

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

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|--|-----------------|
| 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

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|---|------------------------------|
| First Impressions Matter: Task Frictions and Retention | |
| <ul style="list-style-type: none"> INFORMS Annual Meeting, Atlanta, GA | 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 2025 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)