

George Laurence Ferridge

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EDUCATION

University of Warwick

Ph.D in Economics

Coventry, United Kingdom

Expected September 2026

- Conducting research on Behavioural Economics and the intersection of Psychology and Economic thought, focused currently on the structure of human memory and remembered utility
- Working in multiple economic subdisciplines including gender economics, sports economics, and applied microeconomics

University of Warwick

Masters of Research in Economics

Coventry, United Kingdom

September 2020 - January 2023

- Received *Distinction* designation on degree that focused on the conduct of research in economics across subdisciplines, to be conferred in January 2023
- Completed a dissertation on the relationship between psychological phenomena of memory and economic theory

Georgetown University

B.A in Economics/Psychology

Washington, D.C.

2016-2020

- 3.78 Cumulative GPA, 3.86 Economics GPA, 3.84 Psychology GPA
- Graduated with honours designation in both Economics and Psychology
- Designed and executed a thesis in the psychology department on the interaction between gender and attractiveness on a consumer's willingness to pay for products

RELEVANT EXPERIENCE

Head of Nudge Unit

Warwick Behavioural Insights Team

September 2022 - Present

Coventry, U.K

- Coordinating four groups of Masters Students in barrier identification, literature review, intervention design, and study design for their own nudges on the Warwick University campus
- Teaching students the fundamentals of behavioural interventions on consumer behaviour and sustainability

Teaching Assistant

University of Warwick

January 2022 – Present

Coventry, U.K

- Serve as Teaching Assistant for courses in both Warwick Economics department as well as Warwick Business School, including *Behavioural Economics*, *Fundamentals of Economic Behaviour*, and *Economics 2*
- Lead multiple groups each week solving problems as well as aiding in course comprehension

Research Assistant

University of Pennsylvania

May 2018 – May 2020

Philadelphia, PA

- Completed research for Dr. Jonah Berger on topics in social psychology and marketing, working on a variety of projects over the course of two years and leading to an acknowledgement in Dr. Berger's book *The Catalyst*
- Performed data analysis, data cleaning, and coding work on large scale datasets used for empirical research

LEADERSHIP

Vice President of Finance/Communications

Sigma Phi Epsilon Fraternity

2018, 2019

Washington, D.C.

- Served as member of the executive council of the D.C. Gamma chapter of Sigma Phi Epsilon for two years, making important logistical and ideological decisions about the direction of the fraternity
- Handled communication between current chapter members, alumni, and national administration
- Organized a budget of over \$30,000 annually, making final funding decisions on philanthropic, social, and recruitment engagements

SKILLS & INTERESTS

Computer Science: Stata, R, Java, Weka, SPSS, Python, Microsoft Office, Adobe Creative Cloud

Academic Interests: Nudge Theory, Public Policy, Cognitive Psychology, Social Psychology, Economic History

Other Interests: Player-Manager for Kenilworth Wardens FC (step 7), Football Tactics, Marketing, Archaeology, Ancient History, Sports Analytics, Carpentry, Film Production, Expected Goals Theory