

# MARCOS MARTÍN ORTEU

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## WORK EXPERIENCE

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| <b>DYNAMICS – DIGITAL AND SUSTAINABILITY CONSULTING</b><br><u>Managing Partner &amp; Digital Economics Expert</u>  | <b>Buenos Aires, Argentina</b><br>Jan. 2018 – Present                     |
| <ul style="list-style-type: none"><li>- Experience in digital economics (telco, media, platform business, blockchain), law and economics (antitrust, regulation, contracts), and sectorial analysis/regulation (KIBS, food industry, sustainability).</li><li>- Led multidisciplinary teams for projects such as antitrust and regulation advisory for regional e-commerce platform, multilateral organization research projects regarding blockchain environmental impact and its applications for carbon credit, sub national government public policy investment analysis, business model consultancy for startups (platforms, blockchain, sustainability), industry analysis for government agencies, National ministry consulting regarding KIBS and personal data protection, among others.</li></ul>    |   |
| <b>WINOGRAD: RESEARCH AND CONSULTING</b><br><u>Associate Economist</u>   | <b>Paris, France &amp; Buenos Aires, Argentina</b><br>Sep. 2015 – Present |
| <ul style="list-style-type: none"><li>- Consultant and project coordinator for Prof. Carlos Winograd (Paris School of Economics and University of Paris-Saclay) research and consulting specialized on antitrust, regulation and strategy in Latin America.</li><li>- Experience in cases such as: merger analysis (including the largest merger in Argentina's history), telco/media strategy and regulation consulting for LATAM conglomerate and international organizations, telecom law advocacy in Uruguay, spectrum auction consulting in Argentina, banking and payment regulation advocacy for leading Brazilian fintech, energy sector investment project and regulation analysis for oil &amp; gas multinational, gaming industry strategic consulting for Spanish company, among others.</li></ul> |   |
| <b>FUNDACIÓN LÚMINIS</b><br><u>Executive Director – Board Member</u>   | <b>Buenos Aires, Argentina</b><br>Aug. 2016 – Mar. 2022                   |
| <ul style="list-style-type: none"><li>- Led, coordinated, and supervised a team of 6+ members in different programs related to education policy.</li><li>- Responsible for public relations with other NGO's, governments -national, local, and legislative- and other stakeholders. Led public policy projects and advocacy, such as education financing or teachers training.</li><li>- Selected to lead Primero Educación, network of +35 NGO's focused on education advocacy (2017-2020).</li></ul>  |   |
| <u>Administrative Manager</u>  | Jul. 2013 – Aug. 2016   |
| <ul style="list-style-type: none"><li>- In charge of administrative procedures, including accounting and legal. Collaborate in public policy projects.</li></ul>   |   |
| <b>¡VIVA LA PEPA! – FM CONCEPTO 95.5</b><br><u>Radio Program Economics Commentator</u>   | <b>Buenos Aires, Argentina</b><br>Feb. 2013 – Dic. 2017                   |
| <b>INVESTOR TOOLBOX</b><br><u>Investment Project Analyst</u>   | <b>Buenos Aires, Argentina</b><br>Jun. 2012 – Jul. 2013                   |

## TEACHING EXPERIENCE

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| <b>UNIVERSITY OF TORCUATO DI TELLA (UTDT)</b><br><u>Business School Full Time Professor</u>  | <b>Buenos Aires, Argentina</b><br>Jan. 2024 – Present   |
| <ul style="list-style-type: none"><li>- Business Economics (MBA): 2024 - Present</li><li>- Business Administration II (Bachelor of Business Administration): 2016 – Present</li></ul>                                |   |
| <u>Business School Undergraduate Programs Subdirector</u>  | Feb. 2024 – Present                                     |
| <ul style="list-style-type: none"><li>- In charge of curriculum, recruiting and development of new initiates for the Bachelor's in Business Economics and Business Administration.</li></ul>                         |   |
| <u>Visiting Professor</u>  | Aug. 2016 – Dec. 2023                                   |
| <ul style="list-style-type: none"><li>- Decision Theory (Bachelor of Business Economics): 2017</li></ul>   |   |
| <b>BUENOS AIRES INSTITUTE OF TECHNOLOGY (ITBA)</b><br><u>Associate Professor</u>   | <b>Buenos Aires, Argentina</b><br>Sep. 2022 – Dec. 2023 |
| <ul style="list-style-type: none"><li>- Micro and Macroeconomics (MBA-Master in Fintech): 2022-2023 (with Hernan Lacunza)</li><li>- Game Theory (Business School elective ): 2023 (with Andrés de la Cruz)</li></ul> |   |

