

Iñigo Gallo

Assistant Professor of Marketing
IESE Business School
igallo@iese.edu
Av. Pearson 21 08034 Barcelona

EDUCATION

PhD, UCLA Anderson School of Management, 2013.
MBA, IESE Business School, 2007.
B.S., Business and Economics, University of Barcelona, 2002.

REFEREED PUBLICATIONS AND BOOK CHAPTERS

The Heart and the Head: On Choosing Experiences Intuitively and Possessions Deliberatively, with Sanjay Sood, Thomas Mann, and Tom Gilovich (2017). *Journal of Behavioral Decision Making*, 30 (3), 754-768.

Experiential Product Framing and Its Influence on the Creation of Consumer Reviews, with Claudia Townsend and Inés Alegre (2019). *Journal of Business Research*, 98, 177-190.

Consumers' Pursuit of Material and Experiential Purchases: A Review, with Tom Gilovich (2020). *Consumer Psychology Review*, 3 (1), 1–14.

Price-Denomination Effect: Choosing to Pay with Denominations that Match Product Price. Elena Reutskaja, Jeremiah Iyamabo, Priya Raghurir, and Iñigo Gallo (2020). *Frontiers in Psychology*.

Reminiscing on Self-Brand Connections: Differentiating Experiential versus Symbolic Origins, with Jennifer Edson Escalas and Tarje Gaustad (2019), in *Handbook of Research on Identity Theory in Marketing*, eds. Mark Forehand and Americus Reed, Cheltenham, UK: Edward Elgar Publishing.

CURRENT RESEARCH PROJECTS

Alexa or Alexis?: Whose Input Do People Want When Making Experiential and Material Purchases?, with Tom Gilovich. Invited resubmission at *Journal of Consumer Psychology*.

The Advertising of Experiences: Transportation and Narrative Consistency, with Sanjay Sood and Jennifer Escalas. Under review at the *Journal of Advertising*.

The Positive Impact of Uncertainty on the Evaluation of Experiential Purchases, with Tom Gilovich. Preparing for resubmission.

How Product Automation Transforms Experiential Product Value: Development of a Conceptual Framework and Propositions for Future Research, with Steve Hoeffler, Sven Feurer, Colbey Reid, and Patrick Kremer.

NON-REFEREED PUBLICATIONS

La fiebre del oro del “marketero” moderno (2020), Iñigo Gallo. Harvard Deusto Marketing y Ventas, N° 302. [The gold rush of the modern marketer].

Creando campañas de marketing experiencial de éxito (2020), Iñigo Gallo y Albert Valentí. Harvard Deusto Marketing y Ventas, N° 159, pp 14-21. [Building successful experiential marketing campaigns].

Caso BMW: De Poseer a Vivir. Veinte años conduciendo experiencias (2018), González, Jorge; Gallo, Iñigo; Foncillas, Pablo. Harvard Deusto Marketing y Ventas, N° 150, 2018, pp 42-49. [The BMW case: from owning to living. 20 years driving experiences].

Selling Experiences to Connect With Consumers (2017), Iñigo Gallo and Claudia Townsend, IESE Insight Review.

Beyond the Product: Designing Customer Experiences (2013), Inigo Gallo and Jolie Matthews, Marketing Science Institute. Summarizes the proceedings of MSI’s conference held February 19-20, 2013, in Stanford, California.

Effective Marketing Spending (2010), Inigo Gallo and Marijke Wouters, Marketing Science Institute. Summarizes the proceedings of MSI’s conference held March 2-3, 2010, in Los Angeles, California. MSI 10-301

New Art and Science of Branding (2010), Inigo Gallo and Erika Paulson, Marketing Science Institute, 2010. Summarizes the proceedings of MSI’s conference held September 15-16, 2009, in San Francisco, California. MSI 10-300

Mind the Gap: New Approaches to Understanding Customer Decision-Making (2009), Inigo Gallo and Dante Pirouz. Marketing Science Institute, 2009. Summarizes the proceedings of MSI’s conference held February 10-12, 2009, in San Diego, California. MSI 09-301

CONFERENCE PUBLICATIONS AND TALKS

Iñigo Gallo, Lily Jampol, Alberto Rampullo, and Tom Gilovich (2018), “*Surprise! The Positive Impact of Uncertainty on the Evaluation of Experiential Purchases*”, Association of Consumer Research, Dallas.

Iñigo Gallo, Sanjay Sood, Jennifer Escalas (2016), “*Transported through Time: The Narrative Processing of Experiential Purchases*”, Society for Consumer Psychology, Annual Conference in St Pete Beach, FL.

Iñigo Gallo, Sanjay Sood, Thomas Mann, and Thomas Gilovich (2015), “*The Heart and the Head: on Choosing Experiences Intuitively and Possessions Deliberatively*”, in NA -

Advances in Consumer Research Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, Pages: 127-131.

