

NICOLAS PADILLA

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London Business School

Regent's Park
London NW1 4SA
United Kingdom

Phone: +44 (0)20 7000 8623
Email: npadilla@london.edu
Web: <http://www.nicolaspadilla.com>

1 ACADEMIC POSITIONS

2020 - present Assistant Professor of Marketing, **London Business School**

2 EDUCATION

Expected 2020 Ph.D. in Marketing, Columbia Business School, **Columbia University**
2018 MPhil. in Marketing, Columbia Business School, **Columbia University**
2014 MSc. in Operations Management, **University of Chile**
2014 Industrial Engineering, **University of Chile**
2011 BSc. in Engineering Science, **University of Chile**

3 RESEARCH INTERESTS

Topics

Customer preferences, Customer journey, Customer dynamics, Customer management

Methods

Bayesian statistics and econometrics, Probabilistic Machine Learning, Bayesian nonparametrics

4 DISSERTATION

Title

“Estimating customer preferences with limited information”

Committee

Oded Netzer (co-advisor), Eva Ascarza (co-advisor), Asim Ansari

5 WORKING PAPERS

Padilla, Nicolas and Eva Ascarza (2019), “Overcoming the Cold Start Problem of CRM using a Probabilistic Machine Learning Approach”

Under (2nd round) review at the *Journal of Marketing Research*
(1st dissertation essay)

Padilla, Nicolas, Eva Ascarza and Oded Netzer (2019), “The Customer Journey as a Source of Information”

Job market paper
(2nd dissertation essay)

Padilla, Nicolas, Ricardo Montoya and Oded Netzer (2019), “Heterogeneity in HMMs: Allowing for Heterogeneity in the Number of States”

6 RESEARCH IN PROGRESS

- “Understanding the Non-linear Customer journey: Identifying the moment of truth” coauthored with Oded Netzer and Vicki Morwitz.
- “Avoiding Fifty Shades of Grey: Uncertainty in Customized Assortment Optimization” coauthored with Oded Netzer.
- “Customer Bundling for Streaming Services” coauthored with Kinshuk Jerath and Fei Long.
- “Disentangling the Short and Long-term Effects of Marketing Actions: A HMM Approach” coauthored with Ricardo Montoya, Oded Netzer, Eva Ascarza.
- “Myopia vs Hyperopia: A joint model of discounting and regret” coauthored with Ran Kivetz.
- “Gender Differences in Preferences for Meaningful Work” coauthored with Vanessa Burbano and Stephan Meier.

7 CONFERENCE TALKS

- “Overcoming the Cold Start Problem of CRM using a Probabilistic Machine Learning Approach” *Marketing Science*. Online. June 2020
- “The Customer Journey as a Source of Information” *Marketing Science*. Department of Business Studies, University of Roma Tre, Rome, Italy. June 2019
- “Heterogeneity in Hidden Markov Models” *Marketing Dynamics*. Southern Methodist University, Dallas, USA. July 2018
- “The Value of First Impressions: Leveraging Acquisition Data for Customer Management” *Marketing Science*. Temple University, Philadelphia, USA. June 2018
- “Leveraging Acquisition Data for Customer Relationship Management” *Marketing Science*. School of Management, Fudan University, Shanghai, China. June 2016
- “Heterogeneity in Hidden Markov Models” *Marketing Science*. Johns Hopkins University, Baltimore, USA. June 2015

8 INVITED TALKS

- Harvard Business School, Harvard University. Boston, MA. November 2019
- Desautels Faculty of Management, McGill University. Montreal, Canada. November 2019
- Foster School of Business, University of Washington. Seattle, WA. November 2019
- Marshall Business School, University of Southern California. Los Angeles, CA. November 2019
- Smeal College of Business, Pennsylvania State University. State College, PA. October 2019
- NUS Business School, National University of Singapore. Singapore. October 2019
- Carey Business School, Johns Hopkins University. Baltimore, MD. October 2019
- Kellogg School of Management, Northwestern University. Evanston, IL. October 2019
- Saïd Business School, University of Oxford. Oxford, United Kingdom. September 2019
- Imperial College Business School, Imperial College London. London, United Kingdom. September 2019
- London Business School. London, United Kingdom. September 2019
- ESADE Business School. Barcelona, Spain. September 2019
- IESE Business School, University of Navarra. Barcelona, Spain. September 2019
- McDonough School of Business, Georgetown University. Washington, DC. September 2019
- Tuck School of Business, Dartmouth College. Hanover, NH. September 2019
- McCombs School of Business, University of Texas at Austin. Austin, TX. September 2019
- Leeds School of Business, University of Colorado Boulder. Boulder, CO. September 2019

9 HONORS, GRANTS AND AWARDS

MSI Alden G. Clayton Doctoral Dissertation Proposal Award, 2019

AMA-Sheth Foundation Doctoral Consortium Fellow, 2018

Paul and Sandra Montrone Doctoral Fellowship, Columbia University, 2017

Quantitative Marketing and Structural Econometrics Workshop Fellow, Washington University, 2017

Doctoral Consortium Fellow, INFORMS, 2017

Doctoral Consortium Fellow, INFORMS, 2016

Amanda and Harold J Rudolph M.S. Scholarship, Columbia University, 2015-2016

Paul and Sandra Montrone Doctoral Fellowship, Columbia University, 2015

Ph.D. Program Fellowship, Columbia University, 2014-Present

Master Scholarship, Conicyt (National Commission for Scientific and Technological Research) - Chile, 2012

Dean's List Industrial Engineering, University of Chile, 2006-2010

10 TEACHING EXPERIENCE

Marketing [core] (Autumn 2020)

EMBA Dubai programme, London Business School

Marketing Planning Under Competition (Summer 2020)

MBA programme, London Business School

Marketing II (Marketing Analytics) (Fall 2014)

Industrial Engineering Undergraduate program, University of Chile

11 INDUSTRY EXPERIENCE

Director of Studies, Center for Retail Studies (CERET), University of Chile, Chile (2013-2014)

Managing and implementing applied research projects and studies in association with the most relevant retailers of the country regarding a variety of complex marketing and operations challenges.

Digital Project Analyst, Enjoy S.A., Chile (2011)

Management of projects in the Digital Marketing department of one of the biggest casino chains in Chile. Responsible for developing marketing strategies to introduce, distribute and sell hotel stays through online channels.