Yohei Nishimura

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EDUCATION

Doctor of Philosophy, Business, specialization in Quantitative Marketing
University of Wisconsin-Madison, WI   May 2028 (expected)

Master of Science, Computer Science
University of Wisconsin-Madison, WI   May 2023

Bachelor of Engineering, Computer Science
Teikyo University, Tokyo, Japan   March 2021

Bachelor of Art, Economics
University of Tokyo, Tokyo, Japan   March 2007

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)
Forthcoming, Journal of Marketing

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

Chief Operating Officer
Michael Inc., Tokyo   2017 - 2020

Strategic Consultant
YCP Holdings., Tokyo   2013 - 2016

Analyst
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: Feb, 2025