

## **CURRICULUM VITAE**

*(Last updated: April 2025)*

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### **PROFESSIONAL APPOINTMENTS**

Professor, Department of Economics, University of Wisconsin, 2013-present.  
Senior Principal Economist, Amazon, 2022-2024.  
Visiting Professor, Centro de Estudios Monetarios y Financieros (Madrid), Summer 2015.  
Associate Professor, Department of Economics, University of Wisconsin, 2011-2013.  
Research Associate, National Bureau of Economic Research, 2011-present.  
Associate Professor, Graduate School of Business, Stanford University, 2007-2011.  
Assistant Professor, Graduate School of Business, Stanford University, 2002-2007.  
National Fellow, Hoover Institution, Stanford University, 2002-2003.  
Faculty Research Fellow, National Bureau of Economic Research, 2001-2011.  
Assistant Professor, Department of Economics, UC San Diego, 1999-2002.

### **EDUCATION**

B.A., Economics, *summa cum laude*, Brigham Young University, 1995.  
Ph.D., Economics, Massachusetts Institute of Technology, 1999.

### **HONORS AND FELLOWSHIPS**

John and Tashia Morgridge Chair in Economics, University of Wisconsin, 2016-present.  
Richard E. Stockwell Professorship, University of Wisconsin, 2015-2016.  
Best Graduate Teacher award, Univ. of Wisconsin Dept. of Economics, 2021  
*AEJ Micro* Best Paper award, 2015.  
*Journal of Industrial Economics* Best Article prize, 2008.  
Fletcher Jones Faculty Scholar, Stanford Graduate School of Business, 2006-2007.  
Robert Solow Dissertation Award, Massachusetts Institute of Technology, 1999.  
NBER Nonprofits Program Dissertation Fellowship, 1998-1999.  
NBER Health & Aging Fellowship, 1997-1998.  
Earhart Graduate Fellowship, 1995-1996.  
Valedictorian, Department of Economics, BYU, 1995.

## PUBLISHED RESEARCH PAPERS

Sorensen, A., "Equilibrium Price Dispersion in Retail Markets for Prescription Drugs," 2000. *Journal of Political Economy*, v. 108 n. 4, pp. 833-850. (Reprinted in Joskow and Waterson (eds.), "Empirical Industrial Organization, Vol. I", 2004, pp. 253-270.)

Sorensen, A. "An Empirical Model of Heterogeneous Consumer Search for Retail Prescription Drugs," 2001. NBER Working Paper #8548.

Sorensen, A., "Insurer-Hospital Bargaining: Negotiated Discounts in Post-deregulation Connecticut," 2003. *Journal of Industrial Economics*, v. 51 n. 4, pp. 471-492. (Winner of JIE Best Paper prize.)

Jin, G. and A. Sorensen, "Information and Consumer Choice: The Value of Publicized Health Plan Ratings," 2006. *Journal of Health Economics*, v. 26 n. 2, pp. 248-275.

Sorensen, A. "Social Learning and Health Plan Choice," 2006. *RAND Journal of Economics*, v. 37 n. 4, pp. 1-29.

Sorensen, A. "Bestseller Lists and Product Variety," 2007. *Journal of Industrial Economics*, v. 55 n. 4, pp. 715-738. (Recipient of the JIE "Best Article of the Year" prize.)

Berger, J., Rasmussen, S., and A. Sorensen, "Positive Effects of Negative Publicity: When Negative Reviews Increase Sales," 2010. *Marketing Science*, v. 29 n. 5, pp. 815-827.

Hendricks, K. and A. Sorensen, "Information and the Skewness of Music Sales," 2009. *Journal of Political Economy*, v. 117 n. 2, pp. 324-369.

Chu, C., P. Leslie, and A. Sorensen, "Bundle-size Pricing as an Approximation to Mixed Bundling," 2011. *American Economic Review*, v. 101 n. 1, pp. 263-303.

Bollinger, B., P. Leslie, and A. Sorensen, "Calorie Posting at Chain Restaurants," 2011. *American Economic Journal: Economic Policy*, v. 3 n. 1, pp. 91-128.

