

AYAL CHEN-ZION

Phone: (818) 635-2826 | Email: ayal.chenzion@gmail.com

Web: achenzion.github.io | LinkedIn: linkedin.com/in/achenzion

Companies run on incentive systems: auction mechanics, budget pacing rules, UI defaults, and the metrics teams are measured on. I use economic theory to find where those systems produce the wrong behavior, and causal inference to quantify what correcting them is worth. That combination is most of what I've done for a decade, across advertising auctions at Amazon, marketplace tools at Convoy, and now Netflix Ads' experimentation and incrementality frameworks. The output is an interpretable model, econometrics or machine learning when it needs to be, but often a durable mental model a team can reason with. I mentor and manage the scientists and engineers building both.

WORK EXPERIENCE

Staff Data Scientist, [Netflix](#) (Seattle, WA)

Oct 2023 - present

- Science architect of Netflix Ads' experimentation frameworks, including budget-split experimentation, first-party incrementality products, and member experience testing.
- Liaison to Netflix's org-wide experimentation platform, supporting large step changes in Ads testing surfaces and volume year over year; organizer of Netflix's internal Causal Inference Forum (2026).
- Science lead for the [Netflix Ads Programmatic](#) launch (2024).
- Building domain-specific AI tooling, including context, skills, and agents, to improve testing efficiency.

Principal Economist, [Convoy Inc](#) (Seattle, WA)

Jun 2021 - Oct 2023

- Advised Shipper experience, pricing and trailer management teams; translated open marketplace-efficiency questions into experiment designs and strategy alongside scientists, engineers, and product managers.
- Co-ran Experiment Bar Raiser program to standardize experiment review practices.

Principal / Senior Economist, [Amazon](#) (Seattle, WA)

Oct 2018 - Jun 2021

- Science lead for nine-figure revenue improvements in Sponsored Products auctions, using differential treatment effect methods on query-level data.
- Advised Data Scientists, Applied Scientists, and Finance Analysts on translating business questions into experiment designs and metric construction; led project reviews with Director+ stakeholders and contributed to VP+/SVP+ reviews.
- Managed Business Intelligence Engineers, Applied Scientists, and Economists; presented at Amazon Machine Learning Conference (AMLC), 2019 and 2020.

Economist, [Amazon](#) (Seattle, WA)

May 2016 - Oct 2018

- Used economic insights to deliver ranking and pricing improvements for the lower-funnel advertising auctions (Sponsored Products).

EDUCATION

Ph.D., Economics. [University of California, San Diego](#)

2011 - 2016

Dissertation: Networks in Labor Markets and Information

B.S., Mathematics and Economics (summa cum laude). [American University, DC](#)

2008 - 2011

RESEARCH

[Reselling Information](#), with S. Nageeb Ali and Erik Lillethun. Games and Economic Behavior, Nov 2024.

[History Dependence, Cohort Attachment, and Job Referrals in Networks of Close Relationships](#), with James E. Rauch. Journal of Economic Behavior and Organization, Feb 2020.

[Who Competes for Job Seekers? Visualizing the Labor Market with Glassdoor Data](#), Glassdoor Research Blog, Sep 2015.

PROFESSIONAL ACTIVITIES

- Conference Co-Organizer, NABE Tech Economics Conference — 2026
- Tech Economics Roundtable Co-Chair, National Association of Business Economics — 2022-present
- Presentations: "Challenges and careers in causal inference outside of academia," American Causal Inference Conference 2024; "Manager or Senior IC? Navigating Midcareer Decisions," NABE Tech Economics Conference 2023; "Selecting the Right Business Metrics: Pitfalls and Opportunities," NABE TEC 2022.
- Referee: Business Economics

TECHNICAL SKILLS

SQL, Python, Spark, Scala, Stata, R, LaTeX, Snowflake, Metaflow, dbt, Tableau, S3, EMR, LLM agent tooling