

# Martin Gonzalez Cabello

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## RESEARCH INTERESTS

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

## EDUCATION

<b>UCLA Anderson School of Management</b>	Los Angeles, CA
<b>PhD Candidate in Decisions, Operations, and Technology Management</b>	2021 - 2027
• Dissertation Committee: Charles Corbett, Auyon Siddiq, Felipe Caro, Brett Hollenbeck	
<b>MIT Sloan School of Management</b>	Cambridge, MA
<b>Master of Business Administration (MBA)</b>	2013 - 2015
• Entrepreneurship & Innovation Track	
<b>Illinois Institute of Technology</b>	Chicago, IL
<b>Master in Industrial Technology &amp; Operations</b>	2010
• Joint degree program with Universidad Politécnica de Madrid	
<b>Universidad Politécnica de Madrid</b>	Madrid, Spain
<b>B.Sc. &amp; M.Sc. in Industrial Engineering</b>	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 ( <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

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**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

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**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

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- **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)