Hendricks, K., A. Sorensen, and T. Wiseman, "Observational Learning and the Demand for Search Goods," 2012. *American Economic Journal: Microeconomics*, v. 4 n. 1, pp. 1-31. (Winner of AEJ Micro Best Paper award, 2015.)

Mortimer, J., C. Nosko, and A. Sorensen, "Supply Responses to Digital Distribution: Recorded Music and Live Performances," 2012. *Information Economics and Policy*, v. 24 n. 1, pp. 3-14.

Leslie, P. and A. Sorensen, "Resale and Rent-Seeking: An Application to Ticket Markets," 2014. *Review of Economic Studies*, v. 81 n. 1, pp. 266-300.

Sorensen, A. "Bestseller Lists and the Economics of Product Discovery," 2017. *Annual Review of Economics* v. 9 n. 1, pp. 87-101.

Arrow, K., K. Bilir, and A. Sorensen, "The Impact of Information Technology on the Diffusion of New Pharmaceuticals," 2020. *American Economic Journal: Applied Economics*, v. 12 n. 3, pp. 1-39.

Fu, Chao, Junjie Guo, Adam Smith, and Alan Sorensen, "Students' Heterogeneous Preferences and the Uneven Spatial Distribution of Colleges," 2022. *Journal of Monetary Economics*, v. 129, pp. 49-64.

Atalay, Enghin, Alan Sorensen, Christopher Sullivan, and Wanja Zhu. "Product Repositioning by Merging Firms," 2024. *The Journal of Industrial Economics* 72, no. 2, pp. 868-908.

Magnolfi, Lorenzo, Jonathon McClure, and Alan Sorensen, "Triplet Embeddings for Demand Estimation," 2025. *American Economic Journal: Microeconomics*, v. 17 n. 1, pp. 282-307.

Atalay, Enghin, Erika Frost, Alan Sorensen, Chris Sullivan, and Wanja Zhu, "Scalable Demand and Markups," 2025. Forthcoming, *Journal of Political Economy*.

## WORKING PAPERS AND OTHER RESEARCH IN PROGRESS

"Dynamics and Efficiency in Decentralized Online Auction Markets," with Ken Hendricks. NBER Working Paper #25002. (R&R at *Econometrica*)

"For-Profit Entry and Market Expansion in the Hospice Industry," with Andrea P. Chung.

"Hospice and the Cost of End-of-life Care," with Toby Campbell, Andrea P. Chung, and Dennis McWeeny.

"Estimating the Value of Targeted Television Advertising," with Lu Liao and Andrey Zubanov.

"Risk Selection and Advertising in the Medicare Advantage Market," with Cici McNamara and Natalia Serna.

## RESEARCH GRANTS

National Science Foundation Grant #SES-0079201: "Heterogeneous Consumer Search and Social Learning: Empirical Studies." Dates: 01 Aug 2000—31 Jul 2002.

## OTHER PROFESSIONAL ACTIVITIES

Member, Board of Directors, International Industrial Organization Society, 2020-present

Associate Editor, *RAND Journal of Economics*, 2020-present

Associate Editor, *American Economic Journal: Applied Economics*, 2014-2020

Editor, *Journal of Industrial Economics*, 2011-2015

Referee: *American Economic Review*, *AEJ Applied*, *Econometrica*, *Economic Inquiry*, *Economic Journal*, *Energy Journal*, *International Economic Review*, *International Journal of Industrial Organization*, *Journal of Econometrics*, *Journal of Economic Behavior and Organization*, *Journal of Economic Literature*, *Journal of Economic Theory*, *Journal of Economics and Management Strategy*, *Journal of the European Economic Association*, *Journal of Industrial Economics*, *Journal of Political Economy*, *Journal of Public Economics*, *National Science Foundation*, *Quarterly Journal of Economics*, *RAND Journal of Economics*, *Regional Science and Urban Economics*, *Review of Economic Studies*, *Review of Economics and Statistics*, *Review of Industrial Organization*, *Scandinavian Journal of Economics*

Program committee, International Industrial Organization Conference, 2021 and 2022

Co-organizer, NBER Winter IO meetings, February 2022

Co-organizer, NBER Summer IO meetings, July 2010

Co-organizer, NBER Winter IO meetings, February 2004

Member: American Economic Association, Econometric Society

## **LANGUAGES**

English, Spanish