

Yohei Nishimura

ynishimura@wisc.edu ♦ [GitHub](#) ♦ [LinkedIn](#) ♦ [Personal Website](#)

EDUCATION

<i>Doctor of Philosophy, Business, specialization in Quantitative Marketing</i> University of Wisconsin-Madison, WI	May 2028 (expected)
<i>Master of Science, Computer Science</i> University of Wisconsin-Madison, WI	May 2023
<i>Bachelor of Engineering, Computer Science</i> Teikyo University, Tokyo, Japan	March 2021
<i>Bachelor of Art, Economics</i> University of Tokyo, Tokyo, Japan	March 2007

WORKING PAPER

Adaptive Conjoint Analysis Combining with Synthetic Data and Reinforcement Learning Approach
Nishimura, Yohei; Arora, Neeraj

AI-Human Hybrids for Marketing Research: Leveraging LLMs as Collaborators

Arora, Neeraj; Chakraborty, Ishita; Nishimura, Yohei (the authors are listed alphabetically and contributed equally)
Journal of Marketing, 89(2), 43-70

PUBLICATIONS

Leveraging Generative AI to Create Visual Content in Digital Advertising

Daviet, Remi; Nishimura, Yohei (the authors are listed alphabetically and contributed equally)
Major Revision, Marketing Science

AI-Human Hybrids for Marketing Research: Leveraging LLMs as Collaborators

Arora, Neeraj; Chakraborty, Ishita; Nishimura, Yohei (the authors are listed alphabetically and contributed equally)
Journal of Marketing, 89(2), 43-70

INVITED SEMINARS AND CONFERENCES

2024

- Wisconsin School of business (Symposium on Artificial Intelligence in Marketing)
- Waseda University

PROFESSIONAL EXPERIENCE

Software/Machine Learning Engineer

Aoyama Art, Inc., Tokyo, Japan	2021 - 2022
toridori, Inc., Tokyo, Japan	2021

Product Manager/Project Leader

Mercari Inc., Tokyo	2020 - 2021
Donuts Ltd., Tokyo	2016 - 2017
<i>Chief Operating Officer</i>	
Michael Inc., Tokyo	2017 - 2020
<i>Strategic Consultant</i>	
YCP Holdings., Tokyo	2013 - 2016
<i>Analyst</i>	
Barclays., Tokyo	2011 - 2012
Ministry of Economy, Trade, and Industry., Tokyo	2007 - 2011

SKILLS

- Software development: Python, Go, Node.js, Google Apps Script, C, Java, Javascript
- Analysis: Pytorch, Numpy, Pandas, Botorch, R, Stan, PyMC, Tensorflow
- Database/System: SQL, NoSQL, GCP, mongoDB, Linux, AWS
- Tools: BigQuery, Git, GitHub, Google Analytics
- Design: Figma, Adobe XD
- Product management: Product road map, Agile development, Scrum master, UI/UX, Customer journey map
- Business: Strategy development, Financial PL/BS/CF Modeling, Online/Offline Marketing, Consumer Analysis
- Language: English(Fluent), Japanese(Native)

Last Update: Sep, 2025