



Yuyan Wang

Assistant Professor of Marketing at the Graduate School of Business

Bio

BIO

Yuyan Wang is an assistant professor of marketing at Stanford Graduate School of Business. She earned her PhD in Statistics from Princeton University's Department of Operations Research & Financial Engineering, and holds a BS in Statistics from the Special Class for the Gifted Young program at the University of Science of Technology of China. With over six years of industry experience at Uber and Google Brain as a machine learning researcher, she focused on designing algorithms for understanding and improving the long-term values of recommender systems for Uber Eats and YouTube. Her work has been recognized with the Best Paper Award at Conference on Information Systems and Technology (CIST).

ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing

PROFESSIONAL EDUCATION

- B.Sc., University of Science and Technology of China , Special Class for the Gifted Young (2012)
- PhD, Princeton University , Department of Operations Research & Financial Engineering (2016)