

Exhibit A



Leslie K. John

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Soldiers Field
Boston, MA 02163

EDUCATION

- Ph.D., Behavioral Decision Research
Carnegie Mellon University, Pittsburgh, PA
Dissertation: A Behavioral Economics Perspective on Privacy and Self-Disclosure: Three Essays
Advisors: George F. Loewenstein (chair), Alessandro Acquisti, Joachim Vosgerau
- M.Sc., Psychology & Behavioral Decision Research
Carnegie Mellon University, Pittsburgh, PA
- B.A., Honors Psychology & Arts and Business Co-Program
University of Waterloo, Ontario, Canada
- Studied at international ballet schools:
Ballet School of Canada, Toronto, Ontario, Canada
Royal Winnipeg Ballet School, Manitoba, Canada
John Cranko Ballet School, Stuttgart, Germany

ACADEMIC POSITION

Assistant Professor of Business Administration, Harvard Business School

FELLOWSHIPS & GRANTS

Fellowships:

- Doctoral Fellowship, \$45,000
Facebook, Inc.
- Doctoral Fellowship, \$60,000
Social Sciences and Humanities Research Council of Canada

Selected Grants:

Optimally Rewarding Exercise and Building Healthy Habits

Foundations of Human Behavior Initiative, \$36,600

Bradford Tuckfield (Wharton), Katy Milkman (Wharton), and Francesca Gino (Harvard)

Evaluating the Impact of a Sweetened Beverage Cap Policy

Obesity Society, \$25,000

Foundations of Human Behavior Initiative, \$15,000

With Christina Roberto (PI, Harvard), Jason Block (Harvard), and Brian Elbel

Small Grant, Social Exclusion & Self-

regulation for Behavioral Decision Research at Carnegie Mellon, \$2,000

Small Grant, Questionable Research Practices

Center for Behavioral Decision Research at Carnegie Mellon, \$2,000

Research Grants, Financial Incentives for Weight Loss

U.S. Department of Agriculture, NICHD Population Studies Center, NIA

Population Aging Research Center, Hewlett Foundation, \$128,000

With Kevin Volpp (PI, Harvard) & George Loewenstein

PUBLICATIONS

Journal Articles:

Rogers, Todd, Katherine L. Milkman, Leslie K. John and Michael I. Norton (Forthcoming), "Making the Best Laid Plans Better: How Plan-Making Prompts Increase Follow-Through," *Behavioral Science & Policy*.

John, Leslie K., George Loewenstein and Scott Rick (2014), "Cheating More for Less: Upward Social Comparisons Motivate the Poorly Compensated to Cheat," *Organizational Behavior and Human Decision Processes*, 118, 1-12.

Acquisti, Alessandro, Leslie K. John and George Loewenstein (2013), "What is Privacy Worth?," *Journal of Consumer Research*, 40(2), 210-225.

Working paper, 2010 Future of Privacy Forum's Best Privacy Papers for Policy Makers

John, Leslie K. and Michael I. Norton (2013), "Converging to the Lowest Common Denominator in Physical Activity," *Health Psychology*, 32(9), 1023.

Acquisti, Alessandro, Leslie K. John and George Loewenstein (2012), "The Impact of Relative Standards on the Propensity to Disclose," *Journal of Marketing Research*, 49(2), 175-188.

Haward, Marlyse F., Leslie K. John, John M. Lorenz and Baruch Fischhoff (2012), "Effects of Description of Options on Parental Perinatal Decision-Making," *Health Psychology*, 31(2), 215-224.

John, Leslie K., George Loewenstein and Drazen Prelec (2012), "Measuring the Prevalence of Questionable Research Practices With Incentives," *Journal of Experimental Psychology: Applied*, 18(1), 1-12, *Psychological Science*.