Iñigo Gallo, Sanjay Sood, and Kathryn Mercurio (2013), "*The Advertising of Experiences: Narrative Processing and the Importance of Consistency*", in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research.

Iñigo Gallo and Sanjay Sood (2013), "*Framework For the Evaluation of Experiences Before Consumption: Self, Vividness, and Narrative*", in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Iñigo Gallo and Claudia Townsend (2013), "*The Effects of Framing Products As Experiences on the Creation and Use of Consumer Reviews*", in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Iñigo Gallo and Claudia Townsend (2013), "*The Effects of Framing Products as Experiences on the Creation and Use of Consumer Reviews*" Society for Consumer Psychology, Annual Conference, San Antonio, TX

Iñigo Gallo and Claudia Townsend (2013), "*Experiences and Word-of-Mouth: The implications of framing products as experiences on consumer information search*", Advertising and Consumer Psychology, San Diego.

Iñigo Gallo and Sanjay Sood (2012), "*Choosing an Experience Over a Product: Uncertainty, Holistic Processing, and Price Sensitivity*", in NA - Advances in Consumer Research Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, Pages: 1073-1074.

Iñigo Gallo and Sanjay Sood (2012), "*Evaluation of Experiences Prior to Choice*," University of Houston Doctoral Consortium, Houston.

REVIEW SERVICE

Journal of Business Research
Journal of Public Policy and Marketing
SAGE
Journal of Consumer Psychology
Journal of International Psychology

CASE STUDIES AND TECHNICAL NOTES

Anytime Fitness: Getting Online Marketing in Shape (2020). Angela Jiang Wang and Iñigo Gallo.

Firemadillo SCRPT: A Software to Revolutionize the Movie Industry (2020). Lorenzo Panlilio and Iñigo Gallo.

How to Write a Killer Marketing Plan (2020). Iñigo Gallo.

FileAway and GoQuickly.com: Advertising in the Super Bowl (2019). Iñigo Gallo, Jorge González, Mario Capizzani, and Lorenzo Panlilio, IESE M-1374-E.

Visualfy: Improving the Quality of Life of an Invisible Community (2017). Iñigo Gallo, José A. Segarra, IESE M-1359-E

Genuinus: Using Digital Marketing to Sell Fresh Food Online, (2015). Iñigo Gallo, Erik Liepmann, and Javier Segarra, IESE M-1338-E.

Círculo de Lectores: A reader's club in the Amazon era? (2015). Iñigo Gallo, José A. Segarra, IESE M-1337-E.

David Versus Goliath: Commercial Decisions at La Fageda, (2014). Iñigo Gallo, José A. Segarra, IESE M-1321-E.

Repositioning Royco Minute Soup: Evaluating a Word-of-Mouth Campaign, (2014). Iñigo Gallo, Harmjan Oldenbeuving, IESE M-1320-E.

Benati Sun Care, (2014) Iñigo Gallo, José A. Segarra, IESE M-1318-E.

éco-Intégral: Integrated Waste Management, (2014) Iñigo Gallo, José A. Segarra, IESE M-1314-E.

CORPORATE TALKS

Retail and Consumer Trends, at BilbaoDendak El Futuro del Comercio Local, Bilbao, October 2019.

Internationalization, at Think Big, Think Global, organized by Google, Athens, December 2018.

Reinvigorating your Sales Effort, at Programa B-Ready, Barcelona, June 2016.

Marketing and Selling Experiences, at Atrápalo, Barcelona, July 2015.

Renewing the Commercial Effort: How to Improve the Sales Process and the Management of Sales Teams, at ANFEC (Asociación Nacional de Fabricantes de Etiquetas en Continuo), Málaga, May 2014.

Experiential Marketing: The 4 Pillars of an Excellent Experiential Marketing Campaign, at Harley-Davidson Motor Company (Customer Experience team), Milwaukee, November 2012

PROFESSIONAL EXPERIENCE

Lecturer in the Marketing Department, Universitat Internacional de Catalunya, 2007-2008
Management Consultant, EVERIS, Barcelona, 2002-2005
Board Member at Plásticos Kompuestos (from 2019)
Board Member at Fundación La Fageda (from 2019)
Member of the Advisory Board at Robin Good (from 2018)

TEACHING

Marketing Management and Implementation (Marketing Core Class): in the MBA program and in executive education programs.
Non-traditional Marketing (MBA elective).
Consumer behavior (PhD Seminar)

SERVICE

Mentor and Program Leader, Tilden Study Center, 2008-2013
Class President, Class of 2007, IESE Business School
Member of the IESE Consumer Club (from 2014)
Mentor in the MBA program (from 2013)