

# Martin Gonzalez Cabello

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## RESEARCH INTERESTS

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

## EDUCATION

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

## PUBLICATIONS

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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

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First Impressions Matter: Task Frictions and Retention ( <i>Job Market Paper</i> )	2026
with A. Siddiq, C. Corbett and A. Gordon	
Searching for Serendipity	2026
with I. Tucker and O. Sorenson, <i>Submitted to Strategic Management Journal</i>	
The Impact of Information Systems on Experts' Decisions	2026
with J.P. Atal, J. Ale-Chilet and A. Benitez, <i>Submitted to American Economic Journal: Applied Economics</i>	

## CONFERENCE PRESENTATIONS & TALKS

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- 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

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### 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

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### 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 - Present

- 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

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- **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)