2026

# Tito L. H. Grillo

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## EDUCATION

University of Texas at Austin, *Marketing (Consumer Psychology) PhD - Advisor: Dr. Adrian F. Ward*
Universidade Federal do Rio Grande do Sul, *Marketing DBA*

## RESEARCH INTEREST

*Substantive interests*



**Adverse experiences**
Every day, people worldwide face battles to protect their livelihood and well-being, from long periods of stress to social discrimination, financial strain, and political tensions. I am interested in how these adverse experiences shape consumers' thinking and behavior.



**Social issues**
Systemic social issues—such as social discrimination and socioeconomic inequality—are often the underlying root of the adversity people face in their daily lives. I am especially interested in understanding how consumers perceive these issues and potential solutions to combat them.

*Theoretical interests*



**Hardwired tendencies, memory, and learning**
I see consumer behavior as the interplay between things people learned while growing up, things humans are hardwired to do, and the stimuli consumers find in our modern world. In general, behavioral tendencies are very functional—we adopt thought processes and behaviors that have been rewarded while we were growing up, and our most fundamental natural tendencies exist because they helped our ancestors survive.

The twist is that many thing in the modern world—such as money, technology, political discussions, and social tensions—were part of neither our formative experiences nor the lives of our ancestors. I try to understand what happens when early-learned or "primitive" tendencies confront such modern, "grown-up" challenges.

Combining these interests, my research has received funding from important grant Agencies, including Fullbright (nearly US$ 70k, USA), SSHRC (nearly CAD 70k, CA), and seed funding from the University of Alberta (CAD 100k), with research output featured in major consumer research and psychology journals (e.g., JCR [conditionally accepted], JESP, PSPB, among others).

## SELECTED PUBLICATIONS AND ONGOING PROJECTS

- Yang, Shuhan+; **Grillo, Tito L.H**.; Argo, Jennifer. (2026 Stress Increases Consumers' Design Preferences for Minimalist Aesthetics. **Conditionally accepted**, *Journal of Consumer Research*.

This recently accepted paper at JCR (FT 50 journal) demonstrates that when consumers are under heightened stress (due to, for example, work demands, civil unrest, or while preparing to speak in public), they make systematic different choices based on the visual aesthetics associated with products (from the package of a snack to the ambiance of a coffee shop to the cover of a book), even when these aesthetic features do have no implications for their consumption experience (for instance, the snack itself is not meaningfully different from a competitor with a different package design, the ambiance does not change the quality of the coffee shop, and the same book had a different cover art). Specifically, under stress, consumers gravitate toward options associated with more minimalist visual aesthetics. This work is important because it reveals how situational vulnerability–in this case, in the form of heightened stress, which is on the rise among consumers worldwide–can alter consumer choices incidentally. The findings offer marketers concrete suggestions for how to engage with consumers in settings of high stress, whether these constitute a time of the year when their target segment undergoes elevated stress (such as accountants at the end of the fiscal year) or in times of widespread stress (such as amid economic crises), and showcase these suggestions in practice through a field experiment leveraging stress associated with an ongoing teachers strike in Canada. At the same time, it warns consumers that, when stressed, they make systematically different choices relative to when not stressed, and therefore, it might be worth avoiding committing to long term choices in these situations.

- **Grillo, Tito L. H.,** Yang, Shuhan; & Adrian F. Ward**.** (2025)**.** ***Fairness revisionism and the dangers of celebrating social progress*****.** Invited for the Society for Personality and Social Psychology's *Character and Context Blog*. Link: https://tinyurl.com/fairnessrevisionism
  Notes: general public-focused; co-authored with PhD student

  **Lead**

  The 2016 film *Hidden Figures* introduced audiences to the stories of Mary Jackson, Dorothy Vaughan, and Katherine Johnson—three Black women who, in the early 1960s, were pivotal to the American space program. Along the way, they had to overcome the sexism and segregation of the times and become several "firsts"—NASA's first Black female engineer, first Black supervisor, and first woman credited in a research report.

