DINESH R. PODDATURI, Ph.D.

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PROFESSIONAL SUMMARY

Applied economist with 2.5 years managing 20+ ongoing client accounts across the U.S., U.K., and Canada, generating $27M in cumulative incremental revenue through profit-aware pricing optimization and controlled experimentation. Individual engagements include $4.2M in pricing impact over a single quarter and $23M in annual revenue growth against a $15.5M prior-year baseline. Combines structural econometric modeling with hands-on client advisory experience and a track record of translating demand analysis into pricing decisions that clients adopt and expand. Author of a working paper on profit-aware pricing in two-sided marketplaces.

PROFESSIONAL EXPERIENCE

Economist — Pricing & Demand Analytics
Jul 2023 – Nov 2025

Digonex (Pricing Optimization Consultancy) · Indianapolis, IN

- Generated $27M in cumulative incremental revenue (+34.6% over the engagement period) across 20+ ongoing client accounts in the U.S., U.K., and Canada through demand elasticity estimation, discrete choice analysis, and profit-aware pricing optimization.
- Delivered $4.2M in pricing impact for a single client over three months by implementing dynamic pricing against real-time demand signals. Identified willingness-to-pay above the client's internal price ceiling, built the counterfactual case for lifting it, and earned expanded advisory scope as a result.
- Grew a client's annual revenue from $15.5M to $23M in 2025 by calibrating pricing dynamically to product value enhancements introduced during the year, adjusting recommendations as new demand data accumulated as the year progressed.
- Designed a segmented pricing experiment that produced an unexpected cross-segment revenue lift. Discounts targeted at one customer group drove higher purchase volume from a second group, producing net revenue growth that exceeded single-segment projections.
- Built a centralized pricing analytics infrastructure integrating 100+ datasets across the entire client base, substantially reducing turnaround time on reporting and counterfactual analysis. Designed and executed A/B testing protocols to validate pricing recommendations causally before full deployment.

Doctoral Researcher
Aug 2018 – May 2023

Department of Economics, Iowa State University · Ames, IA

Dissertation: "A Dynamic Model of U.S. Beef Cattle" — dynamic structural estimation, rational and naive price expectations, counterfactual simulation, policy impact analysis.

- Developed dynamic structural economic models of the U.S. beef cattle industry integrating agent optimization, biological constraints, age and gender distribution, and market clearing conditions across 14 datasets.
- Designed a semi-genetic optimization algorithm combining biological population dynamics with market equilibrium conditions to calibrate the structural model.
- Produced 10-year demand and pricing forecasts outperforming USDA benchmark projections by 5%, enabling scenario-based policy analysis for disease outbreak response and national traceability program design.
- Estimated short-run and long-run producer surplus impacts of a mandatory national animal identification and traceability system under varying cost-sharing programs and adoption rates, providing quantitative guidance for agricultural policymakers.
- Led three end-to-end research projects from structural estimation and counterfactual simulation design through publication and presentation at three national economics conferences (WAEA 2022, AAEA 2021, AAEA 2020).

Software Developer & Data Analyst
May 2014 – Jul 2018

Iowa State University Extension and Outreach / Department of Agronomy · Ames, IA

- Developed two web-based market analysis tools in Java and SQL for beef and pork producers, deployed and used daily across the U.S. and nine international countries. Improved product performance by 15% through systematic code review and debugging.
- Conducted cost-benefit analysis on 15,000 records identifying pricing adjustments that improved revenue by 2%. Designed experiments and statistical methods that contributed to three industry-facing publications.

- Recommended statistical methods and designed experiments for researchers across multiple departments, improving the analytical rigor of research studies.

Systems Engineer, Business Platforms
Mar 2012 – Dec 2013

Infosys Limited · Hyderabad, India

- Led a team of six engineers on an online banking software product as project lead, assigning responsibilities, developing modules alongside the team, reviewing completed work through systematic test cases, and coaching team members through improvements.
- Presented business analysis findings to senior management and secured project funding. Automated enterprise application deployment into production, increasing team productivity by 10%.

EDUCATION

Ph.D., Economics 2018 – 2023
Iowa State University, Ames, IA — Dissertation: Dynamic structural modeling, demand estimation, counterfactual simulation, agricultural policy analysis

M.S., Statistics 2016 – 2018
Iowa State University, Ames, IA

M.S., Information Systems 2014 – 2016
Iowa State University, Ames, IA

B.Tech., Electronics and Communication Engineering 2007 – 2011
CVR College of Engineering, India

RESEARCH & PUBLICATIONS

Working Paper

Poddaturi, D.R. (2026). Profit-Aware Pricing in Two-Sided Marketplaces: Demand Elasticity, Cost Uncertainty, and Customer Lifetime Value in Brazilian E-Commerce. Working paper. Available on SSRN.

Selected Conference Presentations

- "A Dynamic Assessment of the Economic Impacts of a Foot-and-Mouth Disease Outbreak on the U.S. Beef Cattle Industry." Western Agricultural Economics Association, Santa Fe, NM. June 2022.
- "Implementing a National Animal Identification and Traceability Program." Agricultural & Applied Economics Association, Austin, TX. August 2021.
- "A Dynamic Model of U.S. Beef Cattle." Agricultural & Applied Economics Association, Virtual. August 2020.

Industry Publications

- Poddaturi, D.R., Dahlke, G., Euken, R., Schulz, L. (2018). Development of a CRUSH Margin Calculator for Beef and Pork Markets. Iowa State University Animal Industry Report. ASL R3221.
- Poddaturi, D.R., Dahlke, G., Johnson, S. (2016). Management Minder — A Web Based Data Management Application. Iowa State University Animal Industry Report. ASL R3052.

TECHNICAL SKILLS

Econometrics & Methods Demand elasticity estimation, structural econometric modeling, causal inference, discrete choice models, A/B testing, propensity modeling, CLV modeling, counterfactual simulation, panel data methods

Pricing & Strategy Profit optimization, dynamic pricing, price ceiling analysis, customer segmentation, sensitivity analysis, scenario analysis, executive communication of pricing trade-offs

Programming & Tools Python, R, Stata, SQL, Java, LaTeX, Git, RStudio, Visual Studio

References available upon request