

Sungjoon Nam

Cofounder and CEO

Cupertino, CA, United States | [LinkedIn](#)

Quantitative marketing Ph.D. and founder/CEO with hands-on expertise in causal inference, customer analytics, and AI product development.

EXPERIENCE

Cofounder and CEO GoCodebook, Inc. Built and launched a vertical AI platform for real estate development with 500 daily professional users. Used hybrid vector search over external legal ordinances and laws with agentic AI to support in-depth real estate feasibility analysis and development decisions. Designed the full web service from scratch and launched an iOS beta app.	Jan 2026 — Present <i>San Francisco, California, United States</i>
AI Machine Learning Head PetFriends Inc. Conducted customer lifetime value prediction and churn analysis for 800,000 users to support CRM marketing optimization. Applied causal inference and difference-in-differences to improve personalized promotion performance, finding that 70% of online promotions produced no long-term effects. Applied hierarchical modeling to conjoint analysis for quantitative customer research.	Sep 2022 — Dec 2022 <i>Seoul, Korea</i>
Graduate Program Director and Research Assistant Professor The State University of New York Directed graduate program and conducted research in quantitative marketing and customer analytics. Focused on causal inference methods and their application to marketing problems.	Aug 2020 — Feb 2022 <i>Incheon, Korea</i>
Assistant Professor The State University of New York Taught and conducted research in quantitative marketing, focusing on causal inference, customer analytics, and new product diffusion.	Aug 2017 — Jul 2020 <i>Incheon, Korea</i>
Visiting Assistant Professor City University of Hong Kong Taught and conducted research in quantitative marketing at the College of Business.	Aug 2016 — Jul 2017 <i>Hong Kong SAR</i>
Founder and CEO Number Analytics, LLC Developed and oversaw statistical analysis software serving 15,000 users from 4,000 organizations in 119 countries. Integrated AI-powered automatic report generation in 2024 to extend the platform from statistical analysis to automated reporting. Expanded product delivery to mobile by launching iOS and Android apps in 2023.	Aug 2014 — Present <i>Cupertino, California, United States</i>
Assistant Professor, Supply Chain Management and Marketing Science Rutgers Business School Taught and conducted research in supply chain management and marketing science, with focus on causal inference, customer acquisition, and retention modeling.	Jul 2009 — Jun 2015 <i>New Jersey, USA</i>

EDUCATION

The University of Chicago - Booth School of Business <i>Doctor of Philosophy (Ph.D.) in Marketing</i> Ph.D. in Quantitative Marketing. Research areas include customer relationship management, customer analytics, new product diffusion, pharmaceutical industry new drub launch, TV home shopping, Video on Demand Service	Sep 2003 — Aug 2010
The University of Chicago - Booth School of Business <i>Master of Business Administration (M.B.A.) in Marketing</i> Research in customer analytics, new product diffusion, and direct salesforce response modeling	Sep 2003 — May 2010
서울대학교 / Seoul National University <i>Bachelor's degree in Electrical Engineering & Economics</i> Electrical Engineering and Economics	Sep 1998 — Jun 2002

PROJECTS

Service quality and word-of-mouth impact on video-on-demand metrics , Disney Moviebeam Customer Analysis Analyzed how service quality and word of mouth influence video-on-demand customer acquisition, retention, and usage.
Customer lifetime value and e-procurement behavior modeling , Shoplet Inc. E-Procurement Analysis Modeled customer lifetime value and analyzed e-procurement behavior to identify high-value customer segments.

Individual-level prediction model development, Fount Inc. Investment Behavior Prediction
Developed an individual-level investment behavior prediction model using customer retention models.

Local branch-level performance analysis, Hanhwa Life Insurance Salesforce Performance
Analyzed salesforce group performance at the local branch level to identify drivers of sales effectiveness.

CERTIFICATIONS

Why does pharmaceutical detailing increase over time? Indication expansion versus inter-firm competition,
Journal of Business Research Oct 2026

The effects of Signal Quality and Contiguous Word-of-Mouth on Customer Acquisition for a Video on Demand Service, Marketing Science (<https://pubsonline.informs.org/toc/mksc/29/4>) Sep 2010

Across the threshold: Role of performance and compatibility in innovative new products' market penetration, Industrial Marketing Management (<https://www.sciencedirect.com/science/article/abs/pii/S001985010400029X>) Sep 2004

SKILLS

Full-Stack Development · Statistical Data Analysis · Artificial Intelligence (AI) · Machine Learning · Web Applications
· Software as a Service (SaaS) · Mobile Application Development · Statistics · SPSS · Data Analysis · R ·
Marketing Research · Quantitative Analytics · Statistical Modeling · Quantitative Research · STATA ·
Entrepreneurship · Python · difference-in-differences · hierarchical modeling · conjoint analysis · customer lifetime
value prediction · churn modeling · retention analysis