
 University of Virginia (November 2012; September 2012; December 2011)
 Lafayette College (November 2011)

Conference Paper Presentations

Fifth Annual Economics of Advertising and Marketing Conference (Beijing; June 2012)
 34th ISMS Marketing Science Conference (Boston; June 2012)*
 The 10th Annual International Industrial Organization Conference (Arlington; March 2012)*
 Southern Economic Association 80th Annual Conference (Atlanta; November 2010)*○

* = Also Discussant ○ = Also Session Chair

Honors and Awards

American Real Estate Society's Manuscript Prize for Best Paper on Real Estate Cycles (2015)
 Bankard Fund for Political Economy Predissertation Fellowship (2011)
 Snavely Award for Best Dissertation Proposal (Fall 2010)
 Inducted Member of Omicron Delta Epsilon (The International Economics Honor Society; 2006)
 Inducted Member of Pi Mu Epsilon (National Mathematics Honorary Society; 2006)
 Inducted Member of Sigma Xi (The Scientific Research Society; 2006)
 First place in the BARGE Lafayette College team mathematics competition (2006)

Undergraduate research paper chosen to represent the History Department for President Weiss's inauguration at Lafayette College (2005)