Sebastian GABEL

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Academic Appointments

Rotterdam School of Management, Erasmus University, 2022 – Current

    Associate Professor of Marketing (2025 – Current)

    Assistant Professor of Marketing (2022 – 2024)

    Scientific Advisor, Verve Retail Media (2025 – Current)

    Scientific Advisor, Schwarz Media Platform, Schwarz Group (2022 – 2025)

Work Experience

Schwarz Media Platform, Schwarz Group, 2021 – 2022

    CPO

Five01 Inc., 2020 – 2021

    Co-founder, acquired by Schwarz Group (Lidl, Kaufland)

SO1 GmbH, 2012 – 2020

    Co-founder, acquired by Wirecard AG

brand.cision UG, 2010 – 2012

    Co-founder, acquired by Analyx

Education

PhD in Marketing, 2019

    Humboldt University of Berlin

    One-to-One Marketing in Grocery Retailing (*summa cum laude*)

    Research visits: Chicago Booth School of Business, MIT Sloan School of Management

Master's in Economics, 2012

    RWTH Aachen

Master's in Physics, 2010

    RWTH Aachen

    Exchange: Chalmers University, Gothenburg (scholarship, 2007 – 2008)

Publications

1. Aurélie Lemmens, Jason Roos, Eva Ascarza, Hernan Bruno, Brett Gordon, Ayelet Israeli, Elea McDonnell Feit, Carl Mela, and Oded Netzer (2025). Personalization & Targeting: How to Experiment, Learn & Optimize. *International Journal of Research in Marketing* (forthcoming).

2. Sebastian Gabel, Dominik Molitor, and Martin Spann (2024). The Effect of an Ad Ban on Retailer Sales: Insights from a Natural Experiment. *Marketing Science* 43(4):723–733.

3. Sebastian Gabel, Duncan Simester, and Artem Timoshenko (2024). How Retailers Became Ad Platforms. *Harvard Business Review* (digital), Paper.

4. Sebastian Gabel and Artem Timoshenko (2022). Product Choice with Large Assortments: A Scalable Deep-Learning Model. *Management Science* 68(3):1808–1827.

   2022 Frank M. Bass Dissertation Paper Award, finalist.

5. Sebastian Gabel and Daniel Guhl (2022). Comparing the Effectiveness of Rewards and Individually Targeted Coupons in Loyalty Programs. *Journal of Retailing* 98(3):395–411.

6. Sebastian Gabel, Daniel Klapper, and Daniel Guhl (2019). P2V-MAP: Mapping Market Structure for Large Assortments. *Journal of Marketing Research*, 56(4), 557–580.

   EMAC 2017 Best Paper Based on Doctoral Dissertation Award, finalist.

Proceedings

7. Rabea Schrage, Peter Kenning, Daniel Guhl, and Sebastian Gabel (2020). Price Personalization Technology in Retail Stores: Examining the Role of Trust. In *Proceedings of the 41st* ICIS.

Working Papers

1. Sebastian Gabel and Daniel Ringel (2025). The Market Basket Transformer: A New Foundation Model for Retail. Paper.

2. Sebastian Gabel, Daniel Guhl, Günter J Hitsch, and Joe Kook (2025). Experimental Evidence on Structural State Dependence in Demand. Paper.

3. Sebastian Gabel, Duncan Simester, and Artem Timoshenko (2025). In-Store Coupons: A Large-Scale Field Experiment. Revise-and-resubmit, *Management Science*, Paper.

4. Shuangyuan Wei, Sebastian Gabel, and Antonia Krefeld-Schwalb (2025). We Care About What You Care About: Using Reason-Specific Interventions to Encourage Sustainable Choices. Paper.

   Veni grant, Dutch Research Council (NWO), 280,000 EUR.
   Convergence Resilient Delta, Kick-Starter Grant, 30,000 EUR.
   2023 EMAC–Sheth Foundation Sustainability Research Competition, honorable mention.
   Consortium of 15 industry sponsors, sustainable products for field experiment, 30,000 EUR.

