

Samuel Levy

University of Virginia Darden School of Business
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Employment

07/01/2024 – **The University of Virginia, Darden School of Business**
present Assistant Professor of Business Administration, Marketing Area

Education

08/2018 – **Carnegie Mellon University, Tepper School of Business**
05/2024 Ph.D. 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 Interests

Substantive: Customer Analytics, Privacy, Retail Analytics, Branding, Choice Modeling.
Methodological: Machine Learning, Bayesian Statistics, Bayesian Econometrics, Causal Inference.

Papers

Under Review

“**Digital Marketing Twins**”
with Longxiu Tian. *Revise and resubmit at Journal of Marketing Research.*

“**Privacy Preserving Data Fusion**”
with Longxiu Tian and Dana Turjeman. *Revise and resubmit at Marketing Science.*
Awarded Israel Science Foundation (equivalent of \$30,000 per year, 2023-2026).

Working Papers

“**Understanding Consumer Expenditure Through Gaussian Process Choice Models**”
with Alan Montgomery.

Work in Progress

“**Understanding the Dynamics of Appeals Scales to Infer Potential to Donate**”
with Joy Lu and Alan Montgomery.

“**Multiview Topic Model For Purchase Prediction**”
with Dokyun Lee, Daniel McCarthy, and Alan Montgomery.

Teaching

Fall 2024 **The University of Virginia, Darden School of Business**
Marketing Core Curriculum

Summer 2023 **Carnegie Mellon University, Tepper School of Business**
Marketing I

Awards and Honors

2024 **Finalist, 2023 ISMS Doctoral Dissertation Proposal Competition.**

2023 **ISMS Doctoral Consortium Fellow.**

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)**

2018 - 2024 **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)**

Conference Presentations

2024 "Digital Marketing Twins" with Longxiu Tian. Joint Statistical Meetings, Portland OR.

2023 "Understanding Consumer Expenditure through Gaussian Process" with Alan Montgomery. INFORMS Marketing Science Conference, University of Miami.

"Privacy Preserving Data Fusion" with Longxiu Tian and Dana Turjeman. INFORMS Marketing Science Conference, University of Miami.

"Understanding the Dynamics of Appeals Scales to Infer Potential to Donate" with Joy Lu and Alan Montgomery. INFORMS Marketing Science Conference, University of Miami.

2022 "Understanding the Dynamics of Appeals Scales to Infer Potential to Donate" with Joy Lu and Alan Montgomery. Marketing Dynamics, Georgia State University.

"Understanding Consumer Expenditure through Gaussian Process" with Alan Montgomery. Joint Statistical Meetings - Marketing Section, Washington DC.

"Understanding Consumer Expenditure through Gaussian Process Choice Models" with Alan Montgomery. INFORMS Marketing Science Conference (Virtual).

2021 "Understanding Consumer Expenditure through Gaussian Process Choice Models" with Alan Montgomery. Joint Statistical Meetings - Marketing Section (Virtual).

"Understanding Consumer Expenditure through Gaussian Process Choice Models" with Alan Montgomery. INFORMS Marketing Science Conference (Virtual).

Languages

English (fluent), French (native).

Computing

Programming Languages: R, Python, Julia, Stan, SQL.