

# SANGHYUK NOEL SON

Singapore, Singapore  
[son@u.nus.edu](mailto:son@u.nus.edu)

## RESEARCH INTEREST

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**Key Topics:** customer value management; personalization and recommendation systems; and digital marketing attribution.

**Methods:** causal inference; causal machine learning; neural networks; reinforcement learning; and experiments.

## EDUCATION

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| <b>National University of Singapore</b>    | Singapore     |
| <b>Ph.D.</b> in Management (Marketing)     | August 2025 - |
| <i>Advisor: Prof. TA-WEI (DAVID) HUANG</i> |               |

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| <b>Nanyang Technological University</b> | Singapore |
| <b>M.S.</b> Business Analytics          | July 2022 |

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| <b>Kyung Hee University</b>           | Republic of Korea |
| <b>B.B.A.</b> Business Administration | July 2020         |

## AWARDS & HONORS

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- President's Graduate Fellowship, National University of Singapore — August 2025
- NTU – MSc Business Analytics Scholarship, Nanyang Technological University — July 2021
- Outstanding Scholar Scholarship, Kyung Hee University — 2017 - 2019
- Excellence Award, National Joint Academic Seminar, Korean Insurance Academic Society — Nov 2018
- Future Insurance Scholar Award, Korean Insurance Academic Society — Aug 2018
- Best Business Award, Yozma Group & Oz Incubation Center — Dec 2017
- The Best Award for Youth Entrepreneurs 2030, Korea Creative Content Agency — Aug 2017

## CONFERENCE PRESENTATIONS

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- Hyeokkoo Eric Kwon and **Sanghyuk Noel Son** (2024) “Breaking Silos, Building Bridges: Collaborative Data Sharing for Mobile Ads in the Age of Privacy,” WITS Feeder Workshop, Singapore, September 2024

## RESEARCH EXPERIENCE

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- Enhancing Ad Performance in the Privacy Era through Collaborative Data Sharing (in collaboration with the KB Card Data Consortium)
- Impact of In-App Ads on User Behavior and Monetization in Mobile Gaming (in collaboration with Tanghulu Master, a mobile game ranked #1 on Google Play in six countries)

- Effect of iOS ATT Prompt on User Experience, Retention, and Conversion (in collaboration with AboutPet, a leading pet e-commerce app)
- LLM Models Capable of Utilizing Visual and Product Information (conducted during tenure at A\*star)
- Evaluating Expected Return Rates with the Introduction of Default Options in Retirement Pensions (conducted during tenure at KyungHee Pension Research Center)

## PROFESSIONAL EXPERIENCE

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### **Airbridge Inc., Republic of Korea**

**June 2022 - Present**

#### ***Lead Data Scientist***

- Led data science team, driving innovation and ensuring high-performance delivery of key product features to meet strategic goals.
- Served as primary decision-maker, gathering client feedback and collaborating with internal stakeholders to align product roadmap and efficiently prioritize feature development.
- Developed solutions for privacy-related challenges (e.g., iOS App Transparency), including Marketing Mix Modeling and Unattributed Conversion Analysis.
- Oversaw development of customer-facing tools utilizing computer vision to extract creative elements, track performance, and conduct fatigue analysis on customers' marketing campaigns.
- Deployed internal AI Q&A bot, drastically enhancing customer success team's knowledge base search efficiency by leveraging Retrieval-Augmented Generation (RAG) technology.
- Proposed, developed, and led the gaming monetization optimization solution "[Airflux](#)," which, within 3 months of launch, attracted inquiries from over 100 global gaming studios and secured more than 30 as clients.

#### ***Senior Solutions Consultant***

- Ensured successful implementation and onboarding of Mobile Measurement Partner (MMP) solution for key clients, ensuring seamless technical integration and optimizing platform utilization.
- Delivered impactful pre-sales activities such as webinars and conference presentations, to showcase Airbridge's capabilities, significantly boosting client acquisition and retention.

