

Martin Gonzalez Cabello

UCLA Anderson School of Management

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RESEARCH INTERESTS

AI and Organizations · Crowdwork Platforms · Fairness in Digital Labor · Empirical Operations Management

EDUCATION

UCLA Anderson School of Management	Los Angeles, CA
<i>PhD Candidate in Decisions, Operations, and Technology Management</i>	2021 - 2027
<ul style="list-style-type: none"> Dissertation Committee: Charles Corbett, Auyon Siddiq, Felipe Caro, Brett Hollenbeck 	
MIT Sloan School of Management	Cambridge, MA
<i>Master of Business Administration (MBA)</i>	2013 - 2015
<ul style="list-style-type: none"> Entrepreneurship & Innovation Track 	
Illinois Institute of Technology	Chicago, IL
<i>Master in Industrial Technology & Operations</i>	2010
<ul style="list-style-type: none"> Joint degree program with Universidad Politécnica de Madrid 	
Universidad Politécnica de Madrid	Madrid, Spain
<i>B.Sc. & M.Sc. in Industrial Engineering</i>	2005 - 2009
<ul style="list-style-type: none"> Research Intern: Applied Mathematics (2007) and Business Administration (2008) 	

PUBLICATIONS

Fairness in Crowdwork: Making the Human AI Supply Chain More Humane
with A. Siddiq, C. Corbett and C. Hu. *Business Horizons* (2025), vol. 68, No. 5: 645-657

WORKING PAPERS

First Impressions Matter: Task Frictions and Retention (*Job Market Paper*)
with A. Siddiq, C. Corbett and A. Gordon

Searching for Serendipity
with I. Tucker and O. Sorenson, *Submitted to Strategic Management Journal*

The Impact of Information Systems on Experts' Decisions
with J.P. Atal, J. Ale-Chilet and A. Benitez, *Submitted to American Economic Journal: Applied Economics*

CONFERENCE PRESENTATIONS & TALKS

First Impressions Matter: Task Frictions and Retention	
<ul style="list-style-type: none"> POMS Annual Conference (Scheduled), Reno, NV INFORMS Annual Meeting, Atlanta, GA 	2026 2025
Fairness in Crowdwork: Making the Human AI Supply Chain More Humane	
<ul style="list-style-type: none"> DSI Annual Conference, Phoenix, AZ INFORMS Annual Conference, Seattle, WA POMS Annual Conference, Minneapolis, MN INFORMS Annual Conference, Phoenix, AZ 	2024 2024 2024 2023

TEACHING

UCLA Anderson School of Management Los Angeles, CA

Teaching Assistant

- Data and Decisions – MBA Core (140 students) 2022-2025
- Optimization – MSBA (30 students) 2025
- Prescriptive Models & Data Analytics – MSBA (30 students) 2024
- Operations and Technology Management – Global Executive MBA (40 students) 2024

Universidad Politécnica de Madrid Madrid, Spain

Teaching Assistant

- Introduction to Organizations – IMIM (30 students) 2009

WORK EXPERIENCE

ACHS (Safety Association of Chile) Santiago, Chile

Head of Advanced Analytics 2019 - 2021

- Created and led the analytics department, applying machine learning to healthcare and job safety decision-making
- Launched the Research and Innovation area, promoting collaboration with universities and startups across ~10 projects
- Project sponsor at MIT Analytics Lab (2020), providing data, guidance, and computing resources to the student team

Head of Customer Experience, Analytics and Remote Channels 2018 - 2019

- Designed strategies and products to improve customer satisfaction for workers (B2C) and companies (B2B)
- Created the analytics area from scratch to support data-driven decision-making across the organization
- Managed the call center (~200 agents) and digital channels (public and transactional sites)

Asociación DEC Chile Santiago, Chile

Founder and President 2018 - 2021

- Founded the Chilean chapter of the Association for the Development of Customer Experience

Oliver Wyman Madrid, Spain; New York, NY

Management Consultant 2011 - 2017

- Based in Madrid and New York with global projects across Europe, Latin America, the Middle East and the US
- Focused on Financial Services and Telecommunications industries
- Led engagements in strategy, digital transformation, advanced analytics, and value proposition design

Thinkids Project Madrid, Spain

Co-Founder 2012 - 2020

- Co-founded an organization teaching entrepreneurship to children (ages 8-14) in five countries

Telefonica Madrid, Spain

Global Affairs and New Ventures - MBA Intern Summer 2014

- Analyzed the global EdTech startup ecosystem, identifying key indicators, trends, and investment opportunities

Accenture Madrid, Spain

Management Consultant Intern 2009 - 2010

- Full-time management consulting internship

OTHER SKILLS

• **Additional Education:** MITx MicroMasters in Data Science (2020–2021); MIT Sloan Data Analytics Certificate (2020); Universidad de Chile Data Analytics Diploma (2019)

• **Technical:** Python (pandas, numpy, scikit-learn), R, SQL, LaTeX, Jekyll/Liquid

• **Languages:** Spanish (Native), English (Fluent), Portuguese (Advanced), French (Basic)