

MARY W. SULLIVAN

**Curriculum Vitae
January 2023**

EXPERIENCE

- Spring 2022
to present** **Visiting Scholar, GW Regulatory Studies Center**
805 21st Street
Washington, DC 20052
- Fall 2021, 2022** **Adjunct Professor, The George Washington University,
Trachtenberg School of Public Policy and Public
Administration**
805 21st St NW
Washington, DC 20052
- 2010 to 2020** **Economist, Federal Trade Commission, Bureau of Economics,**
600 Pennsylvania Avenue
Washington, DC 20530
- 2004 to 2010** **Assistant Professor, The George Washington University,
School of Business**
2201 G Street, NW
Washington, DC 20052
- 2002 to 2004** **Assistant Chief, Competition Policy Section,
U.S. Department of Justice, Antitrust Division**
950 Pennsylvania Avenue, NW
Washington, DC
- 1997 to 2002** **Economist, U.S. Department of Justice, Antitrust Division**
- 1991 to 1997** **Associate Professor, The University of Chicago, Booth School
of Business**
5807 South Woodlawn Avenue
Chicago, IL 60637
- 1987 to 1991** **Assistant Professor, The University of Chicago, Booth School
of Business**

EDUCATION

- 1987: Ph.D., Department of Economics, The University of Chicago, Chicago, IL
- 1984: A.M., Department of Economics, The University of Chicago, Chicago, IL
- 1977: A.B., Economics, summa cum laude, Duke University,

REFEREED PUBLICATIONS

- “Measuring Image Spillovers in Umbrella-Branded Products,” *The Journal of Business*, 63 (3), July 1990, 309-29.
- “Brand Extensions: When to Use Them,” *Management Science*, 38 (6), June 1992, 793-806.
- “Are Market Pioneers Intrinsically Stronger than Later Entrants?” with William Robinson and Claes Fornell; *Strategic Management Journal*, 13, 1992, 609-24.
- “The Measurement and Determinants of Brand Equity: A Financial Approach,” with Carol Simon; *Marketing Science*, 12 (1), Winter 1993, 28-52.
- “The Antecedents and Consequences of Customer Satisfaction for Firms,” with Eugene Anderson; *Marketing Science*, 12 (2), Spring 1993, 125-43.
- “Spillover Effects, Cost Savings, R&D and the Use of Brand Extensions,” with Pat Degraha, *International Journal of Industrial Organization*, 13 (2), June 1995, 229-48.
- “Discussion of ‘Indirect Financial Benefits from Service Quality’,” with George Easton, *Quality Management Journal*, 6 (2), 1996, 76-84 (the paper that is discussed, by Peter Danaher and Roland Rust, appears in the same issue).
- “Slotting Allowances and the Market for New Products,” *Journal of Law and Economics*, 40, October 1997, 461-94.
- “The Effect of Parent Brand Experience on Line Extension Trial and Repeat Purchase,” with Byung-Do Kim, *Marketing Letters*, 9 (2), April 1998, 181-93.
- “How Brand Names Affect the Demand for Twin Automobiles,” *Journal of Marketing Research*, 35, May 1998, 154-65.
- “The Effect of the Big Eight Accounting Firm Mergers on the Market for Audit Services,” *Journal of Law and Economics*, October 2002.

“The Role of Antitrust in Marketing,” *Journal of Public Policy & Marketing*, Fall 2002.

“Economics at the FTC: Drug and PBM Mergers and Drip Pricing,” with Howard A. Shelanski, Joseph Farrell, Daniel Hanner, Christopher J. Metcalf, and Brett W. Wendling *Review of Industrial Organization*, 41, 2012, 303-3.

FTC PUBLICATIONS

“Economic Analysis of Hotel Resort Fees,” Economic Issues Paper, Bureau of Economics, Federal Trade Commission, January 2017.

https://www.ftc.gov/system/files/documents/reports/economic-analysis-hotel-resort-fees/p115503_hotel_resort_fees_economic_issues_paper.pdf

“The Auto Buyer Study: Lessons from In-Depth Consumer Interviews and Related Research,” with Matthew T. Jones and Carole L. Reynolds. Joint Staff Report of the Bureau of Economics and Bureau of Consumer Protection Federal Trade Commission, July 2020.

<https://www.ftc.gov/system/files/documents/reports/auto-buyer-study-lessons-depth-consumer-interviews-related-research/bcpreportsautobuyerstudy.pdf>

PROCEEDINGS AND CHAPTERS

“Brand Extension and Order of Entry,” MSI working paper #91-105, March 1991.

“A Financial Approach to Estimating Firm-Level Brand Equity and to Measuring the Impact of Marketing Events,” with Carol Simon, MSI working paper #92-116, June 1992.

“Skill and Resource Profiles for Market Pioneers, Early Followers, and Late Entrants,” with William Robinson and Claes Fornell; *Handbook of Business Strategy*, 1994, 174-85.

“The Effect of the Big Eight Accounting Firm Mergers on the Market for Audit Services,” EAG Discussion Paper #00-2.

PUBLIC COMMENTS AND COMMENTARIES

Factors Contributing to the Infant Formula Shortage,” June 25, 2022. Public Interest Comment on the Federal Trade Commission's Solicitation for Public Comments, GW Regulatory Studies Center: <https://regulatorystudies.columbian.gwu.edu/factors-contributing-infant-formula-shortage>

“Factors Contributing to the Infant Formula Shortage,” July 21, 2022. Commentary, GW Regulatory Studies Center: <https://regulatorystudies.columbian.gwu.edu/factors-contributing-infant-formula-shortage-0>