  Although discrimination remains a serious problem, society has become much more inclusive on many fronts since the 1960s. More and more people have become the "firsts" to conquer spaces previously exclusive to social majorities–the first working-class president of a country, the first immigrant CEO of a major company, the first same-sex couple to be married. Most importantly, they are increasingly the "firsts of many," paving the way for a more equal future.

  But this progress doesn't change the past. It makes things fairer for new generations, but the discrimination that afflicted previous generations cannot be undone, nor does social progress make this past discrimination any less unfair.

  The past will remain unchanged. But that doesn't mean perceptions of the past can't change. In fact, people's perceptions of their own past can change greatly, and that's where you may see fairness revisionism.

- **Grillo, Tito L. H.**; Yang, Shuhan; & Adrian F. Ward. (2024) Fairness Revisionism: Reducing Discrimination for the Future Reduces Perceived Unfairness in the Past.
*Journal of Experimental Social Psychology.* Volume 115, 104671.
Article DOI: https://doi.org/10.1016/j.jesp.2024.104671
Note: project with PhD student

**Abstract**

Marginalized groups may face systemic discrimination for generations until concrete advancements in society finally ensure fairer treatment for their members. Although fairness advancements may benefit these groups in the present and future, they do not change the past; they cannot undo the discrimination already experienced by previous generations. However, five studies ($N$ = 1672) suggest that fairness advancements that benefit a marginalized group may change how its members perceive their own prior experiences with discrimination, leading them to see these experiences as having been fairer compared to when there are no such advancements. We find evidence of this revisionism of unfair past experiences in different historically marginalized groups (women and immigrants) and cultural contexts (U.S., U.K., and China). Critically, fairness revisionism arises even when fairness advancements have no objective impact on individuals themselves, as long as there are benefits for current and future members of their social group. Fairness revisionism does not arise, however, in response to gains for marginalized groups to which one does not belong, nor when individuals assess fairness in other groups' past experiences from an outsider's perspective. Overall, this phenomenon may be a double-edged sword: it may provide peace of mind for those treated unfairly by assuaging the memory of adverse experiences, but may also make discrimination issues in society seem less pressing based on the perspective of victims themselves.

**Related media coverage and knowledge mobilization**

- Invited *Character and Context* article for the Society for Personality and Social Psychology: Fairness Revisionism and the Dangers of Celebrating Social Progress (2025).
- CBC's Radio Active interview: Memories of discrimination can change.
- CBC News interview: Can discrimination be remembered in a positive light?.
- University of Alberta's Folio article: The fairness filter: progress skews perceptions of past discrimination.

- **Grillo, Tito L. H.** & Ward, Adrian F. (2022). How Childhood Adversity Shapes Susceptibility to COVID-19 Scams. *Journal of the Association for Consumer Research*, 7(1), 54-62 Article DOI: https://doi.org/10.1086/711833

**Abstract**

COVID-19 scams promise to alleviate the physical and financial risks associated with the ongoing coronavirus pandemic but in fact expose consumers to additional risk. The present research examines how one prominent and unequally distributed socioeconomic factor—resource availability during childhood—influences susceptibility to COVID-19 scams among US adults. One pilot and five preregistered studies (total $N$=1595) provide evidence that childhood adversity may often confer a protective advantage; when environmental threat is low, adults raised in scarcity are less susceptible to scams than those raised in abundance. However, heightened environmental threat—such as evidence of a worsening global pandemic—holds different consequences for those with different

socioeconomic backgrounds: whereas adults raised in abundance become less susceptible to scams when the world seems more threatening, adults raised in scarcity become more susceptible to scams under these conditions.

**Related media coverage and knowledge mobilization**

- McCombs Business School News: COVID-19 Under a Business Microscope; Featured at Kellogg's Insights on Consumer Behavior during COVID-19 Webinar.

