

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, Advertising, Choice Modeling.
Methodological: Machine Learning, Bayesian Statistics, Bayesian Econometrics, Causal Inference.

Papers

Under Review

“Privacy Preserving Data Fusion”
with Longxiu Tian and Dana Turjeman. *Conditionally accepted at Marketing Science.*

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

Working Papers

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

Selected Work in Progress

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

Teaching

Fall 2025 **The University of Virginia, Darden School of Business**
Artificial Intelligence for Customer Growth (Elective for MBA Program)

2024- **The University of Virginia, Darden School of Business**
Marketing I and II (Core Curriculum for MBA Program)

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

Course Materials

- 2025 **The Chronicles of Caspari: Should Caspari Expand Its Online Marketplace?**
with Rajkumar Venkatesan, Katherine Nunner, Saru Guneja and Stephen Maiden.
Case Number: UVA-M-1072

Service to the Profession

- 2025 – present **Ad Hoc Reviewer**
Journal of Marketing Research

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 Supérieure Paris Saclay (€ 63,000)**

Invited Talks

- 2025 "Digital Marketing Twins" American Statistical Association Marketing Section 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

- 2025 "Digital Marketing Twins" with Longxiu Tian. INFORMS Marketing Science Conference, Washington D.C.
- 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).

Media Coverage

- 2025 *Podcast invitation* Good Disruption, with Yael Grushka-Cockayne and Mike Lenox.
- 2025 *From Admen to Algorithms: The Transformation of Marketing*. The Darden Report. <https://news.darden.virginia.edu/2025/02/13/uva-darden-lacross-ai-institute-awards-fellowships-in-ai-research/>
- 2024 *UVA Darden LaCross AI Institute Awards Fellowships in AI Research* The Darden Report. <https://news.darden.virginia.edu/2024/08/14/from-admen-to-algorithms-the-transformation-of-marketing/>

Mentoring

- 2024 – **Jolin Xu**
Undergraduate student majoring in Mathematics and Computer science at the University of Virginia.
First Placement: Ph.D. program at the University of Virginia Darden School of Business
- 2024 – **Zetao Wang**
Marketing Ph.D. student at the University of Michigan Ross School of Business

Languages

English (fluent), French (native).

Computing

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

Last updated: October 1, 2025