

GUILLERMO ARMELINI

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EDUCATION

IESE Business School. Universidad de Navarra

Master in Science (2006)
Doctor of Philosophy (Ph. D.), 2009
Title: “The firm’s management of Word or mouth Communications Insights and opportunities for marketers”
Emphasis: Marketing, Word of Mouth, Marketing ROI

ESIC. Madrid. Spain. (1998-1999)

Master in Business Administration (MBA).
Emphasis: Direct Marketing

Universidad Nacional del Litoral. Santa Fe. Argentina. (1990-1996)

Certified Public Accountant

ACADEMIC POSITION

Assistant professor of marketing, ESE Business School, Universidad los Andes, **2007- present**

DISSERTATION

Title: “The firm’s management of Word or mouth Communications Insights and opportunities for marketers”

RESEARCH INTEREST

- Marketing ROI
- Word of mouth communication
- Non-traditional marketing tools

PUBLICATIONS

MANAGERIAL ARTICLES

-Guillermo Armelini, Francesc Miralles (2004)
“Linux or Windows: Choosing an Operating System”
IESE Insight

-Guillermo Armelini, Francesc Miralles (2004)
“Linux y software de código abierto: ¿listos para su empresa?”
Harvard Deusto Review

-Guillermo Armelini, Julián Villanueva (2005)
“eWOM: What do we know about this powerful marketing tool?”
ebusiness Center PwC&IESE Publications

-Guillermo Armelini, Julián Villanueva (2007)
“Corporate Blogs”
Pekin Business Review

TECHNICAL NOTES

-Armelini Guillermo, Miralles Francesc and Valor Josep. (2003)
“**Criterios de evaluación para la toma de decisiones en la adopción de tecnologías: Caso del software de código abierto**”.
SIN-49 IESE BUSINESS SCHOOL

-Armelini Guillermo, Miralles Francesc and Valor Josep. (2004)
“**Análisis del mercado del software de código abierto**”.
SIN-50 IESE BUSINESS SCHOOL

TEACHING CASE

-Armelini Guillermo, Valor Josep (2005)
“**Shen Huan Linux Decision**”.
Case Study. IESE BUSINESS SCHOOL.

- **RSA - Application of Customer Equity Test** – Case Study
ESE Business School – 2009
- **Subaru** – Case Study
ESE Business School – 2009
- **BellSouth – loyalty program** – Case Study
ESE Business School – 2009

WORKING PAPERS

-Armelini Guillermo (2009)
“Marketing expenditures and word of mouth communication: Complements or Substitutes?”, Working paper. IESE Business School

-Armelini Guillermo (2008)
“The Right Combination of Advertising, Word of Mouth, and Publicity for Motion Pictures”, Working paper. IESE. Business School.

-Armelini Guillermo (2009)
“Who are the customer evangelists, and what are they worth? A network model to measure customer referral value”, Working paper. ESE Business School

HONORS AND DISTINCTIONS

IESE Business School

Scholarship granted by Universidad de Navarra to pursue PhD in Business. (2004-2006)

Facultad de Ciencias Económicas - Universidad Nacional del Litoral – World Bank

Scholarship granted by UNL with financing of World Bank (1998-1999)

INVITED SEMINAR PRESENTATIONS

“**Customer valuation**” presented at ESE Business School - Universidad de los Andes, Santiago de Chile, December 2005.

TEACHING

Universidad de los Andes. ESE Business School. Chile (08-2006)

Guest professor: Metrics of marketing productivity (Executive MBA)

Universidad Austral. Rosario. Argentina (07-2006/2008)

Guest professor: Metrics of customer valuation (MBA program)

Universidad Nacional del Litoral. Santa Fe. Argentina. 2009

MBA Program

Universidad Di Tella Buenos Aires. Argentina. 2009

MBA Program

PROFESSIONAL EXPERIENCE

Fresenius Kabi. Buenos Aires. (01-2002/12-2002)

Department of sales and marketing

Medical Agencies. Buenos Aires. (03-2000/12-2001)

Team leader of an Internet Project based on health care

CEPSA. Madrid (03-1999/06-1999)

Assistant marketing in the oil department

Bank Boston - Santa Fe branch. Argentina. (05-1996/08-1998)

Commercial manager of banking products for small and midsize companies

ASSOCIATIONAL ACTIVITIES

Member and cofounder of Foundation “Argentina en acción” (2002/2003)

Member of SUR. (1995/1998)

SUR is a political student organization, elected by students of the business school to represent undergraduates at the Advisory Board of the Business School of UNL

LANGUAGES

Fluent in Spanish and English.

REFERENCES

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