

**MARTIN GONZALEZ CABELLO**  
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## EDUCATION

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**UCLA ANDERSON SCHOOL OF MANAGEMENT** Los Angeles, CA  
*PhD Candidate* 2021-Present

- Decisions, Operations and Technology Management department

**MIT SLOAN SCHOOL OF MANAGEMENT** Cambridge, MA  
*MBA, June 2015* 2013-2015

- Entrepreneurship & Innovation Track

**UNIVERSIDAD POLITECNICA DE MADRID** Madrid, Spain  
*B. S. / M. Sc. Industrial Engineering* – GPA: 8.0/10.0 –Top 5% of the class 2005 –2010

- Teacher Assistant –Erasmus Mundus International Master of Industrial Management, 2009
- Research Assistant for the Business Administration Department with professors Javier Tafur and Miguel Palacios, 2008
- Research Assistant for the Applied Mathematics department – Development of multi-body systems using natural coordinates in Matlab with Teacher Javier García de Jalón, 2007

**ILLINOIS INSTITUTE OF TECHNOLOGY** Chicago, IL  
*Master in Industrial Technology & Operations* – GPA: 3.9/4.0 2010

## PUBLICATIONS

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**Fairness in crowdwork: Making the human AI supply chain more humane** 2025  
with Auyon Siddiq, Charles Corbett and Catherine Hu. *Business Horizons* (2025), vol. 68, No. 5: 645-657

## WORK IN PROGRESS PUBLICATIONS

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**The Impact of Recommendation Systems on Experts: Evidence from Physicians** 2025  
with Juan Pablo Atal, Jorge Ale-Chilet and Alejandra Benitez, *submitted to American Economic Journal: Applied Economics*

**Searching for Serendipity** 2025  
with Isaac Tucker and Olav Sorenson, *submitted to Strategic Management Journal*

## TEACHING EXPERIENCE

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**UCLA ANDERSON SCHOOL OF MANAGEMENT** Los Angeles, CA  
*Data and Decisions – MBA Core Course* 2022-Present  
*Optimization - MSBA* 2025  
*Prescriptive Models & Data Analytics - MSBA* 2024  
*Operations & Technology Management – Global Executive MBA* 2024

- Assist professors with grading assignments and providing feedback to students
- Led review sessions and office hours to help students understand course material
- Developed and implemented effective teaching strategies to engage and support students

## PROFESSIONAL EXPERIENCE

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**ACHS** Santiago, Chile  
*Head of Advanced Analytics* 2019-2021

- Created and led the analytics department, to start using machine learning algorithms to make a better use of our data and improve decision making across the whole organization, both for healthcare and for job safety analysis for our clients
- Conceptualized and launched the Research and Innovation area within the company, promoting collaboration with universities and startups. Led ~10 research projects with universities and strengthened the relationship between ACHS and academia
- Defined a business problem, organized data and built a team to participate as a project sponsor at 2020 MIT's Analytics Lab, working with the student team, giving them guidance, support, and computing resources during the semester

**Head of Customer Experience, Analytics and Remote Channels**

2018-2019

- Led three areas at the largest insurer for work-related accidents in Chile, covering ~50% of the country employees with ~90 ambulatory centers across the country
- In charge of designing strategies and products to improve customer satisfaction for workers (B2C) and companies (B2B)
- Managed the call center (~200 agents) and the team in charge of the digital channels (e.g. public and transactional sites)

**OLIVER WYMAN**

Madrid, Spain; New York, NY

**Management Consultant**

2011-2017

- Based in Madrid and New York with global projects in Europe, Latin America, the Middle East and the United States
- Designed the mass affluent value proposition, designing new products and positioning for a regional US bank
- Worked on the creation of the Digital Practice within Oliver Wyman, being one of the key POC for Digital within the firm
- Designed the CRM strategy for a Mexican bank, defining the implementation roadmap and launching pilot campaigns
- Achieved a 17% churn rate reduction for a European incumbent operator by identifying customers at risk and designing and implementing a new retention strategy
- Developed the 4G/LTE launch strategy for a Brazilian mobile operator, sizing the market and defining the positioning of the company and the network roll-out plan; ensuring the successful launch of the product to meet the regulatory deadlines
- Worked in the launch of a Rights Issue process of a Saudi mobile operator, preparing the necessary analysis for the government institutions and creating the road-show presentations for investors; successfully restructuring the \$2.3 BN loan

**THINKIDS PROJECT**

Madrid, Spain

**Co-Founder**

2012-Present

- Co-founded and developed the methodology and strategy of the company, that has the goal of teaching and promoting entrepreneurship in Spain, Nepal, Pakistan, Peru and the Philippines with children between the ages of 8 to 14

**TELEFONICA**

Madrid, Spain

**Global Affairs and New Ventures - MBA Intern**

Summer 2014

- Analyzed the Education & Tech startup ecosystem worldwide providing a detailed quantitative and qualitative study identifying key indicators, trends and investment opportunities

**ACCENTURE**

Madrid, Spain

**Full-time Management Consultant Intern**

2009-2010

**ADDITIONAL EDUCATION**

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**MITX**

EdX

**Micromasters Program in Data Science and Statistics**

2020-2021

- Currently enrolled in Micromasters program developed by MITx and the MIT IDSS
- Passed two courses: Data Analysis in Social Science and Probability – the Science of Uncertainty and Data

**MIT SLOAN SCHOOL OF MANAGEMENT**

Cambridge, MA

**Data Analytics Certificate program**

2020

**UNIVERSIDAD DE CHILE**

Santiago, Chile

**Data Analytics Diploma**

2019

**UDACITY**

Online

**AI Programming with Python**

2020

**ADDITIONAL INFORMATION**

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- Founder and president of the Chilean chapter of Asociación DEC to promote customer centricity in the country
- Languages: Spanish (Native), Fluent in English and Portuguese, Basic French