

DANIEL M. FLEDER
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EXPERIENCE

Global Electronic Trading Company (GETCO) Chicago, IL	2010-
Magnetar Capital – Quantitative equities Summer Associate, New York	2009
Citigroup – Quantitative credit Summer Associate, New York	2008
McKinsey & Company Senior Business Analyst, New York	2001-04

EDUCATION

The Wharton School, University of Pennsylvania Ph.D in Operations and Information Management Research interests: data mining, applied statistics	2009
The Wharton School, University of Pennsylvania M.A. in Statistics	2006
University of Pennsylvania, School of Engineering B.S. Major: Systems engineering. Minor: Mathematics <i>Summa cum laude</i>	2001

RESEARCH

Interests: Data mining, applied statistics, information systems

Publications

- Fleder, D., K. Hosanagar, and A. Buja. 2010. Recommender systems and their effects on consumers: the fragmentation debate. *Proceedings of the ACM Conference on Electronic Commerce, Harvard University.*
- Fleder, D. and K. Hosanagar. 2008. Blockbuster culture's next rise or fall: The effect of recommender systems on sales diversity. *NET Institute* working paper No. 07-10. Forthcoming at *Management Science.*
- Fleder, D. and K. Hosanagar. 2007. A missing data paradox for nearest neighbor recommender systems. *Proceedings of the Workshop on Information Technology and Systems.*
- Fleder, D. and K. Hosanagar. 2007. Recommender systems and their effect on sales diversity. *Proceedings of the Eighth ACM Conference on Electronic Commerce.*
- Fleder, D. and B. Padmanabhan. 2006. Cluster evolution and interpretation via penalties. *Proceedings of the Sixth IEEE International Conference on Data Mining, DMDM Workshop.*
- Abrahams A., A. Becker, D. Fleder, and I. C. MacMillan. 2005. Handling generalized cost functions in the partitioning optimization problem through sequential binary programming. *Proceedings of the Fifth IEEE International Conference on Data Mining.*

Working Papers

- Fleder, D. and B. Padmanabhan. 2009. Clustering over time and data set comparison. Under journal submission.
- Fleder, D., K. Hosanagar, and A. Buja. 2009. Recommender systems and their effects on consumers: the fragmentation debate. Under journal submission. *NET Institute* working paper No. 08-44.

Popular Press Coverage

- *Knowledge at Wharton.* Different worlds: Do recommender systems fragment consumer interests. Aug 2011.

- *New Scientist*. The Harry Potter effect. Dec 2008.
- *Billboard.biz*. Wharton study examines music discovery service. Feb 2008.
- *Knowledge at Wharton*. Reinforcing the blockbuster nature of media. Oct 2007.

Invited Talks and Conferences

- Fleder, D. and K. Hosanagar. 2008. A missing data paradox for nearest neighbor recommender systems. *NYU-Stern Fourth Symposium on Statistical Challenges in Electronic Commerce Research*.
- Fleder, D., K. Hosanagar, and A. Buja. 2008. Recommender systems and consumers: the fragmentation debate. *Workshop on Information Systems and Economics*.
- Fleder, D. and K. Hosanagar. 2008. Recommender systems and diversity. *Network Economics Institute Conference*, Stern/NYU.
- Fleder, D. 2008. Recommender systems and mechanisms for information sharing. *Russell Ackoff Fellowship Workshop*, The Wharton School.
- Fleder, D. and K. Hosanagar. 2007. Recommender systems and sales diversity. *Wharton Invitational Choice Symposium*, Session on Social Networks.
- Fleder, D. and K. Hosanagar. 2006. Blockbuster culture's next rise or fall: The effect of recommender systems on sales diversity. *Workshop on Information Systems and Economics*.
- Abrahams A., A. Becker, D. Fleder, and I.C. MacMillan. 2005. Partitioning for profit: adapting data segmentation approaches from engineering to commerce. *Workshop on Formal Modeling for Electronic Commerce*.
- Fleder, D. 2004. Recent work in cost-sensitive machine learning. *OPIM Information and Decision Technology (IDT) Seminar*, The Wharton School.

AWARDS

Graduate awards

2009	Wharton Risk Center – Russell Ackoff Fellowship
2008	Finalist, INFORMS JFIG Best Paper Competition
2008	Mack Center for Technological Innovation – Grant
2008	Wharton Risk Center – Russell Ackoff Fellowship
2008-2009	Wharton Baker Retailing Center – Grant
2008	NYU-Stern Network Economics Institute – Grant
2007	NYU-Stern Network Economics Institute – Grant
2006-2007	OPIM Departmental Scholar
2005	Wharton Baker Retailing Center – Grant
2005	Yeck Center for Interactive Marketing – Scholarship
2005	ICDM DMDM Student Travel Award to China
2005-2007	Regular, invited speaker for MBA class on data mining
2004-2008	Wharton Doctoral Fellowship

Undergraduate awards

2001	N. Gross Prize for Best Senior Project in Major
2001	V. W. Ku Award for Outstanding Scholarship
2001	Bell Atlantic Scholarship winner
2000	Bell Atlantic Scholarship winner
2000-	Tau Beta Pi (national engineering honor society)
1997-2001	Benjamin Franklin Scholar
1997-2001	Dean's List

CASES WRITTEN

Original cases authored for OPIM-101 (core class of 600 students/year)

1. Optimization: Supply chain configuration
2. Optimization: Market entry decisions
3. Simulation: Optimal advertising allocation

TEACHING

- Taught recitations for OPIM-101 (Undergraduate - optimization)
- TA for OPIM-666 (MBA - information economics)
- TA for OPIM-668 (MBA - telecommunications)
- TA for OPIM-210 (Undergraduate information economics)

SERVICE

Ad-hoc reviewer – Knowledge Discovery and Data Mining (KDD)
Ad-hoc reviewer – International Conference on Data Mining
Ad-hoc reviewer – SIAM Conference on Data Mining
Ad-hoc reviewer – ACM Conference on Electronic Commerce
Ad-hoc reviewer – Journal of Management Information Systems
Ad-hoc reviewer – Workshop on IT and Systems
Ad-hoc reviewer – Management Science
Wharton Doctoral Council
Wharton Jazz Club (former VP)
PennSTEP volunteer program (former Co-President)

THESIS COMMITTEE

Professor Andreas Buja Statistics Department
Professor Shawndra Hill OPIM Department
Professor Kartik Hosanagar OPIM Department (Chair)

PROFESSIONAL ASSOCIATIONS

- Institute for Operations Research and the Management Sciences
- American Statistical Association
- Association for Computing Machinery

Revised August, 2011