

Walter W. Zhang

curriculum vitae

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🌐 walterwzhang.github.io

Education

- Anticipated **The University of Chicago, Booth School of Business**
2024 PhD in Quantitative Marketing, MBA
Supporting area: Econometrics and Statistics
Committee chair: Sanjog Misra
Committee members: Günter J. Hitsch, Pradeep K. Chintagunta, Tengyuan Liang, Avner Strulov-Shlain
- 2016 **The University of Chicago**
BA in Physics, BA in Economics

Fellowships & Awards

- 2024 ASA Statistics in Marketing Doctoral Dissertation Research Award Finalist
2024 J. Michael Harrison Doctoral Prize
2023 The Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award
2023 MSI Alden G. Clayton Doctoral Dissertation Proposal Award Honorable Mention
2022–2023 Joseph A. & Susan E. Pichler Ph.D. Fellowship
2023 AMA-Sheth Foundation Doctoral Consortium Fellow
2023 Becker Friedman Institute Industrial Organization Grant
2021 ISMS Marketing Science Doctoral Consortium Fellow
2020 Wesley C. Pickard Ph.D. Fellowship
2018– Ph.D. Program Fellowship, The University of Chicago Booth School of Business

Research

Research Interests

- Topics Artificial Intelligence, Personalization, Targeting, Incentives, Platforms
Methods Machine Learning, Applied Optimal Transport

Working Papers

- **Zhang, Walter W.**
"Optimal Comprehensible Targeting"
ASA Statistics in Marketing Doctoral Dissertation Research 2024 Award Finalist
J. Michael Harrison Doctoral Prize 2024 Winner
The Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation 2023 Award Winner
MSI Alden G. Clayton Doctoral Dissertation Proposal 2023 Honorable Mention
draft
- **Zhang, Walter W.** and Misra, Sanjog
"Coarse Personalization"
Second Round R&R at *Marketing Science*
draft

Works in Progress

- **Zhang, Walter W.** and Misra, Sanjog
"Nudging Misperceptions"
- Natan, Olivia and **Zhang, Walter W.**
"Targeted Bundling"
Becker Friedman Institute Industrial Organization Grant 2023
- **Zhang, Walter W.** and Misra, Sanjog
"Associative Brand Recall and Purchase"
- Farrell, Max H., Misra, Sanjog, and **Zhang, Walter W.**
"Explainable Treatment Effects"

Publications

- Hitsch, Günter J. Hitsch, Misra, Sanjog, and **Zhang, Walter W.**
"Heterogeneous Treatment Effects and Optimal Targeting Policy Evaluation"
Quantitative Marketing and Economics (2024)
publication preprint code

Professional Activities

Referee Activities

Management Science, Marketing Science, Journal of Marketing

Conference Organization

Marketing Science 2022 Student Organizer

Invited Presentations

- 2023-2024
- UChicago Social Science Research Center
 - UCLA Anderson
 - University of Rochester Simon
 - Cornell Nolan
 - UNC Kenan-Flagler
 - Duke Fuqua
 - University of Pennsylvania Wharton School
 - Imperial College Business School
 - London Business School
 - Boston University Questrom

- Conferences
- ASA Joint Statistical Meetings (August 2024)
 - Marketing Science Institute Summit 2024 (February 2024)
 - IMS International Conference on Statistics and Data Science (December 2023)
 - Kellogg-Booth Student Symposium (May 2023)
 - Association for Consumer Research (October 2022)
 - Quantitative Marketing and Economics (October 2022)
 - Machine Learning in Economics Summer Institute (August 2022)
 - Marketing Science (June 2022)
 - Advances with Field Experiments (June 2022)
 - Marketing Science (June 2021)
 - Trans-Atlantic Doctoral Consortium (May 2021)

Software

causalKNN

R Package for heterogeneous treatment effects estimation with Causal KNN and Treatment Effect Projection

Skills

- Programming R, Python, Java, C#, SQL
- Languages English (native), Chinese (fluent), German (intermediate)
- Hobbies épée fencing, volleyball, basketball

Teaching Experience

- 2020-2022 **University of Chicago Booth School of Business, Instructor**
- Summer 2020, 2021, 2022: Booth Math Camp (PhD)
- 2018-2024 **University of Chicago Booth School of Business, Teaching Assistant**
- Winter 2022, Winter 2024: Applied Bayesian Econometrics (PhD)
 - Summer 2019: Marketing with Big Data (EMBA) (Evaluation: 4.68/5.00)
 - Summer 2018: Marketing for Startups (EMBA) (Evaluation: 4.15/5.00)
 - Winter 2020, Winter 2021, Autumn 2021: Digital and Algorithmic Marketing (MBA)
 - Spring 2020, Spring 2021, Spring 2022: Algorithmic Marketing Lab (MBA)
 - Winter 2017, Autumn 2020: Data Science for Marketing Decision Making (MBA)
 - Spring 2019: Startup Marketing (MBA)
 - Autumn 2021: Selling and Sales Management (MBA)
 - Spring 2023: Big Data (MBA)
 - Winter 2024: Business Statistics (MBA)

Research and Professional Experience

- 2016–2018 Research Professional, *The University of Chicago Booth School of Business*
- 2016 Research Assistant, *The University of Chicago Booth School of Business*
- 2015 Summer Intern, *Point72 Asset Management*, New York
- 2014 Summer Research Intern, *The Midway Group*, New York
- 2014 Research Assistant, *The University of Chicago*
- 2013 Summer Intern, *Credit Suisse*, New York