Levi Kanwischer

cell (515) 971-7297 | Austin, TX

overview

Seasoned Applied Scientist with extensive experience in developing innovative advertising solutions and scalable systems. Skilled in deep learning, probabilistic programming, causal inference, and generative AI. Proven leader with a strong track record of collaborating with cross-functional teams to deliver high-impact products. Passionate about solving complex problems and driving business growth through data-driven decisions.

experience

Senior Applied Scientist *(Amazon) - Austin - Dec 2023 thru Present*

Science leader within Sponsored Products offsite advertising efforts focusing on ad sourcing and creative optimizations.

- *Leading associative sourcing strategies for ad candidate sourcing and auction promotion*
- *Overseeing native faceout experimentation and design efforts for site specific optimizations*
- *Providing science and career mentorship for half a dozen junior scientists across Amazon*

Senior Applied Scientist *(Amazon) - Austin - Jul 2021 thru Nov 2023*

Founding team member of Game Growth Advertising scaling solutions from zero to $100M in advertising spend.

- Principal architect of Custom Audience Models used to make more than 50B ranked predictions daily
- Technical lead for various behavioral Segment Targeting and contextual Supply Targeting science efforts
- Developed a decomposed bayesian conditional framework for better Ordered Product Sales modeling
- Focused research on inductive Graph Neural Networks with meta-path learning for link prediction

Director, Data Science / Senior Manager, Data Science *(Big Fish Games) - Seattle - Jan 2019 thru Jun 2021*

Responsible for the hiring, developing, managing, and driving the strategic vision of the Data Science org.

- Developed Bayesian Testing framework using conjugacy and product distributions for enhanced analytical precision
- Architected multi-component multi-phase recommendation system for personalized in-game offers
- Designed custom GAM (a "Prophet" derivative) for modeling LiveOps impacts using probabilistic modeling

Manager, Data Science (Analytics) / Senior Data Scientist *(Big Fish Games) - Seattle - Jul 2014 thru Dec 2018*

Led quantitative efforts focused on providing gameplay analytics support for the casual games portfolios.

- Built flexible economy simulations with known behaviors to empower game designers during development
- Drove development and utilization of propensity models within games for player lifecycle optimization

Senior Data Scientist / Finance Manager *(Mogl Loyalty Services) - San Diego - 2012 thru 2014*

education

MS, Computer Science *(Georgia Institute of Technology) - Remote - Paused*

Studies are focused on Machine Learning and Artificial Intelligence, with an emphasis on Deep Learning.

MS, Computational Analytics *(Georgia Institute of Technology) - Remote - Graduated 2019*

Studied topics ranging from statistics to operational research to computational engineering.

BS, Accounting & Marketing *(Iowa State University) - Ames - Graduated 2010*

Earned a double-major from the Ivy College of Business while also participating in Men's Varsity Track & Field.

levi@kanwischer.me — linkedin.com/in/levikanwischer — github.com/levikanwischer