

# Fei Peng

+1 (734) 276-6784

fpeng@cs.cmu.edu

<http://fei-peng.github.io>

## Employment and Experience

### **Optimized Markets, Inc.**

**Pittsburgh, PA**

*Director of Engineering*

01/2015 – now

- Within the CMU spin-off, took responsibility for the R&D efforts in developing market-leading systems for advertising sales, scheduling, and pricing with optimization and machine learning tools
- Achieved 20-30% revenue lift in tests conducted for one of the largest U.S. cable companies
- Interacted with customers in gathering requirements, supporting and tracking project progress, and collecting feedback

### **Computer Science Dept., Carnegie Mellon University**

**Pittsburgh, PA**

*Research Associate*

12/2013 – 09/2015

- Worked on NSF-funded Accelerating Innovation Research project for developing electronic markets for TV and cross-media advertising. Meanwhile consulted for Optimized Markets
- Designed and incorporated the state-of-the-art in optimization and artificial intelligence technologies to achieve market clearing efficiency and allow expressive bidding languages

### **FedEx Services**

**Memphis, TN**

*Senior Revenue Management Analyst*

07/2013 – 11/2013

- Led the customer segmentation study for all customers in Asia-Pacific, to gain insight in their spending patterns and determine the automated individual pricing policy

### **Industrial&Operations Engineering, Univ. of Michigan**

**Ann Arbor, MI**

*Research Assistant*

12/2009 – 05/2013

- Developed novel models and techniques for radiation therapy treatment plan optimization problems, taking into account the latest advancements in treatment equipment and tackling uncertainty during treatment
- Designed algorithms that achieved state-of-the-art plan quality while shortening the planning time for treatments, dramatically outperforming existing commercial systems
- Collaborated with teams engineers and scientists in UM and UC San Diego hospital systems

### **Schlumberger-Doll Research**

**Cambridge, MA**

*Math & Modeling Intern*

06/2012 – 08/2012

- Performed exploratory research study for robust optimization methods
- Investigated optimization schemes applicable to a wide variety of problems in and out of oilfield production systems

### **ABB (China) Limited**

**Beijing, China**

*Supply Chain Management Intern*

07/2007 – 09/2007

- Led individual Car Leasing Project involving all 25 branches in Mainland China
- Surveyed and evaluated qualifications and quotes of major car leasing companies. Recommended qualified leasing suppliers for each branch to the VP

## Education

**University of Michigan**

**Ann Arbor, MI**

Ph.D., Industrial&Operations Engineering / Operations Research (08/2013)

**Beihang University**

**Beijing, China**

B. Mgmt., Industrial Engineering (07/2008)

B. S. Minor, Applied Mathematics (07/2008)

## Publications and Invited Presentations

### *Journal Articles / Refereed Conference Proceedings*

- F. Peng, T. Sandholm. Optimal learning of large Bayesian network structure using integer programming. Working paper
- F. Peng, T. Sandholm. Scalable segment abstraction method for advertising campaign admission and inventory allocation optimization. In *Proceedings of the 25th International Joint Conference on Artificial Intelligence (IJCAI)*, 2016.
- F. Peng, S. Jiang, H. E. Romeijn, and M. Epelman. VMATC: VMAT with Constant Gantry Speed and Dose Rate. *Physics in Medicine and Biology* 60 (2015), 2955-2979
- F. Peng, A. Cohn, O. Gusikhin, and D. Perner. Algorithms for the Hybrid Fleet Vehicle Routing Problem. In *Proceedings of the 1st International Conference on Vehicle Technology and Intelligent Transport Systems* (2015)
- Z. Tian, F. Peng, M. Folkerts, J. Tan, X. Jia, and S. Jiang. Multi-GPU implementation of a VMAT treatment plan optimization algorithm. *Medical Physics* 42, 2841 (2015)
- F. Peng, X. Jia, X. Gu, M. Epelman, H. E. Romeijn, and S. Jiang. A New Column Generation Based Algorithm for VMAT Treatment Plan Optimization. *Physics in Medicine and Biology* 57 (2012), 4569-4588

### *Conference Presentations*

- Oral presentations: IJCAI 2016; INFORMS 2009, 2010, 2011, 2012; SIAM Conference on Optimization 2011.
- Poster presentations: IJCAI 2016; INFORMS 2012.

### *Other*

- Automated allocation of media campaign assets to time and program in digital media delivery, T. Sandholm, F. Peng, J. Dickerson, *U.S. Patent*, January 2016
- F. Peng, K. Rashid, and B. Couet, Robust optimization methods for oilfield problems under uncertainty. *Tech Report OFSR/2012/132/MMC*, Schlumberger-Doll Research

## Teaching

**IOE Department, University of Michigan**

**Ann Arbor, MI**

*Graduate Student Instructor*

F11 – F12, W13

*IOE441 Production and Inventory Control*

*IOE310 Introduction to Optimization Methods*

## **Fellowships and Awards**

- Gold Medalist among 46 teams, LINKS Global Supply Chain Management Simulation, 2012
- IOE Bonder Fellowship for Applied Operations Research (sole winner with full fellowship), 2010 – 2011
- Engineering Graduate Symposium Technical Session Award (\$500), Nov 2010
- IOE Department Fellowship (full fellowship), 2009 – 2010

## **Technical/Programming Skills**

- Programming languages and frameworks
  - Experienced: C, C++, Python; Ruby-on-Rails
  - Familiar: Java, Javascript, Ruby, SAS; Electron, AngularJS
- Machine learning tools: Tensorflow, Xgboost, Scikit-learn
- Technical computing software and solvers: AMPL, Coin-OR, Cplex, Gurobi, Matlab
- Parallel computing: CUDA, OpenMP
- Database query writing (SQL)
- Unix operating system and script writing

Last updated March 2017