

Mengzhenyu (Zhenyu) Zhang

University College London, School of Management
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Appointments **University College London (UCL) School of Management**
London, UK, 2022-present
Assistant Professor

IBM T.J. Watson Research Center
Yorktown Heights, NY, 2021-2022
Postdoctoral Researcher: AI and Marketing

Oracle Labs
Burlington, MA, 2018
Machine Learning Research Group
Summer Intern

Education **University of Michigan**
Ann Arbor, MI, 2015-2021
PhD in Technology and Operations, Stephen M. Ross School of Business
GPA: 4.0+/4.0
Co-advisors: Hyun-Soo Ahn and Joline Uichanco

Shanghai University of Finance and Economics (SUFU)
Shanghai, China, 2011-2015
B.A. in Economics (Experimental Honors Class)
B.Eng. in Computer Science

Research “Data-driven pricing for a new product” with Hyun-Soo Ahn and Joline Uichanco, *Operations Research* 70(2):847-866 Mar 2022.

“On the performance of certainty-equivalent pricing” with Hyun-Soo Ahn, Christopher Ryan and Joline Uichanco, *major revision at Management Science*.

– Spotlight presentation at 2019 Revenue Management and Pricing Conference (top 20% of full paper submissions)

“Benefits of collaboration in capacity investment and allocation” with Hyun-Soo Ahn and Izak Duenyas, *major revision at Production and Operations Management*

“Attribute-based pricing: A novel formulation and convergent algorithms” with Christopher Ryan, Wei Sun, Shivaram Subramanian and Markus Ettl, *reject and resubmit at Management Science*.

“Valuing influence” with Hyun-Soo Ahn, Christopher Ryan and Joline Uichanco, *working paper*.

“Multi-tiered supply chain finance” with Roman Kapuscinski and Rodney Parker, *work in progress*.

“Signaling or learning for lean startups” with Runshan Fu and Christopher Ryan, *work in progress*.

Presentations

“Attribute-based pricing: A novel formulation and convergent algorithms”
– European Technology & Operations Management (TOM) Day, 2022, Barcelona, Spain.

“On the performance of certainty-equivalent pricing”
– INFORMS Annual Meeting, 2019, Seattle, WA.
– Revenue Management and Pricing Conference, 2019, San Francisco, CA.
– POMS annual conference, 2019, Washington, D.C.
– Invited talk, SUFE, 2019, Shanghai, China.
– POMS-HK International Conference, 2019, Hongkong.
– INFORMS Annual Meeting, 2018, Phoenix, AZ.

“Data-driven pricing for a new product”
– Kellogg-Wharton OM Workshop, 2020.
– INFORMS Annual Meeting, 2018, Phoenix, AZ.
– INFORMS MSOM Conference, 2018, Dallas, TX.
– INFORMS Annual Meeting, 2017, Houston, TX.
– International Data-Driven Optimization Workshop, SUFE, 2017, Shanghai, China.

Awards

Academic

- Rackham Predoctoral Fellowship, 2020. (One of the most prestigious awards at the University level granted by Rackham Graduate School)
- W. Allen Spivey/Valerie and William Hall Family Fellowship, 2018-2019. (Awarded to the best student in TO for research excellence)
- Ross Doctoral Research Grant, 2018.
- Charles H. Gessner Doctoral Fellowship, 2017-2018.
- Early candidacy awards, Stephen M. Ross School of Business, 2017.
- 2010 National Olympiad in Informatics (NOIP), second place, recommended to college.

Sports

Swimming team of SUFE (2011-2015)

- 2014 second place, Women’s 4*50 Freestyle
- 2014 fourth place, Women’s 100 Breatstroke
- 2013 fourth place, Women’s 50 Freestyle
- 2013 team first place, Women’s 4*50 Freestyle

- Skills** Languages & Software: Pascal, C, C++, VB, JAVA, SQL, Python, MATLAB, AMPL
Others: Violin, guitar, sketch
- Teaching** **Stephen M. Ross School of Business, University of Michigan**
Instructor
– TO 302: Operations Management (18 Winter, class size: 68, evaluation: 4/5)
- Teaching Assistant
– TO 301: Business Statistics and Management Science (16 Fall)
– TO 502: Business Statistics (17 Fall)
– TO 618: Applied Business Analytics and Decisions (17 Winter, 17 Fall, 18 Fall, 19 Fall)
– TO 605: Manufacturing and Supply Operations (17 Winter)
– TO 899: Inventory Management (PhD course, 18 Fall, 20 Fall)
– EMBA 603: Business Analytics and Statistics for Executives (18 Fall)
– TO 567: Data Mining and Business Analytics (19 Winter, 19 Fall)
– TO 572: Applied Business Forecasting (19 Fall)
– EMBA 610: Managerial Big Data Analytics (19 Summer, 20 Summer)
- Service** Reviewer for Mathematics of Operations Research, Operations Research, Management Science, Manufacturing & Service Operations Management, Operations Research Letters