- John, Leslie K., George Loewenstein and Kevin Volpp (2012), "Empirical Observations on Longer-term Use of Incentives for Weight Loss," *Preventive Medicine*, 55(Supplement 1), S68-S74.
- John, Leslie K., Alessandro Acquisti and George Loewenstein (2011), "Strangers on a Plane: Context-Dependent Willingness to Divulge Sensitive Information," *Journal of Consumer Research*, 37(5), 858-873.
- John, Leslie K., George Loewenstein, Andrea Troxel, Laurie Norton, Jennifer Fassbender and Kevin Volpp (2011), "Financial Incentives for Extended Weight Loss: A Randomized, Controlled Trial," *Journal of General Internal Medicine*, 26(6), 621-626.
- Koehler, Derek, Rebecca White and Leslie K. John (2011), "Good Intentions, Optimistic Self-Predictions, and Missed Opportunities," *Social Psychological and Personality Science*, 2(1), 90-96.
- John, Leslie K. and Baruch Fischhoff (2010), "Changes of Heart: The Switch-Value Method for Assessing Value Uncertainty," *Medical Decision Making*, 30(3), 388-397.
- Volpp, Kevin, Leslie K. John, Andrea Troxel, Laurie Norton, Jennifer Fassbender and George Loewenstein (2008), "Financial Incentive-Based Approaches for Weight Loss: A Randomized Trial," *Journal of the American Medical Association*, 300(22), 2631-2637.

Book Chapters:

- John, Leslie K. (Forthcoming), "The Consumer Psychology of Online Privacy: Insights and Opportunities from Behavioral Decision Theory," in M. Norton, D. Rucker and C. Lambertson (Eds.), *Cambridge Handbook of Consumer Psychology*.
- LeBel, Etienne P. and Leslie K. John (Forthcoming), "Toward Transparent Reporting of Psychological Science," in S.O. Lilienfeld and I.D. Waldman (Eds.), *Psychological Science Under Scrutiny: Recent Challenges and Proposed Solutions*, New York: John Wiley & Sons.
- Loewenstein, George, Leslie K. John and Kevin Volpp (2013), "Using Decision Errors to Help People Help Themselves," in E. Shafir (Ed.), *The Behavioral Foundations of Public Policy*, Princeton and Oxford: Princeton University Press, 361-379.

Manuscripts Under Review and Revision:

- Barasz, Kate, Leslie K. John and Michael I. Norton, "Greater Than the Sum of its Parts: How Whole Unit Framing Increases Effort," *under revision* (for reject & resubmit at *Journal of Consumer Research*).
- Barasz, Kate, Tami Kim and Leslie K. John, "Dissimilar ≠ Disliked: The Erroneous Belief that Others Dislike Dissimilar Things," *under review* (1st round).
- John, Leslie K., Andrea Troxel, William Yancy, Joelle Friedman, Jingsan Zhu, Lin Yang, Scott Halpern, Robert Galvin, George Loewenstein and Kevin Volpp, "The Effect of Cost Sharing on an Employee Weight Loss Program: A Randomized Trial," *under review* (1st round).
- John, Leslie K., George Loewenstein, Alessandro Acquisti and Joachim Vosgerau, "Paradoxical Effects of Randomized Response Techniques and How to Reduce Them," *under review* (1st round).
- John, Leslie K., Kate Barasz and Michael I. Norton, "What Hiding Reveals," *under review* (1st round).

John, Leslie K., Oliver Emrich, Michael I. Norton and Sunil Gupta, "What are Facebook 'Likes' Really Worth?," *under revision* (for 2nd round resubmission, *Journal of Marketing Research*).

Kim, Tami, Leslie K. John, Todd Rogers and Michael I. Norton, "What Voting Begets: Understanding and Managing the Unintended Consequences of Empowerment," *under review* (2nd round, *Journal of Consumer Research*).

Mohan, Bhavya, Ryan W. Buell and Leslie K. John, "Lifting the Veil: The Benefits of Cost Transparency," Harvard Business School Working Paper 15-017 (September 2014, Rev. December 2014) [27], *under revision*.

Course Materials:

Dolan, Robert J. and Leslie K. John, (Forthcoming), *Marketing Intelligence and Environmental Analysis*, essential reading chapter for Harvard Business Publishing *Core Curriculum*.

John, Leslie K., John Quelch and Robert Huckman, "CVS Health: Promoting Drug Adherence," Harvard Business School Case 515-010 (2015) [12].

- Taught in MBA Elective Curriculum at HBS: Consumers, Corporations and Public Health (2015).

