Samuel Levy

University of Virginia Darden School of Business
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Employment

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

Education

08/2018 – 05/2024	**Carnegie Mellon University, Tepper School of Business** Ph.D. in Marketing
08/2016 – 06/2018	**Tilburg University** M.S. in Marketing (Research Track) - *Cum Laude* Tilburg School of Economics and Management
08/2010 – 06/2014	**Ecole Normale Superieure Paris-Saclay, Université Paris 1 Panthéon-Sorbonne** B.S. in Economics - *Cum Laude*

Research Interests

Substantive: Customer Analytics, Privacy, Retail Analytics, Branding, Advertising, 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.*

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

2025 **Recipient of the 2024 Fellowship in AI Research ($100,000)**.
LaCross Institute for Ethical Artificial Intelligence in Business at the University of Virginia
co-PIs: Sam Levy and Chirag Agarwal

2024 **Israel Science Foundation Award (equivalent of $30,000 per year, 2023-2026)** for *Privacy Preserving Data Fusion*
PI: Dana Turjeman. Collaborators: Sam Levy and Longxiu Tian.

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 Superieure Paris Saclay (€ 63,000)**

Invited Talks

2025
(Scheduled) "Digital Marketing Twins" American Statistical Association Seminar Series.

2023 "Digital Marketing Twins" University of Virginia Darden School of Business

2023 "Digital Marketing Twins" The Ohio State University Fisher College of Business

2023 "Digital Marketing Twins" University of Texas at Dallas Naveen Jindal School of Management

2023 "Digital Marketing Twins" HEC Paris

2023 "Digital Marketing Twins" University of Colorado Boulder Leeds School of Business

Conference Presentations

2024 "Operationalizing the Right to Data Privacy for Ethical AI". UVA Conference on Leadership in Business, Data and Intelligence – LaCross AI Institute.

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: Python, R, Julia, Stan, SQL.

Last updated: January 31, 2025