

# DIEGO LÓPEZ TAMAYO

Mexico City ◇ 03300

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Economist with experience in program evaluation, applied microeconomics, industrial organization, and applied econometrics. Interest in regulated industries, competition in digital markets, sector analysis and labor markets. Data analysis and visualization skills. Passionate about employing economic tools and data to promote development and reduce inequality in our society. Experience in economic analysis and applied econometrics, data cleansing, data viz, business intelligence tools and big data analysis.

## PROFESSIONAL EXPERIENCE

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### **Senior Economist BBVA Reserach México**

*June 2021 - Present Day*

Sectoral analysis and GDP forecasting for the energy sector, financial services, transportation and telecommunications. Focus on network industries, regulated sectors, antitrust and digital markets

*[www.bbvarresearch.com/author/diego-lopez](http://www.bbvarresearch.com/author/diego-lopez)*

### **International Business Research Groningen**

*March 2019 - September 2019*

Local Consultant for IBR 2019 Mexico - University of Groningen.

Market study and analysis for the Mexican dairy sector.

*[www.ibr-groningen.nl](http://www.ibr-groningen.nl)*

### **Center for Economic Research on Innovation (CEPCyT)**

*January 2016 - July 2019*

Research assistant for Dr. Leonel Corona Treviño.

Topics: economic innovation, entrepreneurship and economic theory.

*[www.cepcyt.org](http://www.cepcyt.org)*

### **Contempo Publicidad**

*August 2015 - August 2019*

Head of Digital Marketing. Graphic design and video editing for digital marketing projects. Design of marketing campaigns on digital platforms.

## EDUCATION

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### **El Colegio de México (Colmex)**

*August 2019 - June 2021*

Master in Economics. Department of Economics CEE.

Thesis: Pricing in Bilateral Markets: Hedonic Pricing Analysis for Airbnb in Mexico City

### **University of Warwick, UK**

*January 2018 - July 2018*

Academic exchange program.

Time Series, Industrial Organization and Labour Economics.

### **Universidad Nacional Autónoma de México (UNAM)**

*August 2014 - June 2019*

Bachelor in Economics (with honors).

Thesis: Ride-sharing platforms in Mexico City: Economic theory and empirical evidence.

## TEACHING EXPERIENCE

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### **El Colegio de México (Colmex)**

*January 2023 - Present Day*

Professor: Economic Networks. Graduated level. Department of Economics.  
Theoretical models and application of network formation algorithms in Python

### **Universidad de Guanajuato (Ugto)**

*May - June 2022*

Course: *Intermediate Python for Economists* for professors of the Department of Economics and Finance. Scipy, Geopandas, Seaborn and NetworX applications

### **El Colegio de México (Colmex)**

*August 2020 - December 2021*

TA in Game Theory. Undergraduate level. Professor. Julen Berasaluce Iza.  
TA in Microeconomics. Undergraduate level. Professor. Adriana Gama Velázquez.

### **Faculty of Economics UNAM**

*January 2017 - December 2018*

TA in Mathematics for Economics. Undergraduate level. Professor. Araceli Borja Rodriguez.  
TA in Innovation and Technological Change. Undergraduate level. Professor. Leonel Corona Trevino.

## RESEARCH

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### **Análisis de Precios Hedónicos para Airbnb en la CDMX**

*August 2021*

El Colegio de México. Working Papers No. VII 2021  
With Aurora A. Ramírez-Álvarez.

### **Efectos económicos, distributivos y ambientales de la eliminación de las exoneraciones del IUSC en Costa Rica**

*December 2021*

External consultant for the Economic Commission for Latin America and the Caribbean (ECLAC) With Francisco Castillo Cerdas and Carlos A. López Morales.

## LANGUAGES AND SOFTWARE SKILLS

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### **Languages**

Spanish (native). English (TOEFL iBT). French (DELF B2).

### **Modeling and Analysis**

**R, Stata, Python, PySpark, SQL**

### **Software & Tools**

MS Office, L<sup>A</sup>T<sub>E</sub>X, Git, Adobe Suite, Google Data Studio, Power BI

### **Projects portfolio**

*[diego-eco.github.io/toolkit.html](https://diego-eco.github.io/toolkit.html)*

### **Data Specialist Fundamentals**

*April - June 2022*

Data Science Program. BBVA Campus  
Exploratory data analysis with Python and SQL. Statistics and machine learning applications with Spark (PySpark environment) for Big Data

### **Machine Learning : Feature Engineering**

*October - December 2021*

Universidad Carlos III Madrid.  
Boosting models, MSV, Multivariate analysis, dimensionality reduction.