

## NICHOLAS REINHOLTZ

University of Colorado Boulder  
Leeds School of Business  
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### EMPLOYMENT

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**University of Colorado** – Boulder, CO  
Assistant Professor of Marketing (2016–)

**University of Colorado** – Boulder, CO  
Postdoctoral Research Associate and Instructor (2014–2016)

### EDUCATION

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**Columbia University** – New York, NY  
Ph.D., Marketing (2015)  
M.Phil., Marketing (2012)

**Reed College** – Portland, OR  
MALS program (2007–2009)

**Virginia Tech** – Blacksburg, VA  
B.S., Mechanical Engineering (2006)  
B.A., Political Science (2006)

### PUBLICATIONS

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Reinholtz, Nicholas, Daniel M. Bartels, and Jeffrey R. Parker (2015), “On the Mental Accounting of Restricted-Use Funds: How Gift Cards Change What People Purchase,” *Journal of Consumer Research*, 42 (4), 596–614.

Mason, Malia F. and Nicholas Reinholtz (2015), “Avenues Down Which a Self-Reminding Mind Can Wander,” *Motivation Science*, 1 (1), 1–21.

Levav, Jonathan, Nicholas Reinholtz, and Claire Lin (2012), “The Effect of Ordering Decisions by Choice-Set Size on Consumer Search,” *Journal of Consumer Research*, 39 (3), 585–99.

### RESEARCH IN PROGRESS

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Spiller, Stephen, Nicholas Reinholtz, and Sam J. Maglio, “Judgments Based on Stocks and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences,” *under review*.

André, Quentin, Nicholas Reinholtz, and John G. Lynch, Jr., “Restricted-Use Funds and Budgeting Decisions,” *under review*.

Pomerance, Justin and Nicholas Reinholtz, “A Slack-Based Account of Pain of Payment,” *under review*.

Reinholtz, Nicholas, Philip M. Fernbach, and Bart de Langhe, “Do People Understands the Benefit of Diversification?,” *working paper available on SSRN*.

Parker, Jeffrey R., Iman Paul, and Nicholas Reinholtz, “Perceived Momentum Influences Responsibility Judgments,” *working paper available upon request*.

Reinholtz, Nicholas, Daniel M. Bartels, Jonathan Levav, and Oded Netzer, “Variance Neglect in Consumer Search.”

André, Quentin, Nicholas Reinholtz, and Bart de Langhe, “Variance Spillover in Statistical Judgments.”

## CONFERENCE PRESENTATIONS

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A Slack-Based Account of Pain of Payment (with Justin Pomerance), *Society for Consumer Psychology* (2018<sup>P, Co</sup>: Dallas)

Variance Spillover in Intuitive Statistical Judgments (with Quentin André and Bart de Langhe), *Association for Consumer Research* (2017<sup>Co</sup>: San Diego), *Society for Judgment and Decision Making* (2017: Vancouver)

Restricted-Use Funds and Budgeting Decisions (with Quentin André and John G. Lynch, Jr.), *Association for Consumer Research* (2017<sup>Co</sup>: San Diego), *Society for Judgment and Decision Making* (2017<sup>Co</sup>: Vancouver), *Consumer Financial Decision Making Conference* (2018<sup>Co</sup>: Boulder)

Variance Neglect in Consumer Search (with Daniel M. Bartels, Jonathan Levav, and Oded Netzer), *Consumer Financial Decision Making Conference* (2016<sup>P</sup>: Boulder), *International Conference on Thinking* (2016: Providence), *Association for Consumer Research* (2017: Sand Diego)

Perceived Momentum Influences Responsibility Judgments (with Jeffrey R. Parker and Iman Paul), *Society for Judgment and Decision Making* (2015<sup>P, Co</sup>: Chicago), *Cognitive Science Society* (2016<sup>Co</sup>: Philadelphia)

Judgments Based on Stock and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences (with Stephen Spiller and Sam J. Maglio), *Society for Consumer Psychology* (2016<sup>Co</sup>: St. Pete Beach), *Association for Consumer Research Conference* (2016<sup>Co</sup>: Berlin)

Do People Understand the Benefit of Diversification? (with Philip M. Fernbach and Bart de Langhe), *Consumer Financial Decision Making Conference* (2015: Boulder), *Society for Judgment and Decision Making Conference* (2015: Chicago), *Society for Consumer Psychology* (2016: St. Pete Beach), *International Conference on Thinking* (2016<sup>Co</sup>: Providence), *Association for Consumer Research Conference* (2016<sup>Co</sup>: Berlin)

On the Mental Accounting of Restricted-Use Funds: How Gift Cards Change What People Purchase (with Daniel M. Bartels and Jeffrey R. Parker), *Consumer Financial Decision Making Conference* (2013<sup>P</sup>: Boulder), *Society for Consumer Psychology Conference* (2014: Miami), *Cognitive Science Society* (2014<sup>P</sup>: Quebec City)

The Effect of Ordering Decisions by Choice-Set Size on Consumer Search (with Jonathan Levav and Claire Lin), *Society for Judgment and Decision Making Conference* (2011: Seattle), *Haring Symposium* (2012: Bloomington), *UH Marketing Doctoral Symposium* (2012: Houston), *American Psychological Association Conference* (2012: Orlando)

Sunny Days, Risky Ways: Exposure to Sunlight Increases Risk Taking (with Leonard Lee and Michel T. Pham), *Association for Consumer Research Conference* (2011: St. Louis)

\*superscript “P” denotes presentation of a poster, superscript “Co” denotes presentation by co-author

## INVITED TALKS

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University of Colorado Boulder (2014)

University of Chicago (2015)

Cornell University (2016)

## HONORS AND RECOGNITION

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Frascona Excellence in Teaching Award Nomination; Leeds School of Business (2016, 2017)

Phi Beta Kappa

Tau Beta Pi

Participant, *AMA Sheth Foundation Doctoral Consortium* (2013: Ann Arbor)

Participant, *Haring Symposium* (2012: Bloomington)

Participant, *University of Houston Marketing Doctoral Symposium* (2012: Houston)

Participant, *Marketing and Public Policy Workshop* (2012: Atlanta)

Participant, *Summer Institute on Bounded Rationality* (2012: Berlin)

Luxury Education Foundation Scholarship (2012: \$15,000, 2013: \$14,000)

Deming Center Doctoral Fellowship (2013: \$10,000)

## SERVICE

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Ad Hoc Reviewer (Journals):

*Journal of Consumer Research*

*Journal of Marketing Research*

*Journal of Marketing*

*Quantitative Marketing and Economics*

*International Journal of Research in Marketing*

*Cognitive Science*

*Psychological Science*

Ad Hoc Reviewer (Conference Proceedings):

*Association for Consumer Research*

*Cognitive Science Society*

*Society for Judgment and Decision Making*

Committees:

Ph.D. Committee, University of Colorado Boulder (2016—)

Consumer Financial Decision Making Conference Program Committee (2015—)

Behavioral Lab Committee, Columbia Business School (2011—2014)

## **TEACHING EXPERIENCE**

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Buyer Behavior (MKTG 3250; University of Colorado Boulder)

Fall 2015 (2 sections)

Spring 2016 (2 sections)

Fall 2017 (3 sections)

Fundamentals of Data Analytics (MSBX 5410; University of Colorado Boulder)

Fall 2015 (as “Data Analytics Lab”)

Summer 2016

Summer 2017

Design and Analysis of Experiments in Business (MKTG 7310; University of Colorado Boulder)

Spring 2017