

# Rodrigo Farinha

Ph.D. in Marketing

Fundação Getulio Vargas (FGV)

São Paulo School of Business

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## EDUCATION

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| <ul style="list-style-type: none"><li>• <b>Fundação Getulio Vargas</b><br/>Ph.D. in Marketing<br/><i>Area:</i> Quantitative Marketing<br/><b><i>Approved with Distinction</i></b><br/>Advisors:<ul style="list-style-type: none"><li>- Prof. Leandro Guissoni – FGV</li><li>- Prof. Thales Teixeira – University of California</li></ul>Committee:<ul style="list-style-type: none"><li>- Prof. Allan Gray – Purdue University</li><li>- Prof. Danny Claro – Insper</li><li>- Prof. Felipe Zambaldi – FGV</li></ul></li></ul> | <b>São Paulo, Brazil</b><br>2024 |
| <ul style="list-style-type: none"><li>• <b>University of California</b><br/>Visiting Student</li></ul>  | <b>San Diego, CA</b><br>2023     |
| <ul style="list-style-type: none"><li>• <b>Fundação Getulio Vargas</b><br/>M.Sc. in Marketing (quantitative focus)</li></ul>  | <b>São Paulo, Brazil</b><br>2020 |
| <ul style="list-style-type: none"><li>• <b>Georgia State University</b><br/>Visiting Student</li></ul>  | <b>Atlanta, GA</b><br>2019       |
| <ul style="list-style-type: none"><li>• <b>University of São Paulo</b><br/>B.A.</li></ul>   | <b>São Paulo, Brazil</b><br>2018 |

## RESEARCH INTEREST

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- Empirical Marketing Strategies
- Applied Econometrics
- Innovation
- Artificial Intelligence in Marketing

## WORKING PAPERS

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*Listed by stage of progress*

- “Does it Match? Guidelines for Merging Secondary Datasets in the Marketing Strategy Field”,  
*Updated: July 2025, Status: Under first-round review at IJRM.*  
**Rodrigo Farinha**, Yakov Bart, and Anatoli Colicev.
- “Does ESG Performance Hinder Product Innovation?”,  
*Updated: September 2025, Status: Preparing submission (goal November 2025) - [Working Paper](#)*  
**Rodrigo Farinha**, Anatoli Colicev, and Yakov Bart.
- “Out with the New, In with the Old: The Impact of Incremental Innovations on Market Share”,  
*Updated: September 2025, Status: Under model review - [Working Paper](#)*  
**Rodrigo Farinha**, Kusum, Ailawadi, Leandro Guissoni, Jonny Rodrigues, and Thales Teixeira.
- “The Impact of ESG Performance on Patents”,  
*Updated: September 2025, Status: Data Collection and Empirical Strategy Development*  
**Rodrigo Farinha**, Anatoli Colicev, Yakov Bart, and Serguei Netessini.
- “Executive–Customer Misalignment”,  
*Updated: September 2025, Status: Data Collection and Empirical Strategy Development*
  - **Rodrigo Farinha**, Rajkumar Venkatesan, Leandro Guissoni, and Jonny Rodrigues

## PUBLICATIONS: POSITION PAPERS

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- **Farinha, R. L.**, Guissoni, L., & Prado, L. (2025). The Ideal Salesperson in Digital Times: Consultant or Facilitator? GV-EXECUTIVO, 24(3), e92528.
- Guissoni, L. A., & **Farinha, R. L.** (2019). E-commerce with Results. GV-EXECUTIVO, 18(1), 40–42.

## PUBLICATIONS: BOOK CHAPTERS

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- Guissoni, L. A., Schunck, J. G., Vieira, V. A., & **Farinha, R. L.** (2022). Digital organizations. In M. A. Conejero, M. A. Oliveira, & M. M. Abdalla (Eds.), *Administration: Concepts, Theory, and Practice Applied to Brazilian Reality* (1st ed., Vol. 1). São Paulo: Gen.
- Prado, L. S., Guissoni, L. A., & **Farinha, R. L.** (2021). Tools for digitalization in agribusiness. In M. Fava Neves (Ed.), *Tools for the future of agribusiness* (1st ed., Vol. 1, pp. 191-317). Caieiras, São Paulo: Gente.

## PUBLICATIONS: CASE STUDY

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- Scare, R. F., Gray, A. W., **Farinha, R. L.**, Fullerton, E. C., & Neves, M. F. (2018). Growth strategies for a commercial farm: The AgroPastoril Campanelli case study. *International Food and Agribusiness Management Review*, 21, 161-178.

## CONFERENCE AND INVITED PRESENTATIONS

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- “Out with the New, In with the Old: The Impact of Reformulating Existing Ingredients on Market Share Gains”
  - ISMS Marketing Science Conference, *June 2025*, Washington, DC
  - San Diego State University, *January 2025*, San Diego, CA
  - Theory + Practice in Marketing, *May 2024*, Austin, TX,
  - Seminar at Fundação Getulio Vargas, *March 2024*, São Paulo, Brazil,
  - Seminar at University of California: San Diego, *March 2023*, San Diego, CA,
- IFAMA 27th Annual World Conference, *2017*, Miami, FL.
- IFAMA 26th Annual World Conference, *2016*, Aarhus, Denmark.

## ACADEMIC CONFERENCES ATTENDED

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- Theory + Practice in Marketing, *2024*, Austin, TX,
- Latin American Retail Congress (CLAV), *2023*, São Paulo, Brazil
- Workshop on Platform Analytic, *2023*, San Diego, CA
- Latin American Retail Congress (CLAV), *2020*, São Paulo, Brazil
- Journal of Retailing: Conference on Metrics and Analytics in Retailing, *2019*, Atlanta, GA
- Latin American Retail Congress (CLAV), *2019*, São Paulo, Brazil
- IFAMA 27th Annual World Conference, *2017*, Miami, FL.
- IFAMA 26th Annual World Conference, *2016*, Aarhus, Denmark.

