

# Samuel Levy

Tepper School of Business  
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## Research Interest

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Customer Relationship Management, Retail and B2B Analytics, Choice Modeling, Bayesian Econometrics, Bayesian Nonparametrics, Bayesian Machine Learning, Deep Generative Modeling.

## Education

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- 08/2018 – **Carnegie Mellon University**  
*present* Ph.D. in Marketing - Minor in Statistics and Machine Learning  
M.S. in Marketing (May 2020)  
Chair: Alan Montgomery  
Dissertation title: *Essays on Bayesian Machine Learning in Marketing*
- 08/2016 – **Tilburg University**  
06/2018 M.S. in Marketing (Research Track) - *Cum Laude*  
Tilburg School of Economics and Management
- 08/2010 – **Ecole Normale Supérieure Paris-Saclay, Université Paris 1 Panthéon-Sorbonne**  
06/2014 B.S. in Economics - *Cum Laude*

## Research

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Work in Progress

**Samuel Levy**, Dokyun Lee, Daniel McCarthy, Alan Montgomery. Will They Come Again? and Why: A Bayesian Purchase Forecasting Model.

**Samuel Levy**, Richard Mirman, Alan Montgomery. Relaxing Functional Form in Choice Models through Gaussian Processes.

Longxiu Tian, Dana Turjeman, **Samuel Levy**. Privacy-Preserving Data Fusion.

## Awards and Honors

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- 2022 **AMA-Sheth Foundation Doctoral Consortium Fellow.**
- 2021 **External Grant, Corporate Sponsor.** co-PIs: Prof. Alan Montgomery & Prof. Katia Sycara
- 2020 **Dean's Research Fund, Tepper School of Business, (\$ 2,000)**
- 2019 **Wharton Customer Analytics Initiative, Collaborative Data Grant (Unique Team Selected)**
- 2019 - 2023 **William Larimer Mellon Ph.D. Fellowship, Carnegie Mellon University**
- 2017 **Koopmans Scholarship (Dean's scholarship, € 12,000), Tilburg University**
- 2017 **Fellow, Quantitative Marketing & Structural Economics Workshop**
- 2016 **French Agrégation in Economics and Business Administration (Top 1% Nationwide)**
- 2011 **Full Scholarship - Ecole Normale Supérieure Paris Saclay (€ 63,000)**

## Conferences and Invited Talks

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- 2022, 2021, **Joint Statistical Meetings - Marketing Section**  
2020
- 2022, 2021, **INFORMS Marketing Science Conference**  
2020

## Teaching

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Teaching Assistant (Tepper School of Business)

- Fall 2020* **70381: Marketing I**  
Level: Undergraduate. Instructor: Prof. Hui Li
- Summer 2020 –* **70467: Machine Learning for Business Analytics**  
*Fall 2020* Level: Undergraduate. Instructors: Prof. Benjamin Moseley, Prof. Andrew Li
- Fall 2020* **47747: Bayesian Statistics**  
Level: Ph.D. Instructor: Alan Montgomery
- Summer 2019,* **Math Skills Workshop**  
*Summer 2020* Level: MBA

## Selected Ph.D. Coursework

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- 2018 – 2020* **Marketing**  
Structural Modeling and Quantitative Methods (with Hui Li)  
Analytical Modeling (with Kannan Srinivasan)  
Bayesian Statistics in Marketing (with Alan Montgomery)  
Multivariate Data Analysis (with Alan Montgomery)  
Consumer Behavior (with Jeff Galak)
- 2018 – 2020* **Machine Learning and Statistics**  
Machine Learning (with Ziv Bar-Joseph and Pradeep Ravikumar)  
Probabilistic Graphical Models (with Eric Xing)  
Convex Optimization (with Ryan Tibshirani)  
Probability and Statistics (with Jing Lei)  
Advanced Probability Overview (with Alessandro Rinaldo)  
Econmining (with Dokyun Lee and Zachary Lipton)
- 2018 – 2020* **Economics**  
Microeconomics (with Bertan Turhan)  
Econometrics I (with David Childers)  
Econometrics II (with Robert Miller)  
Game Theory (with Onur Kesten)

## Work Experience

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- Fall 2021 –* **Research Assistant at the University of Michigan**  
*Spring 2022* Data Collection and Modelisation. Advised by Prof. Fred Feinberg.

## Service

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- 2020 – present* **Conference Reviewer**  
International Conference on Information Systems

## Languages

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English (fluent), French (native).

## Computing

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Programming Languages: Python, Julia, R, SQL  
Probabilistic Programming: Stan, Pyro, NumPyro

Last updated: July 18, 2022