

## MARTIN GONZALEZ CABELLO

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Los Angeles, CA, USA

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## EDUCATION

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### UCLA ANDERSON SCHOOL OF MANAGEMENT

*PhD Candidate*

- Decisions, Operations and Technology Management department

Los Angeles, CA

2021-Present

### MIT SLOAN SCHOOL OF MANAGEMENT

*MBA, June 2015*

- Entrepreneurship & Innovation Track

Cambridge, MA

2013-2015

### UNIVERSIDAD POLITECNICA DE MADRID

*B. S. / M. Sc. Industrial Engineering – GPA: 8.0/10.0 –Top 5% of the class*

Madrid, Spain

2005 –2010

- Teacher Assistant –Erasmus Mundus International Master of Industrial Management, 2009
- Research Assistant for the Business Administration Department with professors Javier Tafur and Miguel Palacios, 2008
- Research Assistant for the Applied Mathematics department – Development of multi-body systems using natural coordinates in Matlab with Teacher Javier García de Jalón, 2007

Chicago, IL

2010

### ILLINOIS INSTITUTE OF TECHNOLOGY

*Master in Industrial Technology & Operations – GPA: 3.9/4.0*

## PUBLICATIONS

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### Fairness in crowdwork: Making the human AI supply chain more humane

2025

with Auyon Siddiq, Charles Corbett and Catherine Hu. *Business Horizons* (2025), vol. 68, No. 5: 645-657

## WORK IN PROGRESS PUBLICATIONS

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### The Impact of Recommendation Systems on Experts: Evidence from Physicians

2025

with Juan Pablo Atal, Jorge Ale-Chilet and Alejandra Benitez, *submitted to American Economic Journal: Applied Economics*

### Searching for Serendipity

2025

with Isaac Tucker and Olav Sorenson, *submitted to Strategic Management Journal*

## TEACHING EXPERIENCE

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### UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

2022-Present

*Data and Decisions – MBA Core Course*

2025

*Optimization - MSBA*

2024

*Prescriptive Models & Data Analytics - MSBA*

2024

*Operations & Technology Management – Global Executive MBA*

2024

- Assist professors with grading assignments and providing feedback to students
- Led review sessions and office hours to help students understand course material
- Developed and implemented effective teaching strategies to engage and support students

## PROFESSIONAL EXPERIENCE

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### ACHS

Santiago, Chile

2019-2021

*Head of Advanced Analytics*

- 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)

**OLIVER WYMAN****Management Consultant**

Madrid, Spain; New York, NY

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

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

Summer 2014

**Global Affairs and New Ventures - MBA Intern**

- Analyzed the Education & Tech startup ecosystem worldwide providing a detailed quantitative and qualitative study identifying key indicators, trends and investment opportunities

**ACCENTURE**

Madrid, Spain

**Full-time Management Consultant Intern**

2009-2010

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**ADDITIONAL EDUCATION****MITX**

EdX

*Micromasters Program in Data Science and Statistics*

2020-2021

- Passed two courses: Data Analysis in Social Science and Probability – the Science of Uncertainty and Data

**MIT SLOAN SCHOOL OF MANAGEMENT**

Cambridge, MA

*Data Analytics Certificate program*

2020

**UNIVERSIDAD DE CHILE**

Santiago, Chile

*Data Analytics Diploma*

2019

**UDACITY**

Online

*AI Programming with Python*

2020

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**ADDITIONAL INFORMATION**

- Founder and president of the Chilean chapter of Asociación DEC to promote customer centricity in the country
- Languages: Spanish (Native), Fluent in English and Portuguese, Basic French