

# Samuel Levy

Tepper School of Business  
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## 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)  
Dissertation committee: Alan Montgomery (Chair, Tepper), Tim Derdenger (Tepper), Joy Lu (Tepper), Kannan Srinivasan (Tepper), Asim Ansari (Columbia, Outside reader)  
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 Interests

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*Substantive:* Customer Relationship Management, Customer Analytics, Choice Modeling, Privacy.  
*Methodological:* Bayesian Econometrics, Bayesian Nonparametrics, Machine Learning, Deep Generative Modeling.

## Research

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### Working Papers

Longxiu Tian, Dana Turjeman, **Samuel Levy**. Privacy-Preserving Data Fusion. *Under review at Marketing Science*.  
**Samuel Levy**, Alan Montgomery. Relaxing Functional Form in Choice Models through Gaussian Processes.

### Work in Progress

**Samuel Levy**, Joy Lu, Alan Montgomery. Understanding the Dynamics of Appeals Scales to Infer Potential to Donate using Bayesian Nonparametrics.

## Awards and Honors

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- 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)**
- 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 **Marketing Dynamics**, Georgia State University.

2020 - 2022 **Joint Statistical Meetings - Marketing Section**.

2020 - 2023 **INFORMS Marketing Science Conference**.

## 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); Econometrics (with Dokyun Lee and Zachary Lipton).

2018 – 2020 **Economics**

Microeconomics (with Bertan Turhan); Econometrics I & II (with David Childers and 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: R, Python, Julia, SQL.

Probabilistic Programming: Stan, Pyro, NumPyro.