- Fisher, Matthew; Smiley, Adam; & **Tito L. H. Grillo** (2022). Information Without Knowledge: The Effects of Internet Search on Learning. *Memory*, 30(4), 375-387 Article DOI: https://doi.org/10.1080/09658211.2021.1882501
  Note: project with undergraduate student

**Abstract**

The Internet has radically shifted how people access information. Instead of storing information internally, increasingly, people outsource to the Internet and retrieve it when needed. While this is an efficient strategy in many ways, its downstream consequences remain largely unexplored. This research examines how accessing online information impacts how people remember information in a learning context. Across five experiments, participants studied for a quiz either by searching online to access relevant information or by directly receiving that same information without online search. Those who searched the Internet performed worse in the learning assessment, indicating that they stored less new knowledge in internal memory. However, participants who searched the Internet were as confident, or even more confident, that they had mastered the study material compared to those who did not search online. We argue that, by making information retrievability salient, Internet search reduces the likelihood of information being stored in memory. Further, these results suggest that searching online leads to the misattribution of online information to internal memory, thus masking the Internet-induced learning deficits.

**Related media coverage and knowledge mobilization**

- KQED coverage: Recent studies on the "Google effect" add to evidence that the internet is making us dumber.

- **Grillo, Tito L. H.** & Pizzutti, Cristiane (2021). Recognizing and Trusting Persuasion Agents: Attitudes Bias Trustworthiness Judgments, but not Persuasion Detection. *Personality and Social Psychology Bulletin*, 47(5), 796-809 Article DOI: https://doi.org/10.1177/0146167220946197

**Abstract**

People rely on intuitive knowledge about persuasion to cope with persuasion attempts motivated by self-interest. Because this knowledge associates persuasive intent with low trustworthiness, identifying the communicator as an agent with ulterior motives tends to reduce trust in the communicator. Three studies suggest that the extent to which people call on this association to assess a persuasion agent depends on whether the agent's message challenges or reinforces their prior attitudes. Challenged attitudes motivate people to use the negative association between persuasive intent and trustworthiness, whereas reinforced attitudes lead people to neglect it. However, prior attitudes do not affect people's capacity to detect cues of ulterior motives and develop an awareness of the persuasive intent. Thus,

recipients of persuasive messages that support their prior beliefs trust persuasion agents despite being aware of the agents' ulterior motives. This seems to be a byproduct of people's motivation to preserve a sense of self-integrity.

**Related media coverage and knowledge mobilization**

- Psychology Today coverage: Trust Me, I'm an Expert
- Psypost coverage: Persuasive messages with ulterior motives are more effective when they reinforce a person's prior attitude

- **Ward, A. F., Grillo, T. L. H., Yang, S., & Fernbach, P. M. (2026).** *Google effects on decision making: Online search increases financial risk taking***. Second round at** *Cognition***.** SSRN: https://tinyurl.com/financialsearchworkingpaper
  Note: project with PhD student

**Abstract**

People frequently turn to the internet for information. With online search engines at the ready, answers to virtually any question can be called up at a moment's notice, seamlessly dovetailing with human cognitive processes. A growing body of research on Google Effects examines the metacognitive implications of this form of extended cognition and finds that it can inflate people's self-perceived knowledge and cognitive abilities because people often misattribute online knowledge to the self. However, whether and how blurred boundaries between the internet and the self may extend beyond metacognition to shape consequential decisions remains largely unknown. The present research examines this possibility in the domain of financial decision making. Data from nationally representative surveys in the United States (N = 14,922) and four experiments (N = 1,783) provide consistent evidence that searching the internet for information about finance and investing can lead to riskier financial decisions. People who search for this information online (vs. those who do not search online) subsequently allocate more funds to stocks (vs. bonds) in a retirement planning simulation, bet more real money in a financial challenge, and report greater willingness to take financial risks even in the midst of heightened economic uncertainty. This pattern arises even in experimental procedures that hold information exposure constant across conditions, suggesting that the increased risk-taking stems not from acquiring financial knowledge but from the metacognitive experience of accessing it through online search. The finding highlights a novel pathway through which modern informational environments may systematically influence decision making.

