

## NICHOLAS REINHOLTZ

University of Colorado Boulder  
Leeds School of Business  
995 Regent Drive, S442 UCB; Boulder, CO 80309  
nicholas.reinholtz@colorado.edu

### EMPLOYMENT

---

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

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

### EDUCATION

---

**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

---

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

---

Parker, Jeffrey R., Iman Paul, and Nicholas Reinholtz, “Perceived Momentum Influences Responsibility Judgments,” *in revision*.

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

Reinholtz, Nicholas, Oded Netzer, and Jonathan Levav, “Variance Neglect in Consumer Search,” *working paper*.

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.”

Reinholtz, Nicholas, Oded Netzer, and Jonathan Levav, “Shopping at the Stadium: Does the Game Affect What People Purchase?.”

Ascarza, Eva and Nicholas Reinholtz, “When is Churn a Forward Looking Decision?”

## CONFERENCE PRESENTATIONS

---

Variance Neglect in Consumer Search, *Consumer Financial Decision Making Conference* (2016<sup>P</sup>: Boulder), *International Conference on Thinking* (2016: Providence)

How 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: 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

---

University of Colorado Boulder (2014)

University of Chicago (2015)

Cornell University (2016)

## HONORS AND RECOGNITION

---

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

---

Ad Hoc Reviewer:

*Journal of Consumer Research*  
*Journal of Marketing Research*  
*Cognitive Science*  
*Association for Consumer Research*  
*Cognitive Science Society*

Committees:

Ph.D. Committee, University of Colorado Boulder (2016—present)  
Consumer Financial Decision Making Conference Program Committee (2015—present)  
Behavioral Lab Committee, Columbia Business School (2011—2014)

## TEACHING EXPERIENCE

---

Buyer Behavior (*Undergraduate*; University of Colorado Boulder)  
Fall 2015 (41 students): Instructor Rating 5.8/6, Course Overall Rating 5.4/6  
Fall 2015 (37 students): Instructor Rating 5.7/6, Course Overall Rating 5.4/6  
Spring 2016 (12 students): Instructor Rating 5.9/6, Course Overall Rating 5.8/6  
Spring 2016 (27 students): Instructor Rating 5.6/6, Course Overall Rating 5.3/6  
Fundamentals of Data Analytics (*MS in Business Analytics*; University of Colorado Boulder)\*  
Fall 2015 (28 students): Instructor Rating 5.7/6, Course Overall Rating 5.6/6  
Summer 2016 (27 students): Instructor Rating 5.6/6, Course Overall Rating 5.5/6  
\*formerly “Data Analytics Lab”