John, Leslie K., John Quelch and Robert Huckman, "CVS Health: Promoting Drug Adherence," Harvard Business School Teaching Note 515-086 (2015).

Dolan, Robert J. and Leslie K. John, "Kiehl's Since 1851: Pathway to Profitable Growth," Harvard Business School Case 514-044 (2013, Rev. 2014) [26].

- Taught in MBA Required Curriculum at HBS: Marketing (2013 & 2014).

Dolan, Robert J. and Leslie K. John, "Kiehl's Since 1851: Pathway to Profitable Growth (B)," Harvard Business School Supplement 514-046 (2013) [4].

John, Leslie K. and Robert J. Dolan, "Kiehl's Since 1851: Pathway to Profitable Growth," Harvard Business School Teaching Note 515-087 (2015).

John, Leslie K., Michael I. Norton and Michael Norris, "Making stickK Stick: The Business of Behavioral Economics," Harvard Business School Case 514-019 (2014) [16].

- Taught in HBS Executive Education: Behavioral Economics program (2014).

John, Leslie K., and Michael I. Norton, "Making stickK Stick: The Business of Behavioral Economics," Harvard Business School Teaching Note 515-088 (2015).

SELECTED WORKS IN PROGRESS

John, Leslie K. and Christina Roberto, "Setting the Record Straight on Soda Size Cap Policies," *data collection in progress*.

John, Leslie K., Michael Callahan, George Loewenstein and Daniel McDonald, "How Disclosing Conflicts of Interest Affects Perceived Research Quality: A Randomized Field Experiment," *data collection in progress*.

Kim, Tami K., Kate Barasz, Leslie K. John and Michael Luca, "Transparency in Targeting," *data collection in progress*.

Tuckfield, Bradford, Katherine L. Milkman, Leslie K. John and Francesca Gino, "Nudging the Informed and the Uninformed: A Field Experiment," *data collection in progress*.

TEACHING

Harvard Business School Primary Teaching Assignments:

2015	Negotiation, MBA Elective Curriculum course, 1 section
2011 – 2013	Marketing, MBA Required Curriculum course 2011: 1 section, 2012: 1 section, 2013: 2 sections

Harvard Business School Secondary Teaching Assignments:

2014	Behavioral Economics, Executive Education
2014	Doctoral Seminar in Consumer Behavior, co-taught with Professor John Gourville
2013 – 2014	Strategic Marketing Management, Executive Education
2013	Guest Lecturer, Experimental Methods in Behavioral Research, Doctoral Program
2012, 2014	Guest Lecturer, Micro Topics in Organizational Behavior, Doctoral Program

PRESENTATIONS

Invited Talks:

March 2015	Chicago Booth School of Business (Marketing)
May 2014	Faculty Research Symposium, Healthcare Initiative Spotlight, HBS
April 2014	Behavioral Economics & Public Health Workshop, Harvard School of Public Health
March 2014	Haas School of Business, University of California at Berkeley (Marketing)
March 2014	Behavioral Insights Group, Harvard University
February 2014	National Science Foundation (Workshop: Promoting Robust and Replicable Research)
February 2014	University of Vermont (Vermont Center on Behavior and Health)
February 2014	Boston University (Marketing)
October 2013	Yale School of Management (Marketing)
September 2013	University of Texas at Dallas (Economics)
August 2013	Insight Squared, Inc.

May 2013	Association for Psychological Science
May 2013	Applying Field Experimentation to Behavior Research, Rady School, UC San Diego
April 2013	Ross School of Business, University of Michigan (Marketing)
March 2013	HubSpot, Inc.
March 2013	Columbia Business School (Marketing)
February 2013	Royal Flemish Academy of Belgium for Science and the Arts
November 2012	Wharton School, University of Pennsylvania (OPIM)
May 2012	Workshop on the Behavioral Economics of Innovation, Marketing Science Institute
March 2012	The Science of Getting People to do Good, Stanford Center for Social Innovation
February 2011	University of Vermont and U.S. Navy Medicine: Incentives and Health Symposium
November 2010	Yale School of Management (Organizational Behavior)
November 2010	Harvard Business School (Marketing)
October 2010	Leeds School of Business, University of Colorado at Boulder (Marketing)
October 2010	Rotman School of Management, University of Toronto (Marketing)
October 2010	Kellogg Graduate School of Management, Northwestern University (Marketing)
September 2010	University of Technology, Sydney, Australia (Marketing)
September 2010	Desautels Faculty of Management, McGill University (Marketing)
August 2010	Facebook, Inc.