**Related media coverage and knowledge mobilization**

- MarketWatch coverage: The internet is making you a worse investor and How social media convinces investors they're the next Warren Buffett — or smarter

- **Grillo, T. L. H**., Noseir, A., & Moore, S. *(2026). When "I" means "we": Youth socioeconomic status reverses responses to self-construal cues in joint consumption.* **Manuscript under review at the** Journal of Consumer Psychology.
  Note: project with undergraduate student

**Abstract**

In joint consumption situations, consumers often face trade-offs between their own preferences and those of their peers. Whether consumers construe themselves as independent or interdependent relative to others is an important factor in resolving these trade-offs. Previous research on self-construal has found that when researchers and marketers employ cues such as language to make independence salient, consumers tend to resolve these trade-offs in a more self-focused manner, whereas cues that make interdependence salient lead consumers to resolve these trade-offs in a more other-focused manner. The present research, however, reveals that such responses depend on the socioeconomic status (SES) consumers experienced during youth. Two experiments replicate the classic pattern described above among higher youth-SES consumers, but find the opposite pattern among lower youth-SES consumers: independence cues make them more other-focused, while interdependence cues make them more self-focused. These findings advance understanding of the socioeconomic roots of consumers' self-construals, answer calls for greater attention to consumers' life experiences and to disadvantaged social groups, and demonstrate that established effects can manifest differently when these groups' experiences are considered.

- **Grillo, Tito L. H.**, Noseir, A., Akondi, N. S., & Vietes, Y. (2026). *Ideological self-interest and the geographic scope of redistribution: Liberals and conservatives are more divided at home than abroad*. **Second round** at the *Journal of Personality and Social Psychology*.
  Note: project with undergraduate and PhD student

**Abstract**

Political ideology is a powerful predictor of support for wealth redistribution, a divide commonly attributed to contrasting moral worldviews between liberals and conservatives. The present research proposes that this ideological divide also reflects a less recognized force — ideological self-interest — whereby liberals and conservatives hold systematically diverging expectations about how redistribution will personally affect their lives, independent of their objective socioeconomic standing. Across four studies, we show that these self-interested expectations are most divisive when redistribution feels personally proximate. When redistribution occurs within the United States, ideological polarization is sharp. When it extends beyond national borders — whether as cross-country resource transfers, redistribution implemented in other countries, or international redistribution framed as a national investment — polarization diminishes, sometimes disappearing entirely. Critically, this reduction in polarization takes different forms depending on the type of international redistribution considered: liberals drive the convergence when redistribution draws on national resources, while conservatives drive it when redistribution neither costs nor directly affects their country. These findings reveal that ideological polarization on redistribution is not a fixed expression of moral conviction, but a context-sensitive reflection of perceived personal stake — and is therefore more malleable than it appears.

- Yang, S., Argo, J., & **Grillo, T. L. H.** (2026). *From playground to purchase: How having been bullied in youth predicts consumers' preference for (less)popular products in adult life*. **Manuscript invited for resubmission** at the *Journal of Consumer Research*.

**Abstract**

Popularity is widely recognized as a powerful booster of product appeal, as attested by the ubiquity of "Bestseller" tags, trending lists, and other popularity cues in modern marketplaces. Yet, popularity does not persuade everyone. Across nine studies, this research finds that, contrary to lay intuition and theories of rejection-induced compensatory conformity, adults who were bullied during youth are systematically less drawn to options described as "most popular" or marked with a "Popular" tag, being more prone than the average consumer to favor products without such popularity cues. A chronic sense of social disconnectedness that youth bullying victims continue to carry in the present underlies this pattern, rendering less popular products more self-congruent for them because, like them, these products appear not to "connect" with most people. The findings yield key insights for brands and other agents interested in engaging with these consumers, and for these consumers to better understand themselves.

