

**Nicolas
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Education

Ph.D. in Applied Economics at [Faculty of Business and Economics, K.U.Leuven](#) (2006-2008)

Postgraduate in Management, Major in Finance at [Solvay Business School, Université Libre de Bruxelles](#) (2003-2005)

Master of Civil Engineering, Major in Informatics at [Ecole Polytechnique, Université Libre de Bruxelles](#) (1997-2002)

Biography

I am doctor in econometrics, Full Professor at ESSEC Business School, and Executive Vice-President (Directeur Général Adjoint) at ESSEC Business School. As the Deputy Dean for Corporate Relations and Custom Programs, I am in charge of Corporate, Custom and Innovative Experiences. My research work has been published in Management Science, the International Journal of Research in Marketing and the Journal of Service Research among others, and in managerial journals such as Harvard Business Review, the Huffington Post, Slate, Le Monde, Le Figaro, Les Echos, etc. I have been advising companies of different sectors on these topics: bank and insurance, telecom, FMCG, distribution, pharmaceuticals, and others. Poets&Quants identified me as one of the best 40 under 40 B-school professors in the world.

Research Areas

My research interests lie in data-based models to support marketing decisions. Current projects focus on the development of models for customer-base analysis, with a particular interest in Customer Lifetime Value, Share-of-Wallet and Churn prediction.

Publications

✉ Academic Publications

Articles

"Lancer sa plateforme web : les 3 erreurs à éviter" (N. Glady, J. Ondrus), *Harvard Business Review France*, Dec 2016, Issue Hors série, p. 94-95

"Unveiling the Association between the Transaction Timing, Spending and Dropout Behavior of Customers" (N. Glady, A. Lemmens, C. Croux), *International Journal of Research in Marketing*, Issue 1

"Modeling Purchasing Behavior With Sudden 'Death': A Flexible Customer Lifetime Model" (A. Bemmaor, N. Glady), *Management Science*, May 2012, Vol. 58, Issue 5, p. 1012-1021

"Modeling Churn Using Customer Lifetime Value" (N. Glady, B. Baesens, C. Croux), *European Journal of Operational Research*, Aug 2009, Vol. 197, Issue 1, p. 402-411

"A Modified Pareto/NBD Approach for Predicting Customer Lifetime Value" (N. Glady, B. Baesens, C. Croux), *Expert Systems with Applications*, Mar 2009, Vol. 36, Issue 2, p. 2062-2071

"Predicting Customer Wallet without Survey Data" (N. Glady, C. Croux), *Journal of Services Research (The)*, Feb 2009, Vol. 11, Issue 3, p. 219-231

Book Chapters

Implementing the Pareto/NBD Model: A User-Friendly Approach. In: *Quantitative Marketing and Marketing Management* (with A. Bemmaor, D. Hoppe). Wiesbaden (Germany) : Springer Gabler, Adamantios Diamantopoulos, Wolfgang Fritz, Lutz Hildebrandt, eds. 2012. 2012, p. 39-49

Other Activities

📖 Scientific Activities

Conference Presentations

"Predicting Customer Wallet", (with C. Croux). Marketing Science Conference, INFORMS , Vancouver, Canada, 12 Jun 2008

"Predicting Customer Wallet", (with C. Croux). EMAC - European Marketing Academy Conference , University of Brighton, Brighton, United Kingdoms, 27 May 2008

"A Modified Pareto/NBD Approach for Predicting Customer Lifetime Value", (with B. Baesens, C. Croux). Statistics for Data Mining , IASC, Aveiro, Portugal, 30 Aug 2007

"Une Approche Nouvelle du Modèle Pareto/NBD", (with B. Baesens, C. Croux). 39èmes Journées de Statistique , JDS2007, Angers, France, 11 Jun 2007

"Churn Prediction Using Customer Lifetime Value: A Business Case in Retail Banking", (with C. Croux). 14th Annual Meeting of Belgian Statistical Society , BSS2006, Houffalize, Belgium, 11 Oct 2006

Sales and Management Association ([SMA](#)), Steenokkerzeel, Belgium; May 14th, 2009. *Customer Valuation*.

G.R.E.M.A.Q. Toulouse: Seminars of Statistics ([GREMAQ](#)), Toulouse, France; March 16th, 2009. *Modeling Dependencies in the Customer Lifetime Value with Copulas*.

The Datamining Garden - What is Datamining? Brussels, Belgium; September 25th, 2008. *Knowledge Discovery in Data*.

The Datamining Garden - Workshop on Finance ([DMG 20071210](#)), Brussels, Belgium; December 10th, 2007. *Customer Lifetime Value Modeling*.

📖 Consulting and Other Activities

I have been working as a consultant, project manager and analyst in the industry since 2003. My areas of expertise are Business Analytics, Marketing Modeling and Customer Relationship Management.