

# 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–)  
Institute of Cognitive Science Fellow (2018–)  
Center for Research on Consumer Financial Decision Making (2014–)  
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, Philip M. Fernbach, and Bart de Langhe, “Do People Understand the Benefit of Diversification?,” *Management Science*, forthcoming.
- Parker, Jeffrey R., Iman Paul, and Nicholas Reinholtz (2020), “Perceived Momentum Influences Responsibility Attributions,” *Journal of Experimental Psychology: General*, 149 (3), 482–489.
- Spiller, Stephen, Nicholas Reinholtz, and Sam J. Maglio (2020), “Judgments Based on Stocks and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences,” *Management Science*, 66 (5), 2213–2231.
- 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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André, Quentin, Nicholas Reinholtz, and John G. Lynch, Jr., “Restricted-Use Funds and Budgeting Decisions,” *under review*.

Pomerance, Justin and Nicholas Reinholtz, “Pain of Payment and the Goal to Maintain Financial Slack,” *under review*.

Reinholtz, Nicholas, Daniel M. Bartels, Jonathan Levav, and Oded Netzer, “Variance Neglect in Consumer Search,” *see dissertation chapter 2*.

André, Quentin, Nicholas Reinholtz, and Bart de Langhe, “The Formation of Distribution Knowledge in Complex Environments,” *under review*.

## CONFERENCE PRESENTATIONS

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As Good as Spent: Earmarking Leads to a Sense of Spending (with Elizabeth Webb, Justin Pomerance, and Stephen Spiller), *Association for Consumer Research* (2019<sup>Co</sup>: Atlanta)

A Slack-Based Account of Pain of Payment (with Justin Pomerance), *Society for Consumer Psychology* (2018<sup>P, Co</sup>: Dallas), *Association for Consumer Research* (2018<sup>Co</sup>: Dallas), *Yale Whitebox Conference* (2019<sup>Co</sup>: New Haven)

The Formation of Dispersion Knowledge in Complex Environments (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), *Cognitive Science Society* (2018: Madison), *Society for Consumer Psychology* (2019: Savannah, GA)

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 Attributions (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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London Business School (2020, *postponed COVID-19*)

University of Illinois Chicago, Liautaud Graduate School of Business (2020, *postponed COVID-19*)

Yale University, School of Management (2020)

Brigham Young University, Marriott School of Business (2020)

Cornell University, SC Johnson School of Business (2016)

University of Chicago, Booth School of Business (2015)

University of Colorado Boulder, Leeds School of Business (2014), Institute for Cognitive Science (2018)

## HONORS AND RECOGNITION

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Frascona Excellence in Teaching Award Nomination; Leeds School of Business (2016, 2017, 2019)

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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Editorial Review Boards

*Journal of Consumer Psychology* (2021–)

Conference Program Committees:

*Boulder Summer Conference on Consumer Financial Decision Making* (2015–)

*Behavioral Decision Research in Management Conference* (2020, *postponed COVID-19*)

Ad Hoc Reviewer (Journals):

*Journal of Consumer Research*

*Journal of Marketing Research*

*Journal of Marketing*

*Journal of Consumer Psychology*

*Quantitative Marketing and Economics*

*International Journal of Research in Marketing*  
*Management Science*  
*Cognitive Science*  
*Cognition*  
*Psychological Science*  
*Organizational Behavior and Human Decision Processes*

Ad Hoc Reviewer (Conference Proceedings):

*Association for Consumer Research*  
*Cognitive Science Society*  
*Society for Judgment and Decision Making*

Ad Hoc Reviewer (Other):

*Alfred G. Clayton Dissertation Proposal Award (MSI, 2019)*

University/School/Division Committees:

Leeds Executive Committee, University of Colorado Boulder (2019–)  
Ph.D. Committee, University of Colorado Boulder (2016–)  
Consumer Financial Decision Making Conference Program Committee (2015–)  
Behavioral Lab Committee, Columbia Business School (2011–2014)

Dissertation Committees Chaired:

Justin Pomerance (2020, University of Colorado)

Dissertation Committees:

Sharaya Jones (2020, University of Colorado)  
Joseph Harvey (2020, University of Colorado)  
Andrew Long (2019, University of Colorado)  
Quentin André (2018, INSEAD)  
Tyler Manchin (2018, University of Colorado: Economics)

Honors Thesis Committees:

Benjamin Scheffrin (2017, University of Colorado: Economics)

Conference Discussant:

*Colorado Finance Summit* (2019)

## **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  
Summer 2018 (2 sections)  
Summer 2019 (2 sections)  
Summer 2020 (2 sections, *remote COVID-19*)

Design and Analysis of Experiments in Business (MKTG 7310; University of Colorado Boulder)  
Spring 2017  
Spring 2019

Quantitative Methods (MBAC 6030; University of Colorado Boulder)  
Summer 2020 (2 sections, *scheduled*)