

FELIX NGUYEN

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EDUCATION

Emory University <i>PhD in Quantitative Marketing</i>	Atlanta, GA <i>Expected</i> 2025
University of Wisconsin-Madison <i>Master of Science in Business Analytics</i> <i>MBA in Marketing Research</i>	Madison, WI 2020 2019
Foreign Trade University <i>BS Economics</i>	Ho Chi Minh City, Vietnam 2015

RESEARCH INTERESTS

Causal Inference, Public Policy, Digital Advertising, Industrial Organization, Bayesian Statistics, Deep Learning, High Dimensional Statistics.

WORKING PAPER

“Long-Term Effect of Mathematical Literacy on Consumer Behavior: Evidence from Curricular Reforms”

Nguyen & Schweidel (2022) - Submitted.

“Unintended Consequences of Public Internet Access: The Case of LinkNYC”

Nguyen & Schweidel (2021) - Invited for resubmission to Marketing Science.

SELECTED COURSEWORK

Methods :

Microeconomic Theory I, II
Econometric I, II, III
Applied Microeconometrics
Causal Inference
Empirical Industrial Organization
Natural Language Processing
Machine Learning and Nonparametric Estimation
Deep Learning
Numerical Optimization
Dynamic Programming and Associated Topics
Bayesian Methods

Substantive:

PhD Seminar in Marketing Strategy
PhD Seminar in Quantitative Marketing
PhD Seminar in Consumer Behavior Marketing
PhD Seminar in Marketing Modeling (UW - Madison)

HONORS & AWARDS

Goizueta Business School Doctoral Fellowship	2020-2025
Wisconsin School of Business Alumni Fellowship	2017-2019
Mobile Marketing Association SMARTIES Award - APAC Gold Prize for Best CRM Tool	2017
American Chamber of Commerce Scholarship	2014
Vietnam National Youth Informatics Olympiad - Gold Medal	2010

LANGUAGES

Computer: R, Stan, Python (PyTorch, Pyro & JAX), Julia,
JavaScript, SQL, Stata, MATLAB.
Human: Vietnamese, English, French (Intermediate), German (Basic) .

TEACHING EXPERIENCE

Emory University

Atlanta, GA

- Fall 2022: Teaching Assistant for Prof. Adam Glynn & David Hirschberg - QTM 220: Regression Analysis (Instructor for R programming Lab)
- Spring 2022: Teaching Assistant for Prof. David Schweidel - MKT 644: Market Analysis in Excel

University of Wisconsin Madison

Madison, WI

- Spring 2020: Teaching Assistant for Prof. Neeraj Arora, MKT 815 - Marketing Analytics.
- Fall 2019: Teaching Assistant for Prof. Enno Siemsen, OTM 752 - Project Management (Full-time & Executive MBA)
- Fall 2018: Teaching Assistant for Prof. Erwan Quintin, GB 704 - Data to Decision.

INDUSTRY EXPERIENCE

American Family Insurance

Innovation Strategy Intern

Madison, WI

May 2018 | Aug 2018

FE Credit Financial Services

Product Manager

Vietnam

Dec 2015 | Jul 2017