

# Martin Gonzalez Cabello

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## RESEARCH INTERESTS

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

## EDUCATION

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<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

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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

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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

**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, 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)

**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 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  
**Co-Founder** 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  
**Global Affairs and New Ventures - MBA Intern** Summer 2014  
• Analyzed the Education & Tech startup ecosystem worldwide providing a detailed quantitative and qualitative study identifying key indicators, trends and investment opportunities

**Accenture** Madrid, Spain  
**Management Consultant Intern** 2009 - 2010  
• 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)