

# Sarah Wiener

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

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

Skills	<p><b>Programming</b></p> <p>SQL, R, LaTeX, Python, Matlab, Julia, STATA</p>
	<p><b>Software</b></p> <p>CPQ, Microsoft Office, G-Suite, Power BI DAX, JIRA Atlassian, Qualtrics, Google Analytics</p>
Service	<p><b>President</b>, Penn State American Marketing Association 2019</p>
Other interests	<p>Running, reading, pole vault, board games, &amp; coffee</p>