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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)
(Conditionally accepted 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) (Accepted at *Management Science*)
Media coverage: AdExchanger, MediaPost, Marketing Science Institute

“Designing monitoring programs”

PROFESSIONAL EXPERIENCE

Refereeing: *Management Science, Marketing Science, IJMR*

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

(* Denotes presented by co-author)

Kellogg School of Management Marketing Dept.	2019
INFORMS Marketing Science Rome	
NBER Digitization Summer Institute	
Federal Trade Commission*	
ZEW Conference on the Economics of Information*	2021
Federal Trade Commission: Microeconomics*	
Stanford Graduate School of Business	
Harvard Business School	
Columbia Business School	
Haas School of Business, UC Berkeley	

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Booth School of Business, University of Chicago
Tilburg University
Imperial College London
Anderson School of Management, UCLA
Smith School of Business, University of Maryland
Carlson School of Management, University of Minnesota
Johnson Graduate School of Management, Cornell University
Stern School of Business, NYU
Fuqua School of Business, Duke University
Digital Economics Paris 2022
Center for Competition Policy, University of East Anglia
Yale School of Management Juniors Conference
Simon School of Business, University of Rochester 2023
CEPR Industrial Organization Meeting
SIEPR Seminar Series
MSI Webinar Series

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
Honorable mention, MSI Alden G. Clayton Doctoral Dissertation Award 2021

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