## ACADEMIC CONFERENCES ORGANIZED

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- IFAMA 35th Annual World Conference, São Paulo, Brazil  
*Role:* Academic Symposium Chair
- Latin American Retail Congress (CLAV), *2019 to 2024*, São Paulo, Brazil  
*Role:* Assistant and paper reviewer

## TEACHING EXPERIENCE

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Rating range as instructor: 4.4 to 4.8 out of 5.0

- **Artificial Intelligence in Business**, *Instructor*, MBA
  - School of Higher Education in Advertising and Marketing (ESPM)
- **Digital Transformation & Disruption**, *Instructor*, MBA
  - University of São Paulo
  - School of Higher Education in Advertising and Marketing (ESPM)
- **Strategic Marketing Planning and Management**, *Instructor*, MBA
  - University of São Paulo
- **Marketing Channels**, *Instructor*, MBA
  - Fundação Getulio Vargas (FGV)
- **Marketing Management**, *Instructor*, MBA
- **Strategic Marketing Planning and Management**, *Instructor*, MBA
- **Innovation & Digital Transformation**, *Instructor*, In-Company
  - Companies:
    - John Deere
    - Syngenta
    - Adama
    - Fiagril (Dakang Global)
- **Applied Strategic Planning**, *Instructor*, In-Company for Eurochem
- **New Product Development**, *Instructor*, In-Company for BASF
- **Workshop GenAI Applications for Decision Making**, *supported Prof. Thales Teixeira and Prof. Leandro Guissoni*
  - Featured:
    - YPO Brazil Workshop
    - Workshops Harvard Business School, created by Prof. Karim Lakhani
- **Trends in Marketing**, *Graduate Teaching Assistant*, DBA
- **Marketing Analytics**, *Teaching Assistant*, Undergraduate
- **Marketing Metrics**, *Teaching Assistant*, Undergraduate
- **Comparative Food and Agriculture Systems (AGEC 710)** at Kansas State University, *Graduate Teaching Assistant*

## SELECTED COURSEWORK

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PhD Overall GPA: 3.9/4.0

- **Econometrics: Fundamentals Concepts and Advanced Topics** (Dr. Rudi Rocha)  
*GPA 3.8/4.0*  
*Techniques Covered:* Regression Analysis, Causal Inference, Functional Forms and Binary Variables, Detecting and Correcting Heteroskedasticity, and Managing Autocorrelation.
- **Time Series Econometrics** (Dr. Pedro Valls Pereira)  
*GPA 3.4/4.0*  
*Techniques Covered:* Stochastic Process, ARMA Models, Spectral Representation of Stationary Process, Integrated Process, Unit Roots, Kalman Filter, Autoregressive Distributed Lag Model, VAR and VEC, Structural Breaks, Forecasting, Automatic Model Selection, and SVAR and SVEC
- **Panel Data Econometrics** (Dr. Cristine Pinto)  
*GPA 3.8/4.0*  
*Techniques Covered:* Pooled OLS, Fixed and Random Effects Models, Difference-in-Differences, Instrumental Variables (2SLS and GMM), Dynamic Panel Data Models, Duration Models, Discrete Choice Models, Quantile Regression, and Handling Unbalanced Panel Data.
- **Empirical Modeling in Consumer Analytics** (Dr. Ashish Sood)  
*GPA 4.0/4.0*  
*Techniques Covered:* Regression Analysis, Dimensionality Reduction Models, Cluster and Discriminant Analysis, and Conjoint Analysis
- **Natural Language Processing and Network Analysis** (Dr. Pierangelo Rosati)  
*GPA 4.0/4.0*  
*Techniques Covered:* Data Preparation and Cleaning, Anomaly Detection, Data Visualization, Database Management and SQL, Natural Language Processing, and Network Analysis.
- **Applied Spatial Statistics for Research** (Dr. Eduardo de Rezende Francisco)  
*GPA 4.0/4.0*  
*Techniques Covered:* Exploratory Spatial Data Analysis, Spatial Autocorrelation, Point Pattern Analysis, Spatial Regression Models, Geocoding, Thematic Mapping, and Spatial Intelligence for Decision-Making
- **Experimental Approach for Consumer Behavior** (Dr. Delane Botelho)  
*GPA 4.0/4.0*  
*Techniques Covered:* Experimental Design, Hypothesis Testing, and Analysis of Consumer Behavior using ANOVA and other Statistical Methods.
- **Digital Disruption & Transformation** (Dr. Thales Teixeira) – *Audited*
- **Customer Relationship Management** (Dr. V. Kumar) – *Audited*
- **Product & Brand Management** (Dr. V. Kumar) – *Audited*

## SKILLS

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- R
- Python
- SQL
- LaTeX
- Git
- Tableau
- Data Visualization

## PROFESSIONAL EXPERIENCE

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| <b>• Markestrat Consulting Group</b>   | <b>São Paulo, Brazil</b> |
| Strategy Consultancy, Project Manager  | 2015-2022                |
| <i>Companies:</i> Bayer, BASF, UPL, The Lightsmith Group, Blue Like an Orange Capital, New Zealand Trade and Enterprise, among others.   |                          |
| <i>Geographic Focus:</i> Brazil, United States, Europe, India, and additional regions.   |                          |
| <i>Project Scope:</i>  |                          |
| <ul style="list-style-type: none"><li>- Go-to-Market Strategy</li><li>- Product Launch Strategy</li><li>- Market Due Diligence</li><li>- Strategy Implementation</li><li>- Market Research</li></ul> |                          |