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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, Dynamic Resource Allocation Models, Stochastic Dynamic Programming, Product Design.

ACADEMIC EXPERIENCE

COLUMBIA UNIVERSITY

Lecturer, Columbia University

Introduction to Marketing and Marketing Management (core MS course, Summer 2008, 2009)

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

Assistant Professor, Industrial Engineering Department, University of Chile

Appointed Instructor in the following undergraduate courses:

Introduction to Marketing, Fall 2009

Optimization, Fall 2002

Marketing Research, Spring 2002

Marketing Models, Fall 2003

Teaching Assistantships:

Operations Management in the Service Industry (MS 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)

PUBLICATIONS AND WORKING PAPERS

“Package sizes decisions,” with Oded Koenigsberg and Rajeev Kohli (2010). *Management Science*, forthcoming.

“The design of durable goods,” with Oded Koenigsberg and Rajeev Kohli (2010). *Marketing Science*, forthcoming.

“Dynamic allocation of pharmaceutical detailing and sampling for long-term profitability,” with Oded Netzer and Kamel Jedidi (2010). *Marketing Science*, forthcoming.

“Probabilistic choice in optimal product design,” with Rajeev Kohli. *Working Paper*, Columbia Business School

WORK IN PROGRESS

“A probabilistic lexicographic model,” with Kamel Jedidi and Rajeev Kohli.

“Dynamic learning in behavioral games: A hidden Markov model approach,” with Asim Ansari and Oded Netzer.

“Green Marketing,” with Oded Koenigsberg and Rajeev Kohli.

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

CONFERENCE PRESENTATIONS

Montoya, Ricardo, Oded Netzer, and Asim Ansari (2009), "Dynamic Learning in Behavioral Games: A Hidden Markov Approach," XXXI Marketing Science Conference, INFORMS, University of Michigan, Michigan.

Montoya, Ricardo, Rajeev Kohli, and Kamel Jedidi (2009), "A Probabilistic Lexicographic Model," XXXI Marketing Science Conference, INFORMS, University of Michigan, Michigan.

Montoya, Ricardo, Oded Netzer, and Asim Ansari (2009), "Dynamic Learning in Behavioral Games: A Hidden Markov Approach," Marketing Dynamics Conference, University of Waikato, New Zealand.

Montoya, Ricardo, Oded Netzer, and Kamel Jedidi (2008), "Dynamic Marketing Mix Allocation for Long-term Profitability," XXX Marketing Science Conference, INFORMS, University of British Columbia, Vancouver, Canada.

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.

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.

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

PROFESIONAL SERVICE

Ad-hoc Referee, *Marketing Science*

LANGUAGES

English and Spanish.

SKILLS

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