

Samuele Giambra

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Senior Economist with 5+ years building causal inference and experimentation systems at scale. Specialize in incrementality measurement, A/B testing, and causal ML deployed in production to drive pricing and marketing decisions across large marketplaces. PhD in Economics from Brown University, with publications in the *Journal of Development Economics* and *World Development*.

EDUCATION

- **Ph.D. Economics**, Brown University, 2015 – 2021
- **M.Sc. Analysis and Policy in Economics**, Paris School of Economics, 2013 – 2015
- **B.Sc. Economics and Management** (Double Degree), University of Trento and Dresden University of Technology, 2010 – 2013

WORK EXPERIENCE

Senior Economist, Amazon — Private Brands Pricing Science

January 2025 – Present · New York, NY

Senior Economist on the Amazon Private Brands Pricing Science team, leading the causal measurement and experimentation work that powers automated pricing decisions for thousands of products worldwide.

- Own the causal measurement and monitoring for a new generation of science-based pricing guardrails ingested into the pricing system.
- Designed the impact measurement framework (A/B tests and ML-based causal inference) that quantifies how guardrail changes affect prices and product KPIs, producing automated reports that feed back into eligibility rules, calibration, and roadmap prioritization.
- Built an anomaly detection system that catches performance issues early during guardrail rollouts by comparing each product to a set of matched peer products, flagging unexpected drops in customer response before they compound.
- Partner with engineering and product teams to translate research into deployed systems, from data pipelines to causal models to the reporting stakeholders use to make decisions.

Economist II, Amazon Ads — Sales Enablement and Insights

May 2022 – December 2024 · New York, NY

Economist on the Amazon Ads Sales Enablement and Insights team, building the ML systems that power recommendation flows from Account Managers to 120,000 advertisers.

- Built and deployed causal ML models (Double ML, causal forests) that estimated the incremental impact of marketing recommendations on advertiser KPIs, used daily by Account Managers to prioritize outreach.
- Scaled the system to production across 20 marketplaces, 3 ad products, and 10 recommendation types, generating daily inference on 100,000+ new opportunities and integrating with the Account Manager Hub and BIE systems used for goal tracking.
- Drove measurable business impact: revenue-based prioritization produced double-digit percentage gains in incremental ad spend per adoption, and a pilot surfacing causal impacts to advertisers delivered meaningful adoption rate lifts across both managed and unmanaged segments.
- Designed A/B tests for new automated recommendation launches, including experiments to detect cannibalization and interaction effects between overlapping campaigns, and validated observational models against experimental ground truth.

Economist, Amazon Web Services (AWS) — Sales and Analytics

May 2021 – April 2022 · Seattle, WA

Economist on the AWS Sales and Analytics team, building causal ML models to measure sales rep productivity and drive coverage decisions across the AWS commercial organization.

- Rebuilt core components of the Sales Resource Engine, the primary coverage recommendation system for AWS Worldwide Commercial and Public Sector, informing how sales workforce is allocated against 90%+ of AWS revenue.
- Developed the Cloud Sales Centers Single-Seller econometric model, quantifying the revenue and retention impact of adopting new cost-effective and agile sales motions.
- Prototyped a prioritization engine for Account Executives supporting Non-Profit Organizations in the early stages of cloud adoption.

Economist Intern, Amazon Web Services (AWS)

Summer 2020

Developed a causal model to evaluate the impact of worldwide AWS infrastructure investments, contributing to strategic investment decisions.

Short-Term Consultant, World Bank — Development Economics Vice Presidency

Summer 2019

Conducted publication-oriented research with David McKenzie on the relationship between self-employment and migration, resulting in a co-authored publication in *World Development*.

Economist Intern, Amazon — Supply Chain Optimization

Summer 2018

Implemented a causal forest to estimate the heterogeneous effects of in-stock vs out-of-stock product availability, improving inventory management strategies.

PUBLICATIONS

- “Political Connections and Misallocation of Procurement Contracts: Evidence from Ecuador,” with Felipe Brugués and Javier Brugués. *Journal of Development Economics*, 2024.
- “Self-Employment and Migration,” with David McKenzie. *World Development*, 141: article 105362, May 2021.

WORKING PAPERS

- “Density and Distancing in the COVID-19 Pandemic,” with Gabriele Borg and Samsun Knight.
- “Blowin’ in the Wind: The Impact of Wind Farms on the Housing Market.”

TECHNICAL SKILLS

Languages & Tools: Python, SQL, R, Stata, Spark, Airflow, AWS SageMaker, Git, $\text{\LaTeX}$

Methods: Causal Inference, Double Machine Learning, Causal Forests, IV-DML, A/B Testing, Experimental Design, Heterogeneous Treatment Effects, Difference-in-Differences, Synthetic Control

Domains: Pricing, Advertising, Marketplace Economics, Recommendation Systems, Sales and Coverage Optimization

EARLIER RESEARCH EXPERIENCE

- Research Assistant, Rhode Island Innovative Policy Lab (RIIPL), 2017
- Research Assistant for Prof. Jesse Shapiro and Prof. Justine Hastings, Brown University, 2016 – 2017
- Research Assistant for Prof. Daniel Björkegren, Brown University, 2016

TEACHING

Teaching Assistant at Brown University: Industrial Organization (Prof. Siourounis, 2020), Economics of Global Warming (Prof. Turner, 2018 – 2019), Big Data (Prof. Björkegren, 2018 – 2019), and Theory of Economic Growth (Prof. Galor, 2016).

HONORS AND GRANTS

Corporación Andina de Fomento Research Grant (\$15,000), 2018 · Fulbright Scholar, 2015 · University of Dresden Top Student of the Year Award, 2015 · University of Trento Merit Award, 2015 · Double Degree Program Scholarship, 2013

LANGUAGES

Italian (native), English (fluent), Spanish, French (good command), German, Portuguese (working knowledge).