

Martin Gonzalez Cabello

UCLA Anderson School of Management

B-501 Gold Hall, 110 Westwood Plaza, Los Angeles, California 90095

+1 857 313 8511 | martin@gonzalezcabello.com

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