

## ELEANOR (NELL) PUTNAM-FARR

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### **ACADEMIC EMPLOYMENT**

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- 2018 - present      Assistant Professor of Marketing, Jones Graduate School of Business, Rice University
- 2015-2018      Postdoctoral Associate, Yale Center for Customer Insights  
Yale School of Management

### **EDUCATION**

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- 2015      Ph.D., Management, MIT Sloan School of Management  
Dissertation Title: The Effect of Message Framing on Initial Choices, Satisfaction, and Ongoing Engagement  
Dissertation Committee: John Hauser (chair), Jason Riis, Drazen Prelec, Renee Gosline
- 2010      M.B.A., MIT Sloan School of Management
- 2000      B.A, Williams College, Honors in Economics

### **ARTICLES AND CHAPTERS**

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- Putnam-Farr, Eleanor and Jason Riis (2016) "Yes, No, Not Right Now." Yes/No Response Formats Can Increase Response Rates Even in Non-Forced Choice Settings. *Journal of Marketing Research* 53:3, 424-432.
- Putnam-Farr, Eleanor & Carey K. Morewedge (2017). Comparing One and Many: Insights from Judgment and Decision Making for Social Comparison. In J. Suls, R. L. Collins, and L. Wheeler (Eds.), *Social Comparison in Judgment and Behavior*, forthcoming.

### **WORKING PAPERS**

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- Putnam-Farr, Eleanor and Jason Riis. "Save up to \$125!": How High Headline Numbers Influence Consumer Expectations, Satisfaction, and Persistence. *Working paper*. (targeted to Journal of Marketing)
- Putnam-Farr, Eleanor & Carey K. Morewedge. "Keeping up with the Kardashians:

Ensemble Representations Bias Social Comparisons to Extreme Group Members." *Working paper*. (targeted to OBHDP)

Putnam-Farr, Eleanor, Ravi Dhar, & Michelle Hatzis. "Sustaining sustainable hydration: the importance of aligning information cues to motivate long term consumer behavior change." *Working paper*. (targeted to Nature Sustainability)

## **RESEARCH IN PROGRESS**

"Making Vegetable Seem Attractive" with Ravi Dhar, Zoe Chance, and Ernest Baskin, 2 field studies completed, lab studies underway.

"Over-Optimism in Budgeting" with Anastasiya Pocheptsova Ghosh, 6 lab study completed, field data analyzed.

"Outcome Expectations or Performance Expectations" with Jason Riis, 3 lab studies completed.

## **INDUSTRY INVITED TALKS**

2018 Colgate Palmolive Key Thought Leader Working Group. June 2018

2018 GoldenSeeds, Boston MA. May 2018

2017 ReThink Food, Napa Valley CA. November 2017

2017 "A New Model of Behavioral Change: Using Behavioral Economics and Psychology to Influence Health Decisions," Yale New Haven Health/Health Employer Exchange leadership team meeting. May 2017

2016 "Sustainable Hydration in Practice," Google Food Lab. November 2016

## **REFEREED CONFERENCE PAPER PRESENTATIONS**

"Sustaining Sustainable Hydration"

- Theory and Practice of Marketing, Charlottesville, CA 2017

"Up to is not Equal for Marketers and Consumers: how quantification influences expectations and satisfaction"

- Society for Consumer Psychology, Phoenix, AZ 2015
- Association for Consumer Research, New Orleans, LA 2015
- Society for Judgment and Decision Making, Boston, MA 2016

"Yes, I Want to Enroll. Yes/No Response Format Increases Response Rates in Email Communications."

Presented at:

- Applying Field Experimentation to Behavioral Research, UCSD, 2014

"Choosing to Participate: The Effects of Message Type on Enrollment and Participation."

Presented at:

- Society for Consumer Psychology, San Antonio, TX, 2013
- Academy of Management, Orlando, FL, 2013
- Association for Consumer Research, Chicago, IL, 2013

## **HONORS AND AWARDS**

AMA Sheth Foundation Doctoral Consortium Fellow, 2014  
MIT Graduate Student Council Travel Grant, Spring 2014  
MIT Sloan Graduate Fellowship, 2010-present  
Martin Trust Community Fellow, MIT

### **SERVICE AND AFFILIATIONS**

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Conference reviewer for SCP, ACR, SJDM  
Member AMA, SCP, ACR, SJDM  
Menus of Change University Research Collaborative

### **PRIOR PROFESSIONAL EXPERIENCE**

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2010            Consultant, Coincident Energy, Boston, MA  
2009            Consultant, OPOWER, Washington, DC  
2001-2008     Associate Partner, Camelot Capital, Greenwich, CT

### **OTHER EXPERIENCE**

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Social Venture Partners Boston, an organization devoted to active venture philanthropy  
(2009-2015)  
Member of Marketing Committee for More than Words, a Boston area nonprofit helping  
youth take charge of a business (2014-2015)  
Board Member (Treasurer) of Fitness Forward, a non-profit promoting healthy lifestyles for  
children (2001-2008)  
Board Member (Treasurer) for Williams Boston Alumni Association (2008-2012)  
Passed Level 2 of CFA  
Fluent in French