

**ERIC J. SCHOENBERG**  
**VITA**

Director for External Relations, Center for Decision Science  
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**EDUCATION**

- 2007 Ph. D. in Psychology, Columbia University  
Dissertation: "Beauty is in the Eyes of the Other Beholders:  
Strategy Matching in Financial Markets"
- 2006 Master of Philosophy in Psychology, Columbia University
- 2004 Master of Arts in Psychology, Columbia University
- 1993 Master of Business Administration, The Wharton School  
*Palmer Scholar*  
Concentration in Decision Sciences
- 1993 Master of Science in Engineering in Computer and Information Science,  
Moore School of Engineering, University of Pennsylvania
- 1984 Bachelor of Arts in Biology, Harvard University  
*Cum Laude*

**WORK**

- 2007- Present** **COLUMBIA BUSINESS SCHOOL**  
Adjunct Assistant Professor, Marketing Division
- 1993- 2002** **BROADVIEW INT'L LLC**  
Partner in investment bank focused on information technology industry
- 2001-2002 Managing Director and Chief Knowledge Officer  
1993-2000 Managing Director/Principal/Senior Associate/Associate
- 1988- 1991** **FORECROSS CORPORATION**  
Programmer Analyst
- 1984- 1987** **UNITED STATES DEPARTMENT OF STATE**  
Foreign Service Officer
- 1986-1987 Staff Assistant to the Assistant Secretary of State for Inter-American Affairs  
1984-1986 Vice-Consul and Third Secretary, American Embassy, Bogotá, Colombia

## **TEACHING**

### Courses Taught

“Behavioral Economics and Decision Making”

- Columbia Business School MBA & EMBA class, 2007, 2008, 2009

“Laboratory in Thinking and Decision Making”

- Columbia University undergraduate section, Dept. of Psychology, 2003, 2005

### Selected Lectures

“Corporate Boards & 21<sup>st</sup> Century Capitalism: Who Will Watch the Watchers?”

- Stern School of Business Paduano Symposium on Business Ethics, New York, NY, Sep 2009

“The Cynical Wisdom of Crowds: Implication of Behavioral Research for ICT Company Financing”

- Columbia Institute for Telecommunications Conference on The New Economics of ICT, New York, NY Mar 2009

“When Too Much is Not Enough”

- Stanford/Institute for Private Investors Private Wealth Management Program, Palo Alto, CA, Aug 2009, 2008
- Columbia Business School/Heilbrunn Center for Graham Dodd Investing Family Wealth Management Program, New York, NY, May 2009
- IPI Winter Forum, San Francisco, CA, Feb 2008
- Wharton/IPI Private Wealth Management Program, Philadelphia, PA, May 2007

“Bubbles, Beauty Contests, and Calculating Machines”

- CCC Family Alliance Quarterly Meeting, Boston, MA, Jan. 2006

“Bubble, bubble, toil and trouble, will the real estate boom collapse into rubble?”

- American Securities LP Luncheon, June 2005

## **RESEARCH**

My research interests include social influences on decision makers during financial market bubbles, behavioral game theory, and psychological attitudes towards money and wealth

### Presentations

“Beauty is in the Eyes of the Other Beholders: Preferring the Opinion of a Group to our Own”

- Chapman University ESI/IFREE lecture series, Orange, CA, October 2008
- Columbia U. Center for Decision Sciences Young Investigator Seminar, New York, NY, April 2007
- Wharton School Management Department Colloquium, Philadelphia, PA Jan. 2007
- Society for Judgment and Decision Making Conference, Houston, TX, Nov. 2006
- Columbia U. Finance Dept. Faculty Seminar, New York, NY, Nov. 2006
- Columbia U. Social Psychology Seminar, New York, NY, Dec. 2006

“But for the Grace of God: Social Comparison and Subjective Utility in Market Environments “

- Poster for Business Decision Research in Management Conference, Santa Monica, CA, June 2006

### Working Papers

Relative Wealth Concerns and Asset Bubbles: An Experimental Approach, September 2009.

Family Value Investing, August 2008.

When too much is not enough: Inherited wealth and the psychological meaning of money, October 2006.

### **OTHER AFFILIATIONS**

Board of Overseers, University of Pennsylvania Museum of Archaeology and Anthropology  
*Member, Executive Committee*

Board of Trustees, Rubin Museum of Art, New York, NY  
*Chairman, Education Committee*

Board of Directors, Planned Parenthood of Greater Northern New Jersey

- Chairman, Endowment Committee
- Pension Committee
- Budget & Finance Committee