- Yang, S., Grillo, T. L. H., & Argo, J. J. (2026). *To represent depression categorically or along a continuum? The audience's mental health determines which representational format reduces stigma*. **Revise and resubmit** at the *Journal of Experimental Social Psychology*.
  Note: project with PhD student

  **Abstract**

  Mental illnesses such as depression have traditionally been construed categorically—people are viewed as either not having or having it. This paradigm, however, has been criticized for reinforcing an "us-versus-them" mentality that fosters stigma. As a potential solution, a growing literature proposes a continuum paradigm, which construes mental illness as a spectrum that everyone occupies to varying degrees (i.e., without "us-versus-them" divides). This article demonstrates that whether stigma-reduction efforts (e.g., anti-stigma and mental health awareness campaigns) should encourage categorical or continuum construals of mental illness may depend on the mental-health status of the audiences these efforts will reach. A series of experiments compares how interventions involving categorical versus continuum representations of depression shape responses to people with depression and depression-related media that could counter stigmatizing beliefs (films, podcasts) among individuals who do not personally experience depression versus those who do. Among those without depression, supporting this recent literature, continuum interventions produced more favorable responses than categorical interventions–thus, continuum representations may indeed be preferable in efforts to reduce stigma perpetrated by the "outside" public who do not personally experience mental illness. However, among those with depression, more favorable responses emerged under the influence of categorical (rather than continuum) interventions, implying that categorical representations may be more efficient for reducing self-stigma tendencies in the "inside" public, consisting of people who do experience mental illness. The authors discuss these patterns through the lens of social identity frameworks and how categorical and continuum construals of group-defining attributes can shape ingroup and outgroup dynamics.

## RESEARCH PRESENTATIONS

- Upcoming. Invited panel on research involving vulnerable consumers. ACR 2026, Chicago, IL, USA.*
- Yang, S., Argo, J., & **Grillo, T. L. H.** (2026). From playground to purchase: How having been bullied in youth predicts consumers' preference for (less)popular products in adult life. *SCP*, San Diego, CA, USA.*

- Yang, Shuhan; **Grillo, Tito L.H**.; & Argo, Jennifer. (2025). The Silver Lining of Categorical Thinking in Consumers' Preference for Options Related to Mental Health. *ACR Latin America*, Sao Paulo, SP, Brazil.*

- Yang, Shuhan; **Grillo, Tito L.H**.; & Argo, Jennifer. (2025). The Silver Lining of Categorical Thinking in Consumers' Preference for Options Related to Mental Health. *The Unconference - Society for Consumer Psychology Boutique Conference*, Alexandria, Virginia, USA.

- Yang, Shuhan; **Grillo, Tito L.H**.; & Argo, Jennifer. The Silver Lining of Categorical Thinking in Consumers' Preference for Options Related to Mental Health (2025). Paper presented at the conference of the *Society for Consumer Psychology*, Las Vegas, NV, USA.

- Grappe, Cindy; **Grillo, Tito L.H**; Moore, Sarah; & Argo, Jennifer (2024) Buy, But Don't Use (Too Much): When Morally Regulating Messages to Promote Resource Conservation Backfire. Paper presented at the conference of the *Association for Consumer Research*, Paris, France.

- **Grillo, Tito L.H**; Vieites, Yan; Abott, Paige; & Ward, Adrian F. (2024) Beyond values and beliefs: Self-interest underlies ideological polarization around domestic (and consensus around international) redistribution. *Invited talk at the Erasmus University Rotterdam*. *

- Yang, Shuhan & **Grillo, Tito L. H.** (2024). Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design. Paper presented at the conference of the *Society for Consumer Psychology*, Nashville, TN, USA.

