

Sarah Wiener

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Education	Ph.D. Quantitative Marketing University of Texas at Austin	Exp. 2028
	M.S. Economics University of Texas at Austin	Exp. 2027
	M.S. Marketing University of Texas at Austin	Exp. 2025
	B.S. Statistics Pennsylvania State University	2019
	B.S. Marketing Pennsylvania State University	2019
Research Interests	Fields: Quantitative Marketing, Industrial Organization, Choice Models Substantive: Pricing, B2B, Data Privacy	
Honors and scholarships	Bonham Memorial Fund (UT Austin) McCombs School Fellowship (UT Austin) Graduate School Recruitment Fellowship (UT Austin) Group Recognition Award for Pandemic Response Efforts (Intel)	2025 2023-2028 2023 2020
Working Papers	Franchise and Human Capital (<i>writing in progress</i>) Rating List Effects (<i>data collection in progress</i>) B2B Deal Pricing (<i>model in progress</i>)	
Teaching Experience	Graduate Instructor, UT Austin Introduction to Marketing	Spring 2026
	Teaching Assistant, UT Austin Sales Management (MBA)	Spring 2025 Doug Chung
	Teaching Assistant, UT Austin Marketing Analytics II	Fall 2023, 2024 Vijay Mahajan
	Teaching Assistant, UT Austin	Spring 2024

	Data Analytics and Dynamic Pricing (MBA)	Jason Duan
	Learning Assistant, Penn State University Calculus with Analytic Geometry I/II	Fall 2017
	Learning Assistant, Penn State University Introduction to Statistics	Fall 2016
Doctoral Coursework <i>*audited</i>	Marketing Models II Marketing Models I Behavioral Decision Research Marketing Research Methods Marketing Management & Strategy Operations Management <i>Empirical Methods*</i> Empirical IO I Empirical IO II Econometrics I Econometrics II Structural Econometrics Microeconomics I Microeconomics II (Game Theory) Macroeconomics I	Doug Chung Raghunath Rao Adrian Ward Rex Du Vijay Mahajan Ioannis Stamatopoulos Robert Town & Jorge F. Balat Jorge F. Balat & Eugenio J. Miravete Donald Thomas Brendan Kline Dan Ackerberg Vasiliki Skreta Svetlana Boyarchenko Stefano Eusepi
Conferences	2024 UTD BASS Forms 2019 AMA International Collegiate Conference 2018 AMA International Collegiate Conference	Dallas, TX New Orleans, LA New Orleans, LA
Presentations	Becoming a Platinum Chapter AMA International Collegiate Conference	April 2019
Industry Experience	Klarna , Analyst Developed pricing strategy, business cases, marketing forecasts, routine P&L analysis, and ad-hoc analytical support for Klarna's sporting goods merchants.	2022-2023
	Intel , Competitive Marketing Manager Led, developed, and executed strategic, cross-Intel marketing plans in response to key competitive industry moments and events.	2021-2022
	Intel , Pricing Manager Managed deal pricing for customers in the European, African, Middle Eastern, and American regions, and won 93% of deals, totaling over \$50M in revenue. Automated customer survey process for revenue reporting, achieving a Division Recognition Award for heightened data integrity.	2019-2021

Skills	Programming SQL, R, LaTeX, Python, Matlab, Julia, STATA
	Software CPQ, Microsoft Office, G-Suite, Power BI DAX, JIRA Atlassian, Qualtrics, Google Analytics
Service	President , Penn State American Marketing Association
Other interests	Running, reading, pole vault, board games, & coffee