Selected Talks at Peer-Reviewed Scientific Meetings:

John, Leslie K., Oliver Emrich, Michael I. Norton and Sunil Gupta (2013), “What are Facebook Fans Really Worth?,” Theory and Practice of Marketing, London Business School.

John, Leslie K. and Michael I. Norton (2013), “What Hiding Reveals,” Society for Personality and Social Psychology, New Orleans, LA; Society for Consumer Psychology, San Antonio, TX; Association for Consumer Research, Chicago, IL.

John, Leslie K. and Michael I. Norton (2012, 2013), “Walking While Working,” Behavioral Decision Research in Management, Boulder, CO; Association for Consumer Research, Vancouver, BC; Society for Consumer Psychology, San Antonio, TX.

John, Leslie K., George Loewenstein and Drazen Prelec (2012), “Measuring the Prevalence of Questionable Research Practices with Incentives for Truth Telling,” Society for Personality and Social Psychology, San Diego, CA; Association for Psychological Science, Chicago, IL; American Psychological Association, Orlando, FL.

- John, Leslie K., George Loewenstein and Alessandro Acquisti (2011), "Paradoxical Effects of Randomized Response Techniques," Society for Judgment and Decision Making, Seattle, WA.
- John, Leslie K., George Loewenstein and Scott Rick (2010), "Cheating More for Less," Behavioral Decision Research in Management, Pittsburgh, PA.
- Volpp, Kevin, Leslie K. John, Laurie Norton, Jennifer Fassbender, Andrea Troxel and George Loewenstein (2008), "Financial Incentive-Based Approaches for Weight Loss: A Randomized Trial," Society for Judgment and Decision Making, Chicago, IL; Society for Medical Decision Making, Philadelphia, PA.
- John, Leslie K., Alessandro Acquisti and George Loewenstein (2008), "Inconsistent Preferences for Privacy," Behavioral Decision Research in Management, Rady School of Management, UC San Diego, CA.
- John, Leslie K., Alessandro Acquisti and George Loewenstein (2007), "Searching for Privacy in all the Wrong Places: A Behavioral Economics Perspective on Individual Concern for Privacy," Society for Judgment and Decision Making, Long Beach, CA.
- John, Leslie K., Rebecca White and Derek Koehler (2006), "Self-Predictions of Future Behavior When Money is on the Line," University of Pittsburgh/Carnegie Mellon University Psychology Conference, Pittsburgh, PA.

UNIVERSITY SERVICE

Harvard Business School:

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| 2015 | Negotiation, Organizations, and Markets Unit seminar series coordinator |
| 2013 | Marketing Unit seminar series coordinator |
| 2012-2014 | Marketing Unit rookie recruiting committee member |

PROFESSIONAL ACTIVITIES

Research Consultant Positions:

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| 2012 – 2014 | Weight Watchers, Inc. |
| 2009 – 2011 | Blue Cross Blue Shield |
| 2008 – 2009 | Glaxo Smith Kline; Genzyme |
| 2008 – 2010 | McKinsey & Company |

Ad Hoc Reviewing for Journals:

Management Science, Journal of Marketing Research, Journal of Consumer Research, Psychological Science, Science, PLOS One, Social Psychological and Personality Science, Journal of Experimental Psychology: General, Organizational Behavior and Human Decision Processes, Psychological Methods, Health Economics, The Lancet, Journal of the American Medical Association, Medical Decision Making, International Journal of Research in Marketing, Healthcare Policy, Journal of Empirical Legal Studies, National Institute of Health,

National Science Foundation, Association for Consumer Research Society for Judgment and Decision Making, Health Economics

AFFILIATIONS

Society for Judgment & Decision Making, Association for Consumer Research, Society for Consumer Psychology, Society for Personality & Social Psychology, Society for Medical Decision Making, LDI Center for Health Incentives and Behavioral Economics/Penn-CMU Roybal Center