

# Kevin Lee

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## EDUCATION

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**University of Chicago, Booth School of Business** **Chicago, IL**  
*Ph.D. in Economics* 2025

- Fields: Marketing, Industrial Organization, AI
- Committee: Sanjog Misra (chair), Eric Budish, Pradeep Chintagunta, Giovanni Compiani

**Harvard University** **Cambridge, MA**  
*A.B. in Applied Mathematics, Minor in Physics* 2018

## TEACHING EXPERIENCE

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**University of Michigan, Ross School of Business**  
Marketing Management (BBA) Fall 2025

**University of Chicago, Booth School of Business**  
Pricing Strategies (MBA), TA for Prof. JP Dubé Spring 2025  
Marketing Strategy (MBA), TA for Prof. Malika Korganbekova Spring 2025  
Generative Thinking (MBA), TA for Prof. Sanjog Misra Fall 2023, Winter 2025  
Data Driven Marketing (MBA), TA for Prof. Giovanni Compiani Winter 2021  
Competitive Strategy (MBA), TA for Prof. Eric Budish Fall 2019, 2020

**Harvard University**  
Optimization (Undergrad), TA for Prof. Yiling Chen Fall 2017  
Honors Intermediate Microeconomics (Undergrad), TA for Prof. Ed Glaeser Fall 2016, 2017  
Functional Programming (Undergrad), TA for Prof. Stuart Shieber Spring 2017

## WORK EXPERIENCE

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**University of Michigan, Ross School of Business**  
Assistant Professor of Marketing August 2025-

**Meta**  
Visiting Researcher, Adaptive Experimentation May 2025-

**Planbase (YC S24)**  
Founding CTO June 2021-August 2023

- Designed and implemented backend for long-horizon demand forecasting and automated worker scheduling system deployed in 2,000 retail and fast food stores, managing 130,000 workers
- Accepted to YCombinator (~2% acceptance rate) accelerator

## WORKING PAPERS

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**Generative Brand Choice** (Job Market Paper, [draft](#))

- Predicted brand preferences for new products by combining choice and text data using structural demand models and novel application of LLMs

- Integrated LLMs with causal inference methods to enable pricing of new products
- Presentations: Michigan, BU, Yale SOM, Ohio State, Kellogg, Houston Bauer, VQMS

**Causal Alignment: Augmenting Language Models with A/B Tests**, *Revise & Resubmit at JMR*  
(with Panagiotis Angelopoulos and Sanjog Misra, [preprint](#))

- Trained language model to be a policy improvement operator using A/B tests, with application to improving the effectiveness of marketing content
- Presentations: Econometric Society AI+ML (Cornell), Marketing Science Conference, CODE, AFE, Wharton

### **Agentic Interactions**

(with Alex Imas and Sanjog Misra, [preprint](#))

- Documented explainable patterns of heterogeneity in AI agents from traits of the human principal

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## WORK IN PROGRESS

**Improving Imperfect Decision Makers via State Imputation** (with Jack Light, [abstract](#))

- Developed novel reinforcement learning algorithm to improve performance of imperfect decision makers facing multiple competing objectives, with application to automated worker scheduling

**Semantic Merger Simulation** (with Sanjog Misra, [abstract](#))

- To improve predictions of supply side behavior, collected novel dataset of pre- and post- merger product positions linked to antitrust review documents and trained a model to predict post-merger product positions

**Navigating Engagement and Safety Tradeoffs in AI-Optimized Content** ([abstract](#))

- Measured the tradeoff between engagement and safety metrics when optimizing unstructured marketing content (e.g. text of an advertisement) using generative AI
- Found that consistency with brand voice is a cost-effective proxy for safety, which is expensive to evaluate, and imposing this constraint while generating content improves the tradeoff

**Inferring Latent Need Satisfaction** ([abstract](#))

- Estimated the extent to which products satisfy needs by applying causal abstraction to open-ended text transcripts of consumers' stated needs and choice data

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## ADDITIONAL INFORMATION

**Citizenship:** U.S.A.

**Programming:** Python, SQL, R, C++, HTML, CSS, Javascript, React, Docker, AWS

**Language:** English (Native), Korean (Advanced), Latin (Advanced)

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## REFERENCES

**Sanjog Misra**

Charles H. Kellstadt Professor of Marketing and Applied AI

University of Chicago, Booth School of Business

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**Eric Budish**

Paul G. McDermott Professor of Economics and Entrepreneurship  
University of Chicago, Booth School of Business  
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**Pradeep Chintagunta**

Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing  
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