

ANNIE WILSON, Ph.D.

AVWilson@Wharton.Upenn.edu

EDUCATION

Harvard Business School (2016-2020)

Ph.D. in Marketing (Consumer Behavior)

Advisor: Michael I. Norton

Georgetown University (2009-2013)

Bachelor of Arts in English and Psychology

PROFESSIONAL EXPERIENCE

The Wharton School, University of Pennsylvania (2021 – Current)

Senior Lecturer of Marketing

- Teach MBA, undergraduate, and executive MBA marketing courses
- Faculty advisor of MUSE, an undergraduate marketing organization

The Vanguard Group (2020-2023)

Behavioral Scientist

- Initiate and develop relationships with stakeholders to support business initiatives through programmatic research and consulting
- Educate business and research partners on principles and best practices of behavioral science and experimentation through seminars, consultations, blogs, and white papers
- Design, execute, and communicate results of lab and field experiments to test interventions for improving advice interactions, online client experiences, and financial decision-making

University of Washington, Bothell (2021)

Adjunct Professor – Marketing

Georgetown Institute for Consumer Research (2014-2016)

Research Associate

Certified Personal Trainer (National Academy of Sports Medicine, 2011-2021)

BOOKS & ARTICLES

Wilson, Annie and Ryan Hamilton (2025), *The Growth Dilemma: Managing Your Brand when Different Customers Want Different Things*, Harvard Business Publishing.

Hamilton, Ryan and **Annie Wilson** (2025), “Attract New Customers Without Alienating Your Old Ones,” *Harvard Business Review*.

-Selected for HBR’s 10 Must Reads on Marketing 2026

Ashley Whillans, **Anne V. Wilson**, and Tobias Schlager (2020), "It's Okay to Say 'No' to Social Events During COVID," *Harvard Business Review*.

JOURNAL PUBLICATIONS

Amormino, Paige, August E. Graue, Abigail A. Marsh, and **Anne V. Wilson** (2025), "Development and Validation of the Social Discounting Task: Short Form," *Social Psychological and Personality Science*.

Kahn, Barbara and **Anne V. Wilson** (2024), "More than 50 Years of Consumer Behavior Research: What Will the Future Look Like?," *Journal of Business Research*.

Wilson, Anne V. (2022), "Clouded Motives and Pharmacological Calvinism: How Recreational Use of a Drug Affects Moral Judgments of its Medical Use," *Journal of Public Policy & Marketing*.

Elizabeth Keenan, **Anne V. Wilson**, and Leslie John (2022), "When Less is More: Consumers Prefer Brands that Donate More in Relative versus Absolute Terms," *Marketing Letters*, 33, 31-43.

Wilson, Anne V. and Silvia Bellezza (2021), "Consumer Minimalism," *Journal of Consumer Research*, 48(5), 796-816.

-Winner of the 2025 JCR Best Article Award

Donnelly, Grant, **Anne V. Wilson**, Ashley Whillans, and Michael Norton (2020), "Communicating Resource Scarcity and Interpersonal Connection," *Journal of Consumer Psychology*.

Wilson, Anne V.*, Ashley Whillans*, and Tobias Schlager* (2020), "Rejections Make the Heart Grow Fonder: The Benefits of Articulating Risks when Declining Social Invitations," *Journal for the Association for Consumer Research*.

Goldsmith, Kelly*, Caroline Roux*, and **Anne V. Wilson*** (2019), "Can Thoughts of Having Less Promote Prosocial Preferences? The Relationship between Scarcity, Construal Level, and Sustainable Product Adoption," *Journal of the Association for Consumer Research*.

Hydock, Chris, **Anne V. Wilson**, and Karthik Easwar (2015), "The Effects of Increased Serving Sizes on Consumption," *Appetite*, 101: 71-79.

PUBLISHED CASE STUDIES

Bellezza, Silvia, Aarati Cohly, and **Annie Wilson** (2026), "Tony's Chocolonely: Scaling a Purpose-Centered Brand," Columbia Case Works.

Wilson, Annie and Tanya Chartrand (2025), "Quest Nutrition: Growing the Nutritional Snacking Category," Ivey Publishing.

Wilson, Annie and Patti Williams (2025), “Stanley: More than Just a Water Bottle?,” Ivey Publishing.

Wilson, Annie and Christopher Hayden, “MilkPEP: You’re Gonna Need Milk for That,” under review, Ivey Publishing.

Bellezza, Silvia and **Annie Wilson** (2024), “Allbirds: Can the Sustainable Shoe Company Reinvent the Brand?,” Columbia CaseWorks No. CU380.

Wilson, Annie and Connor Barwin (2022), “The Philadelphia Eagles: Stoking National Football League Fandom in Africa,” Ivey Publishing Case No. W32654.

Israeli, Ayelet and **Anne V. Wilson** (2023), “Crocs: Using Community-Centric Marketing to Make Ugly Iconic,” Harvard Business School Case No. 524006

Israeli, Ayelet and **Anne V. Wilson** (2022), “Athletic Brewing Company: Crafting the U.S. Non-Alcoholic Beer Category,” Harvard Business School Case No. 523021.

Israeli, Ayelet and **Anne V. Wilson** (2022), “Cann: High Hopes for Cannabis Infused Beverages,” Harvard Business School Case No. N9-523-074.

Wilson, Anne V., Kelly Goldsmith, and Kaylee Tao (2022), “Liquid Death: Water Made Metal,” Ivey Publishing Case No. W28658.

Israeli, Ayelet and **Anne V. Wilson** (2021), “Headspace vs. Calm: A Mindful Competition,” Harvard Business School Case No. 521-102.

SERVICE EXPERIENCE

Ad hoc reviewer:

- Journal of Consumer Research
- Marketing Letters
- Personality and Social Psychology Bulletin
- Journal of Marketing
- Journal of Consumer Psychology
- Journal of Public Policy & Marketing

TEACHING EXPERIENCE

MBA:

- Consumer Behavior (The Wharton School, UPenn)
- The Business of Wellness (The Wharton School, UPenn)
- Principles of Advertising (The Wharton School, UPenn)
- Marketing Management (University of Washington, Bothell)

Undergraduate:

- Principles of Advertising (The Wharton School, UPenn)
- The Business of Wellness (The Wharton School, UPenn)

High School:

- Consumer Behavior (Global Youth Program, UPenn)

Awards:

2024-25 Wharton Teaching Excellence Award – Undergraduate, MBA, and Executive Programs

2023-24 Wharton Teaching Excellence Award – Undergraduate, MBA, and Executive Programs

2022-23 Wharton Teaching Excellence Award – Undergraduate, MBA, and Executive Programs

2021-22 Wharton Teaching Excellence Award – Undergraduate Program