- Yang, Shuhan, **Grillo, Tito L. H.,** & Argo, Jennifer (2024). Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design. *Invited talk at the University of Alberta's Marketing Research Camp*.*

- Yang, Shuhan & **Grillo, Tito L. H.** (2023.) Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design. Paper presented at the conference of the *Association for Consumer Research*, Seattle, WA, USA.

- **Grillo, Tito L. H**.; Henderson, Ty; & Ward, Adrian F. (2023). Habituation to threats in sustained periods of crisis: Lessons from risk perceptions throughout the COVID-19 pandemic. Paper presented at the European conference of the Association for Consumer Research, Amsterdam, Netherlands.*

- **Grillo, Tito L. H.** and Adrian F. Ward (2022). Survival and Surplus Mindsets: How Early Life Socioeconomic Conditions Shape Risky Behaviors During COVID-19. Paper presented at the conference of the *Society for Consumer Psychology*, Virtual Conference. *

- **Grillo, Tito L. H.**, Pizzutti, Cristiane, and Adrian F. Ward (2020). The Effect of Google-Induced Confidence on Consumption Experiences. Paper presented at the conference of the *Association for Consumer Research*, Virtual Conference.*

- **Grillo, Tito L. H.**, Pizzutti, Cristiane, and Adrian F. Ward (2020). Googled-Induced Confidence in Decision Skills Changes Experiences. Paper presented at the conference of the *Society for Consumer Psychology*, Huntington Beach, LA, USA.*

- Ward, Adrian F., **Grillo, Tito L. H**., and Phillip Fernbach (2019). From Novice to Know-it-All: Online Financial Search and Financial (Over)Confidence. Paper presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO, USA.

- Ward, Adrian F., **Grillo, Tito L. H**., and Phillip Fernbach (2018). From Novice to Know-it-All: How Google-Based Financial Learning Affects Financial Confidence and Decisions. Paper presented at the conference of the *Association for Consumer Research*, Dallas, TX, USA.*

- **Grillo, Tito L. H.** and Adrian F. Ward (2018). Google-Induced Confidence Improves Experiences. Paper presented at the annual conference of the *Society for Personality and Social Psychology*, Atlanta, GA, USA.*

*Denotes talks by Tito (not by co-authors).

## CONFERENCE SESSIONS AND EVENTS ORGANIZED/CHAIRED

- University of Alberta Häubl Marketing Research Camp (With Noah Castelo and Paul Messinger). Two-day research camp with four guest speakers, 2025.

- Sustainability and Innovation session. Session chaired at the conference of the *Association of Consumer Research*, 2024..

- Cognitive Influences on Consumption Experiences (with Adrian F. Ward). Session held at the conference of the *Association of Consumer Research*, 2020.

- Financial Decisions in the Information Age (with Adrian F. Ward). Session held at the conference of the *Association of Consumer Research*, 2018.

## PEER-REVIEW SERVICES

- Cognition
- Journal of Experimental Psychology: General
- International Journal of Consumer Studies
- Journal of Consumer Research
- International Journal of Research in Marketing

## GRANTS, FELLOWSHIPS, AND RECOGNITIONS

- SRIF Seed funding University of Alberta ( 2026) as principal investigator - CAD 50,000
- SRIF Seed funding University of Alberta ( 2026) as co investigator (principal investigator: Dr. Jennifer Argo) - CAD 50,000
- SSHRC IDG (2025-2027) as principal investigator - CAD 70,000
- Honorable mention for the Donald and Margaret MacKenzie Distinguished Teaching Award (2024);
- EFF-SAS as principal investigator, University of Alberta (2022-2023, 2023-2024) - values ranged from CAD 4,000 to 8,000 across years
- University of Alberta Recruitment Funding (2022 - 2028) - CAD 80,000.
- University College Continuing Fellowship, University of Texas at Austin (2020-2022); USD 70,000
- The Society for Consumer Psychology's Schumann Dissertation Competition Finalist (2021);
- McCombs School of Business Fellowship (2018-2021) - USD don't remember =P
- McCombs School of Business Research Scholarship (2017-2021); USD don't remember =P
- The Eugene & Dora Bonham Memorial Fund Scholarship (2018-2019); USD don't remember =P
- McCombs School of Business Recruitment Fellowship (2017-2019); USD don't remember =P
- Fulbright & CAPES Research Grant as principal investigator (2016-2017) - USD 70,000.

