

Leonard Kinzinger

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PhD candidate in Digital Marketing at the Technical University of Munich. My research explores how generative AI and large language models can advance marketing research: from LLM-based digital twins for human simulation to AI-driven music marketing.

EDUCATION

2024 to present

Ph.D. in Digital Marketing

Technical University of Munich

- Research on LLM-based digital twins for market research, conditioning large language models on socio-economic microdata to simulate individual respondents and testing how faithfully synthetic personalities can stand in for real consumers.
- Further work on generative AI in advertising and music marketing, combining large language models, computer vision and multimodal models.

Fall 2026

Visiting Researcher, Digital Twin Lab

Columbia Business School, New York

- Hosted by Oded Netzer and Olivier Toubia.

2022 to 2024

M.Sc. Management and Technology

Technical University of Munich · Grade 1.3 (top 5%)

- Master's thesis at the TUM GenAI Lab, graded 1.0 (highest grade). *Exploring the In-Context Learning Ability of LLMs to Create Realistic Synthetic Personalities*, a large-scale experiment on SOEP microdata with open-source LLMs.
- Awarded the German Market Research Award: Young Researcher of the Year (BVM / VMÖ / SWISS INSIGHTS), €2,000 prize.
- Technical specialisation in informatics with a focus on generative AI and machine learning.

2017 to 2022

B.Sc. Industrial Engineering and Management

Technical University of Berlin · Grade 1.6 (top 15%)

- Interdisciplinary degree combining technology, economics and social science, with a focus on information and communication systems.
- Bachelor's thesis on political microtargeting on Facebook during the 2019 European Election, a large-scale analysis of the Facebook Ad Library.

HONORS AND AWARDS

2026

Finalist, PhD Best Paper Award

Artificial Intelligence in Management (AIM) Conference · USC Marshall

2025	German Market Research Award: Young Researcher of the Year <i>BVM / VMÖ / SWISS INSIGHTS · Category: Master's thesis · €2,000 prize</i> - Awarded by the German Association for Market and Social Research (BVM) for the thesis <i>Exploring the In-Context Learning Ability of LLMs to Create Realistic Synthetic Personalities</i>. - Award announcement (BVM)
2023	TUM Finance & Accounting Selected Talents (TUMfast) Scholarship <i>TUM School of Management</i> Competitive scholarship for outstanding TUM School of Management students in finance, accounting and controlling.

PRESENTATIONS

Sep 2026	Business and Generative AI Conference <i>Wharton, San Francisco</i>
Jul 2026	NIM Market Decisions Day <i>Nuremberg Institute for Market Decisions</i>
Jun 2026	ISMS Marketing Science Conference <i>NOVA School of Business and Economics, Lisbon</i>
Feb 2026	Artificial Intelligence in Management (AIM) Conference <i>USC Marshall, Los Angeles</i>
Sep 2025	MSI Analytics & Forecasting <i>Columbia Business School, New York</i>
May 2025	EMAC Annual Conference <i>ESIC University, Madrid</i>
May 2025	Kongress der Deutschen Marktforschung <i>Berlin</i>
Oct 2024	Predictive and Generative AI in Marketing <i>NOVA School of Business and Economics, Lisbon</i>

TEACHING

2025 to present	Marketing Mobility with Generative AI <i>Seminar, TUM School of Management</i> Co-designed and co-taught with the Professorship of Mobility Policy. Student teams build GenAI-enabled campaigns for industry partners such as Munich Airport, MVG, Deutsche Bahn, Flix and MINGA.
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EXPERIENCE

2023 to 2024	Student Research Assistant <i>Chair of Digital Marketing, TUM</i> Research assistant to Prof. Jochen Hartmann on multimodal digital advertising and algorithmic fairness. Implemented computer-vision models and large-scale web scraping for generative AI marketing research.
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2022 to 2026	Freelance Web Developer <i>Munich</i> End-to-end web development for clients, from concept and information architecture to component design and implementation.
2022	Business Intelligence Engineer (Intern) <i>Amazon, Paris</i> Built automated KPI dashboards for the Fulfilment Acceleration team with AWS data pipelines, SQL and QuickSight. Identified a €2.4M per year cost-reduction opportunity by optimising night-shift patterns across Spanish fulfilment centres.
2019 to 2020	Business Consultant (Working Student) <i>IL Innovationslabor GmbH, Berlin</i> Developed business plans, financing plans and market research for national and international clients, supporting successful funding rounds for several startups.
2018	RPA & Business Analyst (Intern) <i>BMW Bank, Munich</i> Modelled and automated a customer-service process with UiPath, reducing the associated team workload by 80%.

SERVICE

Ad hoc reviewer	Management Science
Ad hoc reviewer	International Journal of Research in Marketing