

DINESH R. PODDATURI, Ph.D.

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PROFILE

Pricing strategist and applied economist with 2.5 years managing 20+ ongoing client accounts across the U.S., U.K., and Canada. Generated \$27M in cumulative incremental revenue through profit-aware pricing optimization and controlled experimentation, including \$4.2M for a single client in one quarter and \$23M in annual revenue growth against a \$15.5M prior-year baseline.

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.

Doctoral Researcher, Department of Economics

Aug 2018 – May 2023

Iowa State University · Ames, IA

- Developed dynamic structural economic models producing 10-year demand and pricing forecasts that outperformed USDA benchmark projections by 5%. Led three research projects from structural estimation through national conference presentation (WAEA 2022, AAEA 2021, AAEA 2020).
- Estimated short-run and long-run economic impacts of agricultural policy scenarios including disease outbreak response and national traceability program design, providing quantitative guidance for policymakers.

Software Developer & Data Analyst

May 2014 – Jul 2018

Iowa State University Extension and Outreach · Ames, IA

- Developed two market analysis tools in Java and SQL deployed and used daily by producers across the U.S. and nine international countries. Improved product performance by 15% through systematic code review and debugging.
- Conducted pricing analysis on 15,000 records identifying revenue-improving adjustments. Recommended statistical methods and designed experiments contributing to three industry-facing publications.

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, and coaching members through systematic test case reviews.
- 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 — Iowa State University

2018 – 2023

Dissertation: Dynamic structural modeling, demand estimation, counterfactual simulation, policy impact analysis

M.S., Statistics — Iowa State University

2016 – 2018

M.S., Information Systems — Iowa State University

2014 – 2016

B.Tech., Electronics & Communication Engineering — CVR College of Engineering, India

2007 – 2011

SKILLS & RESEARCH

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

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

Working Paper "Profit-Aware Pricing in Two-Sided Marketplaces: Demand Elasticity, Cost Uncertainty, and Customer Lifetime Value in Brazilian E-Commerce" (2026). Available on [SSRN](#).

References available upon request