## DOCTORAL STUDENT TRAINING

- Shuhan Yang (Completed in 2026; placement: Assistant Professor, Peking University– co-supervised with Dr. Jennifer Argo)
- Naga S. Akondi (incoming in 2026, co-supervised with Dr. Jennifer Argo)

## TEACHING

**Undergraduate:**
Marketing Analytics (2023-present), Avg. student evaluation score of the course in 2026: 4.9/5.
Honorable mention for the Donald and Margaret MacKenzie Distinguished Teaching Award 2024

Selected comments from students:

- Great professor. Clearly cares a lot about his students and wants us to succeed. Though I do not like the subject, he made it interesting and enjoyable. Lovely person and hope he continues to teach this course so others can have a similar experience (2026).
- This had to be my favourite class of the semster solely because everyday Tito managed to keep everyone in class consistently involved (2026).
- Tito is the goat (2026).
- *Tito is a great prof, he was very passionate which made it fun to come to class (2025).*
- *One of the best courses I have ever taken in Uni (2024).*
- *Phenomenal teaching! One of the best & most comprehensive courses I've taken! (2024)*
- *this class was always a great environment and I always enjoyed going to it. I have never made so many friends in a class, I liked how we would always be required to have a new group randomly created. This pushed us to work with other people we wouldn't normally work with. The prof and the TAs were always really happy to help (2024).*
- *ONE OF THE MOST AMAZING INSTRUCTORS IN UOFA (2024).*
- *Tito's teaching style and coursework blew my expectations out of the water. He made a mostly boring subject very engaging and enjoyable. He always was fair and treated his students with upmost respect. For a newer professor, he is one of the best I had during my years at UofA (2023).*
- *Tito makes learning marketing analytics very exciting. He is obviously passionate about the subject and cares about students and is willing to go above and beyond to help them (2023).*
- *Tito is the GOAT! The lectures are really interesting and formatted well. One of my favourite classes to date! (2023)*
- *The quality of this course was fantastic! Tito is a great professor and made the class interesting and was very knowledgeable! (2023).*

Advanced Marketing Analytics (2024-present). Small lab-based course--no course evaluation scores provided.

Selected comments from students:

- *Overall, I absolutely loved the course. I came into it with a strong enthusiasm for learning about analytics, which only grew throughout the class. I am grateful to have been part of such a wonderful and supportive group. Our TA, Shuhan, was incredibly helpful, always available to explain the data and teach various approaches to achieve results. Tito did an excellent job breaking down complex concepts step-by-step, making them more manageable. Despite the steep learning curve and often feeling like I was trying to catch up, I learned a tremendous amount about analytics and am excited to apply these skills in real life. (2024)*
- *The quality of instruction in this course was excellent. Tito has a talent for breaking down complex concepts into easy-to-understand steps, which made the learning process much smoother. The student challenges were really fun because we got a chance to teach in class, and I learned a lot from each challenge since they each introduced a new concept. Tito provided detailed guidelines for the big project, and it was fascinating to create and publish our own survey, collect real data, and analyze it. This was a new and cool experience for me. Tito and Shuhan were always open to helping out and would sit down with us to explain ways to improve our design.(2024)*

**Masters:**
Business Applications of AI (Marketing Module, 2026). Avg. student evaluation score of the course in 2026: 4.7/5.

**PhD:**
Research Methodology in Marketing (PhD seminar, 2025-present)
Experimental Design for Behavioural Science (Phd seminar, 2025)