

TA-WEI (DAVID) HUANG

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Academic Employment

National University of Singapore
Assistant Professor of Marketing

July 2025 – *Now*

Education

Harvard Business School

2020 – 2025

Ph.D. in Quantitative Marketing

Affiliate, Customer Intelligence Lab, Digital Data Design Institute at Harvard

National Taiwan University

2015 – 2017

M.S. in Statistics

National Tsing Hua University

2011 – 2015

B.S. in Quantitative Finance

Research Interests

Topics Customer Value Management, Targeting and Personalization, Customer Privacy

Methods Causal Inference, Multitask and Transfer Learning, Representation Learning, Deep Learning, Reinforcement Learning, Differential Privacy, Fair Machine Learning

Publication

- **Doing More with Less: Overcoming Ineffective Long-term Targeting Using Short-Term Signals.**
Ta-Wei Huang and Eva Ascarza (2024)
Marketing Science, 43(4), 863–884.

Working Papers

- **Incrementality Representation Learning: Synergizing Past Experiments for Intervention Personalization.**
Ta-Wei Huang, Eva Ascarza, and Ayelet Israeli (2024)
Revise and Resubmit at *Journal of Marketing Research*.
Winner, The Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award.
Winner, MSI Alden G. Clayton Doctoral Dissertation Competition, 2024.
- **Enhancing Treatment Effect Prediction on Privacy-Protected Data: An Honest Post-Processing Approach.**
Ta-Wei Huang and Eva Ascarza (2025)
Featured in HBS Working Knowledge: "Navigating Consumer Data Privacy in an AI World."

- **Dynamic Personalization with Multiple Customer Signals: Multi-Response State Representation in Reinforcement Learning.**

Liangzong Ma, Ta-Wei Huang, Eva Ascarza, and Ayelet Israeli (2025).

Revise and Resubmit at *Marketing Science*.

Grants, Awards, and Honors

- Startup Grant, National University of Singapore, 2025 – 2029
- Winner, The Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award, 2024
- Winner, MSI Alden G. Clayton Doctoral Dissertation Competition, 2024
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2023
- ISMS Marketing Science Doctoral Consortium Fellow, 2021 & 2022
- Summer Research Fellowship, Institute of Mathematics, Academia Sinica, 2015
- Phi Tau Phi Scholastic Honor Society, 2015
- First Prize, International ICT Innovation Competition, 2014
- Hui-Chun Chin and Tsung-Dao Lee Undergraduate Research Endowment, 2014
- Undergraduate Research Fellowship, Ministry of Science and Technology Taiwan, 2013
- Dean's Award of Outstanding Academic Performance, National Tsing Hua University, 2013
- Academic Excellence Award, National Tsing Hua University, 2011, 2013, 2014

Seminar and Conference Presentations

- **2025** Annual Conference of the European Marketing Academy
Rotterdam School of Management, Erasmus University
Harvard Business School
- **2024** Conference on Digital Experimentation @ MIT (Oral)
University of British Columbia
University of Southern California
Singapore Management University
National University of Singapore
ISMS Marketing Science Conference (Oral)
American Causal Inference Conference (Poster)
Interactive Marketing Research Conference (Oral)
Harvard Business School
- **2023** Conference on Digital Experimentation @ MIT (Oral)
Marketing Dynamics Conference (Oral)
ISMS Marketing Science Conference (Oral)
American Causal Inference Conference (Oral)
Harvard Business School
- **2022** ISMS Marketing Science Conference (Oral)
American Causal Inference Conference (Poster), ISMS Marketing
Harvard Business School
Harvard Business School Digital Workshop
- **2021** Taiwanese Data Science Meetup
- **2020** Institute of Service Science, National Tsing Hua University
Institute of Statistics and Data Science, National Tsing Hua University
Taiwan Academy of Banking and Finance

Teaching Experience

- **Harvard Business School**
 - Teaching Fellow, **Managing Customers for Growth** (MBA Elective), Fall 2024
 - Teaching Fellow, **Managing Customers for Growth** (MBA Elective), Fall 2023
 - Teaching Fellow, **Data-driven Marketing** (Harvard Business Analytics Program), Fall 2023
 - Teaching Fellow, **Managing Customers for Growth** (MBA Elective), Fall 2022
- **Online Courses**
 - Instructor, **Data-informed Product Strategy** (2,043 students; Evaluation: 4.9/5.0)
 - Instructor, **Business Analytics Using R** (1,846 students; Evaluation: 4.9/5.0)
 - Instructor, **Text Mining Using R** (519 students; Evaluation: 4.6/5.0)
- **Mentorship**
 - Mentor & Lecturer, **BizPro Club** at National Taiwan University, 2016 – 2023
 - Mentor, **Taiwanese Data Science Mentorship Program for Working Professionals**, 2020
 - Industry Mentor, **Business Analytics Using Data Mining** at National Tsing Hua University, Fall 2019
- **National Taiwan University**
 - Teaching Assistant, Introductory Statistics, 2015 (Evaluation: 4.6/5.0)

Teaching Materials

- **Travelogo: Understanding Customer Journeys**
Eva Ascarza and Ta-Wei Huang (2024). *HBS Teaching Note* [524044]
- **Customer Data Privacy**
Eva Ascarza and Ta-Wei Huang (2023). *HBS Background Note* [524005]
- **Design and Evaluation of Targeted Interventions**
Eva Ascarza and Ta-Wei Huang (2023). *HBS Technical Note* [524034], *Dataset* [524703]
- **Managing Customer Retention at Teleko**
Eva Ascarza and Ta-Wei Huang (2023). *HBS Teaching Note* [524036], *Dataset* [524704]

Services

- **Ad-hoc Referee** Marketing Science, Computational Statistics & Data Analysis

Work Experience

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|------------------------|-----------------------------|-------------|
| • Migo.tv | Data Team Lead | 2019 – 2020 |
| • Mastercard | Consultant, Data & Services | 2018 – 2019 |
| • InrayTek Inc. | Data Scientist | 2017 – 2018 |

Others

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|----------------------|--|
| • Programming | R, Python, C++, C, Java, SQL, Spark, Keras, Tensorflow, Stan |
| • Software | Tableau, SPSS, SAS, Google Cloud, AWS |
| • Languages | English (Fluent), Mandarin (Native), Tâi-Gí (Intermediate) |