

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

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|---|-----------|
| • 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

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| • Introduction to Organizations – IMIM (30 students) | 2009 |
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WORK EXPERIENCE

ACHS (Safety Association of Chile)

Santiago, Chile

Head of Advanced Analytics

- 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

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

Oliver Wyman

Madrid, Spain; New York, NY

Management Consultant

- 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

- 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
Management Consultant Intern
• Full-time management consulting internship

Madrid, Spain
2009 - 2010

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)