Samuel Goldberg

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ACADEMIC POSITIONS

Stanford University 2022 -
    Assistant Professor of Marketing, Stanford Graduate School of Business 2023 -
    Postdoctoral Fellow, Stanford Institute for Economic Policy 2022-2023

EDUCATION

Ph.D. Marketing, Kellogg School of Management, Northwestern University, Evanston, IL 2022
M.S. Marketing, Kellogg School of Management, Northwestern University, Evanston, IL 2017
B.S., Physics & Economics, Brandeis University, Waltham, MA 2014

RESEARCH FIELDS

Primary: *Quantitative Marketing, Empirical Industrial Organization*
Secondary: *Privacy, Market Design, Econometric Methods*

WORKING PAPERS

"Regulating privacy online: an economic evaluation of the GDPR" (w/ Garrett Johnson and Scott Shriver)
(R&R at *American Economic Journal: Policy*)
    Media coverage: MIT Technology Review, Bloomberg, Kellogg Insight

"Privacy & Market Concentration: Intended & Unintended Consequences of the GDPR" (w/ Garrett Johnson and Scott Shriver) (2nd round R&R at *Management Science*)
    Media coverage: AdExchanger, MediaPost, Marketing Science Institute

"Designing monitoring programs"

PROFESSIONAL EXPERIENCE

Refereeing: *Management Science, Marketing Science*

NBER Economics of Artificial Intelligence Meeting & Tutorial 2019
Haring Symposium (Discussant) 2020
NBER Digitization Winter Meeting & Tutorial 2019, 2020, 2021
ISMS Marketing Science Doctoral Consortium 2019, 2021
Sheth Foundation Doctoral Consortium 2021

INVITED PRESENTATIONS & CONFERENCES

Regulating privacy online: the early impact of the GDPR on European web traffic and E-commerce
(* denotes presented by co-author)
Kellogg School of Management Marketing Dept. 2018, 2019, 2020
INFORMS Marketing Science Rome 2019
NBER Digitization Summer Institute 2019
Federal Trade Commission* 2019
ZEW Conference on the Economics of Information* 2021
Federal Trade Commission: Microeconomics* 2021
Digital Economics Paris 2022

AWARDS AND GRANTS

Marketing Science Institute Research Grant   2019
       Regulating privacy online: the early impact of the GDPR on European web traffic and E-commerce
Program of Economics & Privacy, George Mason U Antonin Scalia Law School   2020
       Privacy compliance & publisher incentives: AdTech usage after the GDPR
Best Discussant, Haring Symposium   2020

INDUSTRY EXPERIENCE

Adobe, Research Affiliate	June 2018 – August 2020
Juniper Networks, Research Affiliate	July 2018 – July 2019
Federal Reserve Bank of Chicago, Associate Economist	July 2014 - August 2016

TEACHING

Marketing Strategy – Full Time MBA, Tim Calkins & Julie Hennessey	2018-2021
Marketing Strategy – Executive MBA, Tim Calkins	2018-2021
Customer Analytics, Florian Zettelmeyer & Blakely McShane	2017-2021

PROFICIENCIES

Computation
       R, Stata, Matlab, Mathematica, LaTex