

Brief Bio/Introduction/About you:

Incoming professor of marketing, co-founder of Zodiac, a venture-backed predictive analytics startup.

Do you have a website?

www.danielminhmccarthy.com

What are your top 3 achievements?

(1) Married someone amazing, (2) completed my PhD in Statistics at the Wharton School of the University of Pennsylvania, (3) wrote my dissertation on 'customer-based corporate valuation,' a topic which I am very excited about and which has won several awards in the field.

What are your favorite platforms or which charitable organizations you admire most?

Bill and Melinda Gates Foundation.

What's your dream job?

Academia!

Who is your favorite role model?

Peter Fader

Ten years from now where do you see yourself?

A tenured marketing professor, doing great research and teaching the next generation of business leaders.

How do you maintain work and life balance?

Self-experimentation to improve productivity.

Fun stuff:

Favorite Book (s): Fooled by Randomness

Favorite Movie (s): Memento

Favorite Actor (s): Kevin Spacey