

# Geoff Tomaino

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## Academic Positions

Assistant Professor of Marketing, **University of Florida**, Gainesville, FL 2023-present

## Education

Ph.D. in Marketing, **INSEAD**, Singapore 2023

M.Sc., Economics, **University of Surrey**, Guildford, UK 2016

B.S., Applied Economics, **University of Minnesota**, Minneapolis, MN 2013

## Research Interests

Behavioral Decision Theory, Psychology of Digital Marketplaces, Friction in Consumer Behavior

## Publications

Mazar, Asaf, Daniel Jaro, **Geoff Tomaino**, Ziv Carmon, and Wendy Wood, "Distance to Vaccine Sites is Tied to Lower COVID-19 Vaccine Uptake," forthcoming at *PNAS Nexus*.

**Tomaino, Geoff\*** and Daniel J. Walters\*, "Presenting Time Series Data as a Relative Versus Absolute Change Impacts Judgements and Choices," forthcoming at *Journal of Consumer Psychology*.  
(\*equal contribution)

**Tomaino, Geoff**, Klaus Wertenbroch, and Daniel J. Walters (2023), "Intransitivity of Consumer Preferences for Privacy," *Journal of Marketing Research*, 60 (3), 489-507.

Mazar, Asaf\*, **Geoff Tomaino\***, Ziv Carmon, and Wendy Wood (2022), "Americans Discount the Effect of Friction on Voter Turnout," *Proceedings of the National Academy of Sciences of the United States of America (PNAS)*, 119 (34). (\*equal contribution)

Mazar, Asaf\*, **Geoff Tomaino\***, Ziv Carmon, and Wendy Wood (2021), "Habits to Save Our Habitat: Using the Psychology of Habits to Promote Sustainability," *Behavioral Science & Policy*, 7 (2), 75-89. (\*equal contribution)

**Tomaino, Geoff**, Jasper Teow, Ziv Carmon, Leonard Lee, Moshe Ben-Akiva, Charlene Chen, Wai Yan Leong, Shanjun Li, Nan Yang, and Jinhua Zhao (2020), "Mobility as a Service (MaaS): The Importance of Transportation Psychology," *Marketing Letters*, 31, 419-428.

## Invited Talks and Conference Presentations

**Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters "Intransitivity of Consumer Preferences for Privacy.", Paper presented at *Indiana University*, 2022.

**Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters "Intransitivity of Consumer Preferences for Privacy.", Paper presented at *University of Arizona*, 2022.

**Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters "Intransitivity of Consumer Preferences for Privacy.", Paper presented at *Vanderbilt University* (virtual), 2022.

**Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters "Intransitivity of Consumer Preferences for Privacy.", Paper presented at *Columbia University*, 2022.

**Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters "Intransitivity of Consumer Preferences for Privacy.", Paper presented at *University of Florida*, 2022.

- Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters “Intransitivity of Consumer Preferences for Privacy.”, Paper presented at *UC San Diego*, 2022.
- Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters “Intransitivity of Consumer Preferences for Privacy.”, Paper presented at *Duke University*, 2022.
- Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters “Intransitivity of Consumer Preferences for Privacy.”, Paper presented at *Cornell University*, 2022.
- Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters “Intransitivity of Consumer Preferences for Privacy.”, Paper presented at *Singapore Management University*, 2022.
- Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters “Intransitivity of Consumer Preferences for Privacy.”, Paper presented at *National University of Singapore*, 2022.
- Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters “Intransitivity of Consumer Preferences for Privacy.” Paper presented at *HEC / INSEAD / ESSEC Conference*, Singapore / Cergy, France, 2022.
- Tomaino, Geoff** and Daniel J. Walters, “Presenting Time Series Data as a Relative Versus Absolute Change Impacts Judgements and Choices.” Poster presented at *Society for Consumer Psychology*, Virtual Conference, 2022.
- Tomaino, Geoff**, Hisham Abdulhalim, Pavel Kireyev, and Klaus Wertenbroch, “Denied by an (Unexplainable) Algorithm: Teleological Explanations for Algorithmic Decisions Enhance Customer Satisfaction.” Paper presented at *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, Virtual Conference, 2021.
- Tomaino, Geoff**, Jasper Teow, Ziv Carmon, Leonard Lee, Moshe Ben-Akiva, Charlene Chen, Wai Yan Leong, Shanjun Li, Nan Yang, and Jinhua Zhao, “Mobility as a Service (MaaS): The Importance of Transportation Psychology.” Paper presented at *Bridging Transportation Researchers*, Virtual Conference, 2021.
- Tomaino, Geoff**, Hisham Abdulhalim, Pavel Kireyev, and Klaus Wertenbroch, “Denied by an (Unexplainable) Algorithm: Teleological Explanations for Algorithmic Decisions Enhance Customer Satisfaction.” Paper presented at *Association for Consumer Research*, Virtual Conference, 2021.
- Tomaino, Geoff** and Daniel J. Walters, “Absolute Flows vs. Percentage Flows: How the Choice of Time Series Data Representation Impacts Judgements and Choices.” Paper presented at *HEC / INSEAD / ESSEC Conference*, Singapore / Cergy, France, 2021.
- Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters “Consumers Place a Higher Value on Private Data when Exchanged for Money as Opposed to Goods.” Paper presented at *Society for Consumer Psychology*, Huntington Beach, CA, 2020.
- Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters “Consumers Place a Higher Value on Private Data when Exchanged for Money as Opposed to Goods.” Paper presented at *Wharton-INSEAD Doctoral Consortium*, Philadelphia, PA, 2019.
- Tomaino, Geoff** “The Dark Side of Automation in Marketing and Consumption.” Participated in Roundtable at *Association for Consumer Research*, Atlanta, GA, 2019.
- Tomaino, Geoff**, Klaus Wertenbroch, and Daniel Walters “Consumers Place a Higher Value on Private Data when Exchanged for Money as Opposed to Goods.” Paper presented at *Association for Consumer Research*, Atlanta, GA, 2019.

## Chaired Sessions

**Tomaino, Geoff**, Daniel Walters, and Klaus Wertenbroch “Context Impacts Privacy Preferences,” *Society for Consumer Psychology*, Huntington Beach, CA, 2020.

**Tomaino, Geoff**, Daniel Walters, and Klaus Wertenbroch “How Do Consumers Value their Private Data?,” *Association for Consumer Research*, Atlanta, GA, 2019.

## Invited Symposia, Consortia, and Workshops

12th Invitational Choice Symposium. Fontainebleau, France, 2023.

Workshop on Security and Human Behavior. Pittsburgh, PA, 2023.

East Coast Doctoral Consortium. Virtual Conference / New York, NY, 2022.

AMA-Sheth Foundation Doctoral Consortium. Bloomington, IN, 2021.

11th Invitational Choice Symposium. Chesapeake Bay, VA, 2019.

## Awards and Honors

Association for Consumer Research Working Paper Award, 2023.

AMA-Sheth Doctoral Consortium Fellow, 2021.

## Reviewing

**Ad Hoc Journal Reviewing:** *Journal of Consumer Research; Management Science*

## Service at University of Florida

Behavioral Research Meetup (BRM) Organizer

2023-Present

## Service at INSEAD

Ph.D. Social Chair

2018-2022

Marketing Ph.D. Contact Group Representative

2018-2022

## Professional Affiliations

Association for Consumer Research, Society for Consumer Psychology

## Select Media Coverage

Financial Times, Fortune, Yahoo!, Washington Post.

## Select Previous Employment

### Independent Contractor

2015-2017

*Brand Ambassador* – Represented brands and led brand ambassador teams at promotional events for clients including Nintendo, Geico, Toyota, Allstate, and Sprint.

### Walt Disney Company

2012-2014

*Various Roles* – Worked for different branches of the company including Radio Disney, Disney Parks, and Walt Disney Studios in marketing and operational roles.