Wenfeng Qiu

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WORK
EXPERIENCE

Sirius XM & Pandora

Senior Scientist   June 2022-Present

- Led experiments measuring listener sensitivity to audio and video ads, enabling a personalized ad load strategy that improved engagement without reducing ad revenue
- Led experiments to evaluate the effectiveness of in-app house ads aimed at promoting features and driving subscriptions on Pandora; Developed a pipeline to optimize in-app house ad delivery by adjusting their frequency in response to commercial ad sell-through rates, balancing product promotion with ad revenue preservation
- Led a collaboration with academic researchers to measure the impact of audio ads on US presidential election voter turnout, with findings suggesting higher effectiveness than traditional media (e.g., TV), potentially supporting future political ad sales
- Analyzed an experiment comparing the effectiveness of long vs. short in-app house ads, with findings helping motivate Pandora's flexible ad pricing strategy based on ad length
- Built conversion, churn, and LTV models to evaluate and forecast advertiser performance on AudioGO, a self-serve ad platform; insights informed client targeting and platform growth strategy
- Estimated causal impact of a new Sirius XM feature on trial conversion using non-experimental data; developed churn prediction models to support monthly subscriber retention forecasting

Capital One Financial Corporation

Principal Quantitative Analyst   Aug 2021-May 2022

- Developed predictive models to forecast commercial deposit balances under various macroeconomic conditions; automated stress testing for interest rate risk models to support internal risk management and regulatory reporting

EDUCATION

University of California, Berkeley   2021
Ph.D., Agricultural and Resource Economics
Tufts University, *M.S., Economics*   2015
Sun Yat-sen University, *B.A., Economics*   2013

SKILLS   Python, SQL, R; Google Cloud Platform, Git

PUBLICATION **Journal of the Association of Environmental and Resource Economists, 2025.** "Information Matters: Feasible Policies for Reducing Methane Emissions" (with Karl Dunkle Werner)
Journal of Economic Theory, 2021. "Uncertainty from the Small to the Large" (with David Ahn)