

# Stanford

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## Samuel Goldberg

Assistant Professor of Marketing at the Graduate School of Business

 Curriculum Vitae available Online

### Bio

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#### BIO

I am currently a Postdoctoral Fellow at the Stanford Institute for Economic Policy. In the Fall of 2023, I will be joining Stanford Graduate School of Business as an Assistant Professor of Marketing.

I work mostly on topics in industrial organization and quantitative marketing with a particular interest on the role of privacy and monitoring technologies in markets.

I hold a PhD from Kellogg School of Management at Northwestern University and undergraduate degrees in Economics and Physics from Brandeis University.

#### ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing

#### PROFESSIONAL EDUCATION

- BS, Brandeis University (2104)
- PhD, Kellogg School of Management (2022)

### Teaching

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#### COURSES

##### 2025-26

- Quantitative Research in Marketing - I: MKTG 644 (Aut)
- Strategies of Effective Product Management: STRAMGT 309 (Win)

##### 2024-25

- Quantitative Research in Marketing - II: MKTG 645 (Win)
- Strategies of Effective Product Management: STRAMGT 309 (Win)

#### STANFORD ADVISEES

##### Doctoral Dissertation Reader (AC)

Ameeqa Ali, Irina Iakovetskaia, Christy Kang, Tony Kukavica