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. Tuckerand 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
- POMS Annual Conference (Scheduled), Reno, NV　　　　　　　　　　2026
- 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　　　　　　　　　　　2024
- 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)