

Martin Gonzalez Cabello

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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	
• 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)