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**Reference Letter for Wen Xie**

Dear Search Committee,

I am writing with great enthusiasm to wholeheartedly recommend Mr. Wen Xie for the postdoctoral research fellow position at your esteemed institute. Over the course of approximately five years, I have had the privilege of serving as Wen's dedicated doctoral advisor, witnessing his remarkable journey from an emerging researcher to a proficient professional. As he approaches the completion of his Ph.D. dissertation defense by the Fall of 2023, this impending postdoctoral opportunity holds immense potential for his continued academic development, ensuring a strong foundation for his long-term success.

Upon joining my lab in 2018, Wen brought a distinctive blend of backgrounds in finance and engineering, fueled by a profound desire to amalgamate his insights from both domains to conduct research that leaves a profound impact. After a period of exploration, he immersed himself in the 2019 AMA conference, a pivotal event that spurred his commitment to computational social science, unstructured data analysis, and marketing analytics. Notably, Wen stands as my inaugural Ph.D. student delving into marketing. While initial apprehensions hovered around his career trajectory, his early exposure to intricate business challenges and his inherent curiosity about consumer behaviors swiftly dispelled any doubts, garnering my unwavering support.

To catalyze Wen's accomplishments, I proactively fostered connections with esteemed marketing professors, envisioning a mentorship that would shape his academic journey. To my astonishment, Wen took the initiative to seek additional knowledge and training independently, engaging with professionals across diverse disciplines such as engineering, computer science, marketing, economics, and mathematics. These ventures fortified him with the indispensable skills required to undertake rigorous marketing research. Notably, he cultivated proactive interactions with marketing stalwarts, cementing collaborative relationships that continue to yield fruitful outcomes. As a pioneer navigating the labyrinth of marketing research within my lab, Wen adeptly navigated uncharted territories, surmounting uncertainties and driving impactful independent research. His legacy over these years encompasses orchestrating four distinctive research projects, spanning proposal conceptualization, research design, meticulous meeting coordination, comprehensive data collection and analysis, and the dissemination of results through presentations and publications. Wen's proficient facilitation of collaborations extends beyond academia, spanning partnerships with marketing professors and industry luminaries.

Wen’s tenacious approach is particularly evident in his meticulous research endeavors. In one research avenue, he adroitly harnesses diverse machine learning and computer vision techniques, effectively conquering the complexities associated with extracting insights from vast, unstructured marketing data. In another trajectory, he skillfully employs Bayesian and statistical models to fathom consumer behavior through a fusion of behavioral experiments. His comprehensive skill set is showcased through a wealth of experience in designing lab and survey experiments, coupled with the adept curation of expansive web data, including dynamic social media content. Notably, in a seminal study, he orchestrated eye-tracking experiments with over 100 participants, unraveling the intricate dynamics of online shoppers' visual attention allocation to advertisements, ably bolstered by machine learning interventions. Similarly, his venture into brand-generated visuals saw him deftly employ computer vision techniques to quantitatively gauge skin tone diversity, a crucial facet for brand management.

Wen's research endeavors reverberate far beyond academic realms, resonating powerfully with business strategies. His studies engender pragmatic insights for advertisers and firms, as evidenced by his research on quantifying skin tone diversity in brand visuals. This invaluable tool empowers brands to embrace diversity, exhibit social responsibility, and forge inclusive marketing strategies. The resonance of Wen's research is echoed through multiple conference publications and accolades, including prestigious awards for the best conference or track paper. His remarkable ability to communicate and present is matched by his mentoring acumen, as he has aptly guided numerous internship students in our lab.

As Wen navigates a distinctive research trajectory within marketing, my firm belief is that a postdoctoral fellowship, synergistically complemented by mentorship from adept marketing professionals, will usher him into a sphere of unparalleled refinement. This unique juncture, steeped in immersion within specialized marketing seminars, conference, workshops, and collaboration with pioneering scholars, will exponentially augment his prowess in employing cutting-edge machine learning and computer science tools to unravel intricate marketing conundrums. His prior engagements in multifaceted marketing scenarios uniquely position him to ingeniously harness these technological tools to illuminate novel and transformative dimensions within marketing research.

Wen is a rising star in the field, and I wholeheartedly believe that he would make an outstanding addition to your institute. His unwavering commitment to excellence, combined with his exceptional abilities, make him an exceptional candidate for the postdoc fellow. Please do not hesitate to reach out to me via zhan2@uh.edu or +1 (713)-743-4437 if you require any further information or clarification.

Sincerely,



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