

MALEK BEN SLIMAN

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EDUCATION

Columbia University	New York, NY
• PhD in Business (Quantitative Marketing), Columbia Business School – Thesis: “Essays on network analysis with applications to seeding and art valuation” – Recipient of the AMA-Sheth Foundation Doctoral Consortium Fellowship (2019) • MS in Operations Research, Columbia Engineering School	May 2021 Dec 2014
Ecole Centrale Paris	Paris, France
• MS in Engineering: Industrial Engineering – Recipient of a 5-year Excellence Scholarship awarded by the French Government	Jun 2013
Lycée Louis le Grand	Paris, France
• Classes préparatoires: Mathematics & Physics	Jun 2011

SKILLS & COURSES

- **Methods**: Statistical Models, Optimization, Machine Learning, Deep Learning, Field Experiments, Data Wrangling
- **Computer skills**: Python, R, SQL, Keras, Pytorch, sklearn, matplotlib, Git, Apache Beam, GCP

EXPERIENCE

Columbia University	New York, NY
Lecturer in Discipline in the Marketing Division	Jul 2025 – Present
Adjunct Associate Professor of Business	Sep 2024 – Jun 2025
Adjunct Assistant Professor of Business	Jan 2021 – Aug 2024

- Co-designed and taught MBA/EMBA-level courses on Generative AI for Business to 600+ students
- Taught MBA core course on Business Analytics to 200+ students
- Designed and taught MS-level course on Marketing Analytics to 400+ students
- Designed and taught MS-level course Statistical Modeling and Decision Making to 200+ students

Research Overview

Sep 2015 - Present

- Executed research papers submitted and published in top ranked journals and presented at several international conferences
- Engineered original datasets by constructing robust tools to collect and preprocess social network data and unstructured data
- Implemented state-of-the-art techniques in statistics, machine learning, computer vision and NLP

Publications

- Jedidi, Kamel, Bernd H. Schmitt, Malek Ben Sliman, and Yanyan Li (2021), “R2M Index 1.0: Assessing the Practical Relevance of Academic Marketing Articles,” *Journal of Marketing*, 85(5):22-41
 - Leveraged NLP techniques to design a Relevance-to-Marketing (R2M) index measuring the impact of academic papers on practice
 - Dataset: scraped and preprocessed 10,000+ papers published in top marketing, economics, and psychology journals
- Peng Tianyi, Melanie Brucks, George Gui, Daniel J. Merlau, Grace Jiarui Fan, Malek Ben Sliman, Eric J. Johnson, Vicki Morwitz, Abdullah Althenayyan, Silvia Bellezza, Dante Donati, Hortense Fong, Elizabeth Friedman, Ariana Guevara, Mohamed Hussein, Kinshuk Jerath, Bruce Kogut, Akshit Kumar, Kristen Lane, Hannah Li, Patryk Perkowski, Oded Netzer, and Olivier Toubia (2026), “Digital Twins as Funhouse Mirrors: Five Key Distortions,” *Science Advances*, 12, eaeh8260

Working Papers

- Ben Sliman, Malek, Rajeev Kohli, and Kamel Jedidi, “The Impact of Auction Houses on Art Valuation,” Working Paper; Received the Luxury Education Foundation Award 2019
 - Developed an art evaluation model based on paintings’ aesthetics, novelty, influence, and artists’ historical market value
 - Dataset: scraped and preprocessed 140,000+ fine art auction records containing text and images (i.e. unstructured data)
 - Summarized paintings into a low dimensional representation space built using deep learning models (VAE)
 - Quantified artistic novelty and influence by leveraging visual similarity between paintings using social network analysis

Work in Progress

- “Mixture of LLMs for Market Research” with Alain Lemaire

Oden Technologies

New York, NY

Senior Data Scientist

Sep 2021 – April 2024

- Developed modelling and optimization pipelines to improve manufacturing processes and quality control monitoring using second by second sensor data (~700 per line), production metadata (e.g., operator, shift), and textual data (e.g., manuals)
- Engaged with customers and internal teams (e.g., product manager, sales) weekly for discovery, validation and feedback leading to a major product launch generating a 5% cost reduction and 40% production increase per year per line
- Led research efforts for optimal production period detection and operator copilot using neural networks and generative AI

Sotheby's
AVP, Senior Data Scientist

New York, NY
Nov 2020 – Sep 2021

- Led the research effort to develop and train an art valuation model to automatically price artworks and proactively source items from art collectors
- Constructed and productionized a model tracking the evolution of 50,000+ artists' reputations using their exhibition history
- Deployed and maintained pipelines using Python and Apache Beam to transform art related data used in pricing models

OUTSIDE ACTIVITIES

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest: None.