

**Nicolas
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**Assistant
professor,
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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)

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

"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

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.