# 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
*PhD Candidate in Decisions, Operations, and Technology Management* — 2021 - 2027
- Dissertation Committee: Charles Corbett, Auyon Siddiq, Felipe Caro, Brett Hollenbeck

**MIT Sloan School of Management** — Cambridge, MA
*Master of Business Administration (MBA)* — 2013 - 2015
- Entrepreneurship & Innovation Track

**Illinois Institute of Technology** — Chicago, IL
*Master in Industrial Technology & Operations* — 2010
- Joint degree program with Universidad Politécnica de Madrid

**Universidad Politécnica de Madrid** — Madrid, Spain
*B.Sc. & M.Sc. in Industrial Engineering* — 2005 - 2009
- 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
INFORMS Annual Meeting, Atlanta, GA — 2025

Fairness in Crowdwork: Making the Human AI Supply Chain More Humane
DSI Annual Conference, Phoenix, AZ — 2024
INFORMS Annual Conference, Seattle, WA — 2024
POMS Annual Conference, Minneapolis, MN — 2025
INFORMS Annual Conference, Phoenix, AZ — 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)