

Martin Gonzalez Cabello

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Last Updated: February 2026

RESEARCH INTERESTS

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

EDUCATION

UCLA Anderson School of Management <i>PhD Candidate in Decisions, Operations, and Technology Management</i>	Los Angeles, CA 2021 - 2027
<ul style="list-style-type: none"> Dissertation Committee: Charles Corbett, Auyon Siddiq, Felipe Caro, Brett Hollenbeck 	
MIT Sloan School of Management <i>Master of Business Administration (MBA)</i>	Cambridge, MA 2013 - 2015
<ul style="list-style-type: none"> Entrepreneurship & Innovation Track 	
Illinois Institute of Technology <i>Master in Industrial Technology & Operations</i>	Chicago, IL 2010
<ul style="list-style-type: none"> Joint degree program with Universidad Politécnica de Madrid 	
Universidad Politécnica de Madrid <i>B.Sc. & M.Sc. in Industrial Engineering</i>	Madrid, Spain 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 (<i>Job Market Paper</i>) with A. Siddiq, C. Corbett and A. Gordon	2026
Searching for Serendipity with I. Tucker and O. Sorenson, <i>Submitted to Strategic Management Journal</i>	2026
The Impact of Information Systems on Experts' Decisions with J.P. Atal, J. Ale-Chilet and A. Benitez, <i>Submitted to American Economic Journal: Applied Economics</i>	2026

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, 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)

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 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

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)