

# NICOLAS PADILLA

(Updated November 2024)

## London Business School

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## 1 ACADEMIC POSITIONS

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

## 2 EDUCATION

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2021      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

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### Topics

Customer preferences, Customer journey, Customer dynamics, Customer management

### Methods

Bayesian statistics and econometrics, Probabilistic Machine Learning, Bayesian nonparametrics

## 4 PUBLISHED PAPERS

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Dew, Ryan, Nicolas Padilla, Lan E. Luo, Shin Oblander, Asim Ansari, Khaled Boughanmi, Michael Braun, Fred Feinberg, Jia Liu, Thomas Otter, Longxiu Tian, Yixin Wang, and Mingzhang Yin (2024) "Probabilistic Machine Learning: New Frontiers for Modeling Consumers and their Choices"  
Forthcoming at *IJRM*

Padilla, Nicolas, Eva Ascarza and Oded Netzer (2024), "The Customer Journey as a Source of Information"  
Forthcoming at *Quantitative Marketing and Economics*

Burbano, Vanessa, Nicolas Padilla and Stephan Meier (2024), "Gender Differences in Preferences for Meaning at Work",  
*American Economic Journal: Economic Policy*

Padilla, Nicolas and Eva Ascarza (2021), "Overcoming the Cold Start Problem of CRM using a Probabilistic Machine Learning Approach"  
*Journal of Marketing Research*

## 5 WORKING PAPERS

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Dew, Ryan, Nicolas Padilla and Anya Shchetkina (2024) "Your MMM is Broken: Identification of Nonlinear and Time-varying Effects in Marketing Mix Models" (all coauthors contributed equally)  
Revise and resubmit at *Journal of Marketing Research*

Padilla, Nicolas, Ricardo Montoya and Oded Netzer (2024), "Structural Heterogeneity in HMMs: Allowing for Heterogeneity in the Number of States"  
Reject and Resubmit at *Marketing Science*

## 6 RESEARCH IN PROGRESS

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"Unified Marketing Measurement: Incorporating Experiments in Media Mix Models" with Ryan Dew

- “Increasing Time Granularity with Dynamic MMMs“ with Ryan Dew and Anya Shchetkina
- “The Impact of Generative AI on Online Publishers“ with Anja Lambrecht, Tai Lam, and Brett Hollenbeck
- “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.

## 7 CONFERENCE TALKS

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- “Unified Marketing Measurement: Incorporating Experiments in Media Mix Models” *Marketing Science Conference*. Sydney. June 2024
- “Linking preferences and behaviors using Bayesian nonparametric and (deep) generative models” 2023 Choice Symposium. INSEAD. August 2023
- “The Customer Journey as a Source of Information” London Quant Marketing Conference. UCL. May 2023
- “The Customer Journey as a Source of Information” Workshop in Management Science. Universidad de Chile. January 2023
- “Unified Marketing Measurement under Privacy Regulations” *Marketing Science Conference*. Online. June 2022
- “The Customer Journey as a Source of Information” *Marketing Science Conference*. Online. May 2021
- “Overcoming the Cold Start Problem of CRM using a Probabilistic Machine Learning Approach” *Marketing Science Conference*. Online. June 2020
- “The Customer Journey as a Source of Information” *Marketing Science Conference*. Department of Business Studies, University of Roma Tre, Rome, Italy. June 2019
- “Heterogeneity in Hidden Markov Models” *Marketing Dynamics Conference*. Southern Methodist University, Dallas, USA. July 2018
- “The Value of First Impressions: Leveraging Acquisition Data for Customer Management” *Marketing Science Conference*. Temple University, Philadelphia, USA. June 2018
- “Leveraging Acquisition Data for Customer Relationship Management” *Marketing Science Conference*. School of Management, Fudan University, Shanghai, China. June 2016
- “Heterogeneity in Hidden Markov Models” *Marketing Science Conference*. Johns Hopkins University, Baltimore, USA. June 2015

## 8 INVITED TALKS

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- Departamento de Ingeniería Industrial, Universidad de Chile. June 2024
- Esade, Barcelona, Spain. May 2024
- Global Institute for Artificial Intelligence & Business Analytics, Temple University. March 2023
- Customer Journeys in a Digital World Conference (invitation-only), Bocconi University. Online. June 2022
- Lerner Business & Economics, University of Delaware. Online. July 2021
- 2nd European Bayesians in Marketing Summit. Online. March 2021
- Workshop, Departamento de Ingeniería Industrial, Universidad de Chile. Online. January 2021
- European Quantitative Marketing Seminar. Online. November 2020
- Escuela de Administración, Pontificia Universidad Católica de Chile. Online. October 2020
- 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**

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ISMS Early-careers Scholars camp, 2023  
Mary Kay Doctoral Dissertation Competition Finalist, 2022  
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**

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Empirical Models (Summer 2024)  
PhD programme, London Business School  
Marketing [core] (Summer 2021, Autumn 2020-24)  
EMBA Dubai programme, EMBA London programme, London Business School  
Marketing Planning in Action (Summer 2020, Summer 2022-24)  
MBA programme, London Business School  
Marketing II (Marketing Analytics) (Fall 2014)  
Industrial Engineering Undergraduate program, University of Chile

## **11 INDUSTRY EXPERIENCE**

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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.*