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| <b>UCEMA EXECUTIVE EDUCATION (UCEMAX)</b><br><u>“Digital Platform Strategy” Lecturer</u>  | <b>Buenos Aires, Argentina</b><br>Jul. 2022 – Dec. 2023 |
| <b>UADE BUSINESS SCHOOL (UBS)</b><br><u>Associate Professor</u>   | <b>Buenos Aires, Argentina</b><br>Oct. 2019 – Dec. 2022 |
| - Industrial Organization (Master’s in Applied Economics): 2019 – 2022<br>- Consumer Theory & Game Theory (Master’s in Applied Economics): 2020 – 2022<br>- Economics and Decision Making (MBA/Specialization-Master’s in Finance): 2021 – 2022 |   |
| <b>UNIVERSITY OF SAN ANDRÉS (UDESA)</b><br><u>Teaching Assistant</u>  | <b>Buenos Aires, Arg.</b><br>Aug. 2014 – Dic. 2016      |

#### ACADEMIC EXPERIENCE

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| <b>IESE BUSINESS SCHOOL</b><br><u>Global Executive Master’s in Business Administration (GEMBA)</u> | <b>Barcelona, New York, Munich, Silicon Valley, Sao Paulo, Singapore</b><br>Apr. 2022-Sep. 2023 |
| <b>UNIVERSITY TORCUATO DI TELLA (UTDT)</b><br><u>LLM in Law and Economics (thesis pending)</u>     | <b>Buenos Aires, Argentina</b><br>Mar. 2015 – Dec. 2016   |
| <b>UNIVERSITY OF SAN ANDRÉS (UDESA)</b><br><u>Master’s in Economics</u>                            | <b>Buenos Aires, Arg.</b><br>Sept. 2013 – Dec. 2014   |
| <b>UNIVERSITY OF SAN ANDRÉS (UDESA)</b><br><u>Bachelor’s in Economics</u>                          | <b>Buenos Aires, Arg.</b><br>Mar. 2008 – Jun. 2012  |

#### PROFESSIONAL/EXECUTIVE EDUCATION PROGRAMS

- Economics of Energy and the Environment, Energy Institute at Hass, UC Berkeley, 09/2021, Online.
- 5G: Understanding Main Policy Challenges, FSR C&M/FCP European University Institute, 11-12/2020, Online.
- Energy Policy in Argentina, UTDT, 07/2020, Online.
- Teaching with Cases (part I), Harvard Business School, 06/2019, MA, USA.
- Quantitative Methods for Competition Analysis, Barcelona Graduate School of Economics, 05/2018, Spain.
- Competitive Effects of Horizontal Mergers, Barcelona Graduate School of Economics, 10/2017, Spain.
- Advance Antitrust Program, UTDT, 08-11/2017, CABA (Argentina).
- Public Policy Impact Evaluation, CEDLAS, 04/2016, La Plata (Argentina).
- Financial Modeling, Comparables, Merger, and LBO Analysis, Training The Street, 03/2013, NYC, USA.

#### SELECTED PUBLICATIONS/PRESENTATIONS

- DAN▽MICS Blog: *Dynamic Markets* (<https://dynamicmarkets.substack.com/>)
- “Conectividad & Telecomunicaciones Una nueva agenda regulatoria sectorial”, Jornadas Internacionales 2023 ATVC, 03/10/2023.
- “Argentina y la necesidad de crecer: el vínculo entre la micro y la macro”, with F. Couto and E. Santilli, Análisis Económico, 20/09/2023.
- “Blockchain for Sustainability: Ground Zero”, Orteu et al., UNDP-Dynamics-Ecohouse whitepaper, 05/2023.
- “Conectividad y Telco: De la incertidumbre al crecimiento sostenido.”, El Futuro es TIC, 26/04/2023.
- “Política de competencia y fragilidad institucional en Argentina. Modificaciones 2021” with C. Winograd, Foco Económico, 04/2021.
- “Internet Battles: El conflicto entre agregadores y productores de contenido”, with C. Winograd & G. Besanson, Foco Económico, 09/2016.
- “Braun and Joy meet Bak and Chen. Self-organized criticality in a small open economy” with S. Cámara & J. Mejalenko, AAEP, 2015.

#### PERSONAL

**Languages:** Spanish – native language, English – advanced, bilingual (IGCSE, IB Bilingual Diploma, IELTS lvl. 8).  
**IT skills:** Office (advanced), Stata (average) y Latex (average).  
**Other interests and activities:** Reading, Trekking, Skiing, Swimming, Origami.