Work in Progress

1. Multi-Purpose Customer Representations Derived from Banking Data. With Aurélie Lemmens, Florian Elsaesser, and Tetyana Kosyakova. Company: Clink.

2. Learning Deep Location Embeddings. With Maximilian Kaiser and Daniel Schoess. Company: Grips.

3. Deep Learning for Customer Representations from Multimodal Consumption Data. Company: Verve.

4. Deep Learning for In-store Shopping Path Representations. Company: Catch.

Funding

Starter Grant, 40,000 Euros (2025)

Convergence Resilient Delta Initiative, Seed Grant, 325,000 Euros (2024)

NWO Open Competition XL (consortium member), Safe causal inference, 2,500,000€ (2024)

Erasmus Trustfonds, Targeted Interventions to Foster Sustainable Behavior, 42,500€ (2024)

Veni grant, Dutch Research Council (NWO), 280,000 EUR (2023)

Convergence Resilient Delta, Kick-Starter Grant, 30,000 EUR (2023)

Consortium of 15 industry sponsors, sustainable products for field experiment, 30,000 EUR (2023)

ERIM Research Grant, 15,000 EUR (2022)

Awards and Honors

2024 ERIM Outstanding Performance by A Young Researcher

2023 EMAC–Sheth Foundation Sustainability Research Competition, honorable mention

2022 Frank M. Bass Dissertation Paper Award, finalist

Erasmus Research Institute in Management (ERIM), high-performing member, 2022 – Current

EHI Science Prize 2020, 1st place, category Best Dissertation

Humboldt Prize 2020, finalist, category Best Dissertation

EMAC 2017 Best Paper Based on Doctoral Dissertation Award, finalist

2010 Idea2Product, Global entrepreneurship competition, finalist

2009 Idea2Product, European entrepreneurship competition, 1st place

Scholarship Unitech International, 2007 – 2008

Scholarship Stiftung der Deutschen Wirtschaft, 2006 – 2010

Invited talks

University of Chicago Booth School of Business, Wharton School of the University of Pennsylvania, NYU Stern School of Business, UNC Kenan-Flagler, University of Zurich, ETH Zurich, University of Basel, WU Vienna, Goethe University Frankfurt, University of Cologne, Frankfurt School of Finance, Humboldt University Berlin (2x), Tilburg University, VU Amsterdam, 2023 Choice Symposium, European Quant Marketing Seminar, German Academic Association for Business Research, EMAC Quant SIG

Service

Reviewing: Journal of Marketing Research, Management Science, Marketing Science, Quantitative Marketing and Economics, Information Systems Research, AMA doctoral competition, Journal of Retailing.

Conference Organizer "Workshop on Digital Markets (WDM)"

School Service: IM/CEMS program committee, part-time PhD coaching, and coaching funding applicants.

Co-director, Erasmus Centre for Optimization of Digital Experiments (eCODE)

Expert in the Retail Analytics practice, Erasmus Centre of Data Analytics (ECDA)

Department service: Marketing Management Lunch Seminar Series (since 2022), PhD supervision (since 2024), and PhD recruiting.

Teaching

Marketing Strategy in the Age of AI: Fostering Sustainable Growth (BM-IM16CC)

CEMS/Master in International Management, Rotterdam School of Management, Erasmus University

Evaluation: 6.9/7 (2023/24), 6.9/7 (2022/23)

Advanced Marketing Strategy through AI and Analytics

MBA program, Rotterdam School of Management, Erasmus University

Evaluation: 4.9/5 (2025)

Learning from Big Data (B3MIN1039)

Broadening minor in the bachelor's program, Rotterdam School of Management, Erasmus University

Evaluation: 4.9/5 (2023/24), 4.9/5 (2022/23), 4.8/5 (2021/22)

Master's thesis coaching

MScBA Business Analytics & Management, 2021 – Current

CEMS/Master in International Management, 2023 – Current

Evaluation: 4.9/5 (2022/23), 5/5 (2021/22)

Machine Learning in Marketing: Theory and Applications

Elective in the master's program, Humboldt University of Berlin

Evaluation: 5.9/6 (2020/21)