DR. CLARENCE LEE

Eisengard AI | clarence@eisengard.ai
Citizenship: United States

ACADEMIC & INDUSTRY POSITIONS

Eisengard AI
Co-Founder, President & CTO, (2021-present).

Samuel Curtis Johnson Graduate School of Management, Cornell University
Visiting Lecturer, (2023-present).
Courses: **Machine Learning Applications in Business**.

Samuel Curtis Johnson Graduate School of Management, Cornell University
Assistant Professor, Breazzano Family Sesquicentennial Fellow (2014-2021).
Courses: Digital Marketing, Strategic Product and Marketing Immersion (SPMI), and Data Analytics & Modeling.

EDUCATION

Harvard Business School   **Boston, MA**
Doctor of Business Administration
Focus: Machine learning, structural econometrics & quantitative/computational marketing

Massachusetts Institute of Technology   **Cambridge, MA**
M.Eng. in Electrical Engineering and Computer Science
Areas of Concentration: Machine Learning and Electromagnetism

Massachusetts Institute of Technology   **Cambridge, MA**
S.B. in Electrical Engineering and Computer Science

RESEARCH INTERESTS

Methodological Expertise: Deep Learning, Machine Learning, Reinforcement Learning/ Dynamic Programming, Bayesian Statistics, Structural Econometrics, Privacy-Preserving Analytics

Subject Matter Expertise: Entrepreneurship, Digital Strategy, Product Management, Digital Marketing, Data Science

PUBLICATIONS

1. Lee, Clarence, Piyush Anand. "Using Deep Learning to Overcome Privacy and Scalability Issues in Customer Data Transfer." 2022. Forthcoming at Marketing Science.

2. Kim, Sungjin, Clarence Lee & Sachin Gupta. "Bayesian Synthetic Control Methods." 2021. Journal of Marketing Research. **Winner: Paul E. Green Award**

3. Kim, Sungjin, Sachin Gupta & Clarence Lee. "Managing Members, Donors, and Member-Donors for Effective Non-profit Fundraising." 2021. **Journal of Marketing Special Issue: Better Marketing for a Better World.**

4. Park, Joowon, Clarence Lee & Manoj Thomas. "Why Do Cashless Payments Increase Unhealthy Consumption? The Decision-Risk Inattention Hypothesis." 2020. Journal of the Association for Consumer Research.

5. Lee, Clarence, Elie Ofek & Thomas Steenburgh. "Personal and Social Usage: The Origins of Active Customers and Ways to Keep Them Engaged." 2017. Management Science.

RESEARCH PAPERS IN PROGRESS

1. Chai, Sen, Clarence Lee, Anoop Menon & Haris Tabakovic. "Using Machine Learning to Predict Technology Generality."

2. Lee, Clarence, Vineet Kumar & Sunil Gupta. "Designing Freemium: Strategic Balancing of Growth and Monetization."

3. Lee, Clarence & Peter Blair. "Disentangling Peer Effects and Economic Incentives in Customer Acquisition."

4. Elberse, Anita, Clarence Lee & Ling-Ling Zhang. "Viral Video: The True Reach of Online Video Advertisements."

5. Lee, Clarence. "Distributed Marketing Allocation using Federated Learning."

6. Lee, Clarence. "Unpacking the Deep Learning Black-Box: Exploring the Picture Data Analogy in Generative Adversarial Networks."

7. Lee, Clarence. "Machine Assisted Content Generation with Recurrent Neural Networks."

PRESENTATION AND SEMINARS

"Unpacking the Deep Learning Black-Box: Exploring the Picture Data Analogy in   2019
Generative Adversarial Networks."
   Marketing Science Conference, University of Roma Tre, Rome, Italy.

"Using Deep Learning to Overcome Privacy and Scalability Issues in Customer   2018
Data Transfer."
   Marketing Science Conference, Temple University, Philadelphia, PA.
   Frontiers of Empirical Marketing, Miami, FL.

"Disentangling Peer Effects and Economic Incentives in Customer Acquisition"   2017
   Fox School of Business, Temple University, Philadelphia, PA.   2016
   Northeast Marketing Conference, MIT Sloan School of Business

"Designing Freemium: a Model of Consumer Usage, Upgrade, and Referral   2015
Dynamics"   2014
   McGill International Conference on Marketing, Montreal, Canada.   2013
   Stanford Graduate School of Business, Stanford, CA.
   Marketing Science Conf., (ISMS Dissertation Award), Atlanta, GA.
   Olin School of Business, Washington Univ. in St. Louis, St. Louis, MO.
   Univ. of Wisconsin School of Business, Madison, WI.
   Marshall School of Business, USC, Los Angeles, CA.
   Anderson School of Management, UCLA, Los Angeles, CA.
   Sauder School of Business, UBC, Vancouver, Canada.
   McDonough School of Business, Georgetown Univ., Washington, DC.
   Fuqua School of Business, Duke University, Durham, NC.
   Johnson School of Management, Cornell University, Ithaca, NY.
   Haas School of Business, University of California, Berkeley, CA.
   The Wharton School of the Univ. of Pennsylvania, Philadelphia, PA.
   University of Maryland, College Park, MD.
   INSEAD, Fontainebleau, France.
   London Business School, United Kingdom.
   National University of Singapore, Singapore.
   Singapore Management University, Singapore.

"Where do the Most Active Customers Originate and How Can Firms Keep Them   2012
Engaged?"
   London Business School Trans-Atlantic Doctoral Conference, U.K.

"Success of Web Products an HMM of the Relationship between Adoption Routes and Usage"
    Marketing Science Conference, Cologne, Germany.   2010

"Data Analysis Techniques and Advanced Features in R."
    Harvard Business School, Guest Lecture in Theory and Practice of Research,   2009
Boston, MA.

AWARDS AND HONORS

Winner, American Marketing Association Paul E. Green Award	2021
Winner, Professor Dedication Award, Cornell Tech	2018, 2019
Co-Winner (with Toby Stuart), Professor of the Year, Cornell Tech.	2015
Recipient, ISMS Doctoral Dissertation Competition Award	2014
Recipient, MSI Dissertation Competition Award.	2014
Recipient, Harvard Business School Wyss Dissertation Award.	2014
Fellow, AMA-Sheth Doctoral Consortium, University of Washington.	2012
Fellow, Marketing Science Doctoral Consortium, Boston University.	2012
MIT Institute Award (William L. Stewart Jr. Award)	2007
Eta Kappa Nu Engineering Honor Society, MIT Chapter.	2004-2006

SERVICE

Ad-hoc Reviewer, Marketing Science, Journal of Marketing, Journal of Marketing Research & Management Science (Business Strategy & Marketing)	2015-present
Member, Johnson Cornell Tech Faculty Search Committee.	2016
Member, Faculty Recruiting Committee, Johnson School of Management.	2016
Co-Organizer, Marketing Research Camp, Johnson School of Management.	2016
Co-Organizer, Marketing Seminar Series, Johnson School of Management.	2015-2019
Member, MBA Program Committee, Cornell Tech.	2015-2019
Chair, HBS Doctoral Mentorship Program.	2011
Board of Directors, MIT Technology Fair Organization.	2008-2014
MIT Alumni Class President.	2006-2011

SKILLS

Fluent Languages/Platforms/Packages: Armadillo, Amazon EC2/RDS, C++, Eigen, Julia, R, Rcpp, Python, Tensorflow, PyTorch, Flask, JavaScript, SQL.
Competent Languages: BUGS, Django, MATLAB, PHP.