

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 |
| • 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 |
| • Entrepreneurship & Innovation Track | |
| Illinois Institute of Technology | Chicago, IL |
| <i>Master in Industrial Technology & Operations</i> | 2010 |
| • 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 |
| • 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

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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

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
 2022 - Present

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
 2009

Teaching Assistant

- Introduction to Organizations – IMIM (30 students), 2009

WORK EXPERIENCE

ACHS (Safety Association of Chile)

 Santiago, Chile
 2019 - 2021

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
 2018 - 2021

Founder and President

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

Oliver Wyman

 Madrid, Spain; New York, NY
 2011 - 2017

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
 2012 - 2020

Co-Founder

- Co-founded an organization teaching entrepreneurship to children (ages 8-14) in five countries

Telefonica

 Madrid, Spain
 Summer 2014

Global Affairs and New Ventures - MBA Intern

- Analyzed the global EdTech startup ecosystem, identifying key indicators, trends, and investment opportunities

Accenture

 Madrid, Spain
 2009 - 2010

Management Consultant Intern

- 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)