

RICARDO MONTOYA

Doctoral Program
Graduate School of Business
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EDUCATION

Graduate School of Business, Columbia University, NY, USA
Ph.D. Marketing, 2008

Graduate School of Business, Columbia University, NY, USA
M.Phil. Marketing, 2005

School of Engineering, University of Chile, Chile
Master in Operations Management, 2001

School of Engineering, University of Chile, Chile
Industrial Engineer, 2000

School of Engineering, University of Chile, Chile
Bachelor in Engineering Science, 1998

RESEARCH INTERESTS

Bayesian Econometrics, Structural Models of Consumer and Firm Behavior, Dynamic Marketing Mix Models, Stochastic Dynamic Programming, Product Design.

ACADEMIC EXPERIENCE

COLUMBIA UNIVERSITY

Teaching Assistantships:

Marketing Strategy (core MBA course, Fall 2003-2006).
Managing Marketing Programs (core MBA course, Spring 2003-2006).
Marketing Models (Ph.D. course, Spring 2006).
Introduction to Marketing (undergraduate course, 2005-2007).

UNIVERSITY OF CHILE

Instructor (Full - Time), Industrial Engineering Department, University of Chile

Appointed Instructor in the following undergraduate courses:

Optimization, Fall 2002
Marketing Research, Spring 2002.
Marketing Models, Fall 2003.

Teaching Assistantships:

Operations Management in the Service Industry (Master in Operations Management, Spring 2002)
Optimization (undergraduate course, Fall and Spring 1999-2001).
Algebra (undergraduate course, Fall and Spring 1998-2001).
Calculus (undergraduate course, Fall and Spring 1998-2001).
Statistics (undergraduate course, Fall 2001).

WORKING PAPERS

“Dynamic marketing mix allocation for long-term profitability,” with Oded Netzer and Kamel Jedidi.

“Probabilistic choice in optimal product design,” with Rajeev Kohli.

“Package sizes for the bottom of the pyramid,” with Oded Koenigsberg and Rajeev Kohli.

“The lives of durable goods,” with Oded Koenigsberg and Rajeev Kohli.

WORK IN PROGRESS

“A cross-category dynamic programming approach for complementary product choices,” with Asim Ansari and Raghu Iyengar.

“Probabilistic lexicographic inference,” with Kamel Jedidi and Rajeev Kohli.

“A dynamic model of learning,” with Asim Ansari and Oded Netzer.

CONFERENCE PRESENTATIONS

Montoya, Ricardo, Oded Netzer, and Kamel Jedidi (2007), “Dynamic Marketing Mix Allocation for Long-term Profitability,” Marketing Dynamics Conference, University of Groningen, The Netherlands.

Montoya, Ricardo, Oded Netzer, and Kamel Jedidi (2007), “Dynamic Marketing Mix Allocation for Long-term Profitability,” XXIX Marketing Science Conference, INFORMS, Singapore Management University, Singapore.

Montoya, Ricardo, Oded Netzer, and Kamel Jedidi (2006), "Managing Customers through Marketing Mix Allocation for Long-term Profitability," XXVIII Marketing Science Conference, INFORMS, University of Pittsburgh, Pittsburgh, Pennsylvania.

Montoya, Ricardo, and Richard Weber (2002), "Penalized Support Vector Machines," XI Latin-Ibero-American Conference on Operations Research and Systems, Concepción, Chile.

Varas, Samuel, and Ricardo Montoya (2002), "Optimal Attorneys' Allocation," XI Latin-Ibero-American Conference on Operations Research and Systems, Concepción, Chile.

GRADUATE COURSEWORK

Course	Instructor
Marketing	
Choice Models	Sunil Gupta
Marketing Models	Asim Ansari
Data Analysis	Don Lehmann
Attitudes and Memory	Gita Johar
Judgment and Decision Making	Eric Johnson
Research Methods	Heather Haveman
Economics	
Microeconomic Analysis I	Max Amarante
Microeconomic Analysis II	Prajit Dutta
Industrial Organization	Michael Riodan
Econometrics II	Alexei Onatski
Panel Data Analysis (at NYU)	William Grenne
Statistics and Operations Research	
Bayesian Data Analysis	Andrew Gelman
Stochastic Processes	David Yao
Foundations of Optimization (audit)	Sergei Savin
Time Series Analysis	Takaki Hayashi
Multivariate Statistics	Kamel Jedidi
Statistics	Peter Welch
Probability	Linda Green

HONORS AND AWARDS

Alden G. Clayton Doctoral Dissertation Proposal Competition, Honorable mention, 2006.

AMA-Sheth Foundation Doctoral Consortium Fellow, 2006

INFORMS Marketing Science Doctoral Consortium Fellow, 2006-2007

Rudolph Fellow, Columbia Business School, 2005

Doctoral Fellowship, Graduate School of Business, Columbia University, 2003.

Presidente de la Republica, Fellowship, MIDEPLAN, Chile, 2003.

Remarkable Student, School of Engineering, University of Chile, 1997- 2000. (top 5% of 4,000 students).

Remarkable Student, Industrial Engineering Department, School of Engineering, University of Chile, 2000 -2001.

Grant for System Engineering Workshop (Taller de Ingeniería de Sistemas), Industrial Engineering Department, University of Chile, 1998-2001.

Junior instructor grant, School of Engineering, University of Chile.

LANGUAGES

English and Spanish.

SKILLS

Proficient in LaTeX, MATLAB, C, Mathematica, R, Stata, SPSS.