

NICOLAS PADILLA

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London Business School

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1 ACADEMIC POSITIONS

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

2 EDUCATION

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

Topics

Customer preferences, Customer journey, Customer dynamics, Customer management

Methods

Bayesian statistics and econometrics, Probabilistic Machine Learning, Bayesian nonparametrics

4 PUBLISHED PAPERS

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

Padilla, Nicolas, Eva Ascarza and Oded Netzer (2019), "The Customer Journey as a Source of Information"
Padilla, Nicolas, Ricardo Montoya and Oded Netzer (2019), "Heterogeneity in HMMs: Allowing for Heterogeneity in the Number of States"
Burbano, Vanessa, Nicolas Padilla and Stephan Meier (2022), "Gender Differences in Preferences for Meaning at Work",
Invited for revision at the *American Economic Journal: Economic Policy*

6 RESEARCH IN PROGRESS

"Unified Marketing Measurement under Privacy Regulations" coauthored with Ryan Dew
"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.

7 CONFERENCE TALKS

“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

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

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, Summer 2021, Autumn 2021)

EMBA Dubai programme, EMBA London programme, London Business School

Marketing Planning Under Competition (Summer 2020, Summer 2022)

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.