### **Agency for Science, Technology and Research (A\*STAR), Singapore**

**Jan 2022 - May 2022**

#### ***Machine Learning Researcher, Intern***

- Contributed to advanced research and product development initiatives at the Institute for Infocomm Research (I2R).
- Assisted in the development of Situated Interactive MultiModal Conversations, for Meta's (Facebook) Metaverse system to create an immersive virtual reality environment.

### **KORMAT Co., Ltd., Republic of Korea**

**Feb 2020 – July 2021**

#### ***Executive Director***

- Led the development and launch of an e-commerce site, including a real-time data dashboard for analysis, while managing all online sales, marketing, and event operations.
- Implemented targeted strategies to drive sales growth, boost user traffic, and enhance overall user experience.
- Achieved 150% monthly sales revenue growth, increasing online sales to over 50% of total company revenue.
- Played a pivotal role in e-commerce development and operations, including digital advertising, SEO (Search Engine Optimization), and online user behavior analysis.

### **Rucy Tech Shenzhen Commerce Co., Ltd., China**

**Jun 2019 – Feb 2020**

#### ***Technical Product Manager***

- Led end-to-end development of a mobile app for the Chinese market, integrating market insights and local technology trends into product design.
- Managed UX design and product iterations, ensuring continuous improvement through regular customer feedback and data-driven decisions.
- Collaborated with clients and stakeholders to identify business requirements and deliver tailored solutions, directly contributing to business growth and user satisfaction.

#### **Kyung Hee Pension Research Center, Republic of Korea**

**Mar 2018 – Feb 2019**

##### ***Research Assistant***

- Conducted and managed various research projects on pension financing, with funding from both the public and private sectors.
- Contributed to a research project focusing on behavioral economics and employer-sponsored retirement plans (e.g., defined benefit and contribution plans), funded by the Ministry of Employment and Labor.
- Won first prize at a 2018 national joint academic seminar for a thesis, entitled “Information Economics and Behavioral Economics in the Insurance Market with a Focus on the Nobel Laureate in Economics,” published in the General Insurance Association of Korea’s monthly issue paper.
- Presented at and won the Future Insurance Scholar Award for the 2018 Korea Insurance Association’s general meeting.

#### **LIVLE, Republic of Korea**

**Mar 2017 – Feb 2018**

##### ***Co-Founder***

- Developed a subscription-based mobile app that allows users to enjoy unlimited access to small-scale concerts and events.
- Designed and built websites for service providers to track real-time sales interactions and promote their services effectively.
- Secured approximately US\$ 30,000 in funding from the Gyeonggi Content Agency, a government agency of the Republic of Korea, to scale the business.
- Selected as a member of Startup Campus Pangyo, funded by the Ministry of Science, ICT, and Future Planning, as well as Gyeonggi Province, receiving in-kind support throughout business operations.

## **AUTHORED WORKS ON DIGITAL ADVERTISING**

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Handbook: *Digital Marketing Attribution* ([View Here](#))

Handbook: *Deep Links* ([View Here](#))

White Paper: *Measuring the True Effectiveness of Advertising: Incrementality Measurement Based on Causal Inference* ([View Here](#))

White Paper: *Marketing Mix Modeling: The Privacy-First Mobile Measurement Method* ([View Here](#))

White Paper: *Marketing Mix Modeling in Action: Tips from the Pros* ([View Here](#))

White Paper: *Building Great Web-to-App Experiences* ([View Here](#))

White Paper: *Navigating the Marketing Landscape with ChatGPT* ([View Here](#))

## **SKILLS SUMMARY**

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**Programming and technical skills:** Python (Pandas, Matplotlib, Scikit-learn, PyTorch), R, JavaScript (Node.js, React.js, jQuery), SQL, Flutter, HTML/CSS

**Tools and applications:** Jira, Slack, Microsoft Office Suite, Marketing Attribution Tools (Airbridge, etc.), Amplitude, Braze, Google Analytics, Google Tag Manager, and TalkingData

**Foreign languages:** Korean (native), English (proficient), Mandarin (intermediate)

**ADDITIONAL INFORMATION**

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Completed military service in the Republic of Korea Special Duty Team (Jan 2013 – Jan 2015)