

ALBERT VALENTI

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RESEARCH INTERESTS

Customer analytics, marketing resource allocation, digital marketing, omnichannel marketing, field experimentation.

ACADEMIC EMPLOYMENT

Assistant Professor in Marketing	IESE Business School	2018 - Present
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EDUCATION

PhD in Marketing	Boston University, Questrom School of Business <i>Dissertation: Assessing Marketing Resource Allocation in Retail</i> <i>Committee: Shuba Srinivasan, Monic Sun, Gokhan Yildirim</i>	2013 - 2018
MBA	IESE Business School <i>MBA Exchange Program, CEIBS (Shanghai, China)</i>	2010 - 2012 Fall 2011
MSc Industrial Engineering	UPC - BarcelonaTech <i>Master's Thesis in Exchange program, KTH (Stockholm, Sweden)</i> <i>Exchange program, INSA Lyon (Lyon, France)</i>	2002 - 2007 Spring 2007 2005 - 2006

ACADEMIC AWARDS

Finalists of the Robert D. Buzzell MSI Best Paper Award, 2022.

Awarded a research grant from the Spanish Ministry of Science and Innovation, 2021 (€74,197).

Awarded a research grant by The Social Trends Institute, 2020 (\$30,000).

Selected for the Professors Institute organized by Brierley Institute for Customer Engagement and Marketing EDGE, 2019.

Winner of the Gary Lilien ISMS-MSI Practice Prize Award, 2018: <http://lilienpracticeprizevideos.org/category/2018>

Winner of the AMA-EBSCO Answers in Action Grant initiative, 2017 (\$7,250).

Awarded the WCAI dataset "Customer and Employee Satisfaction in Repeat Retail Transactions," 2016.

Awarded the WCAI dataset "Understanding, Expanding, and Predicting Customer Engagement," 2014.

Graduate Fellowship, Boston University, 2013-2018.

INDUSTRY EXPERIENCE

Consulting

Indaru, Data and media advisors, 2022-2023.

Advice in the development of marketing models, e.g., sales prediction, marketing resource allocation.

Europraxis Consulting, management consulting, 2007-2010.

Collaborated in projects in Telecom, Banking, and FMCG in Czech Republic, Mexico, Spain, and Morocco.

Entrepreneurship

BizAway, Business travel, 2018-present.

Advisor.

BidAway, Online marketplace of high-end leisure packages, 2011-2020.

Co-Founder and Head of Business Development.

Participated in 500 Startups accelerator (Batch 8).

Expert Witness

Hired by a software developer company to develop a report and testify in court to estimate the sales of another software company in a multimillion-euro trial, 2023-2024.

Marketing

Brand Manager intern, Grupo Leche Pascual, 2011.

Industry Studies

“Experimentation for Programmatic Advertising Decision-Making” at the 2017 Programmatic Round Table of the Volkswagen Group (Wolfsburg, Germany).

“Direct Mail to Prospects and Email to Current Customers? Managing Multichannel Marketing for L’Occitane” at the 2016 Wharton Business School WCAI Research Summit (Philadelphia, USA).

Publications

Valenti, A., Srinivasan, S., Yildirim, G., & Pauwels, K. (2024). Direct Mail to Prospects and Email to Current Customers? Modeling and Field-Testing Multichannel Marketing for Multinational Retailers. *Journal of the Academy of Marketing Science*, 52, 815–834. <https://doi.org/10.1007/s11747-023-00962-2>

- We quantify own- and cross-channel effects of email and direct mail by customer value levels and countries.
- Winner of the Gary Lilien ISMS-MSI Practice Prize Award 2018: <http://lilienpracticeprizevideos.org/category/2018>

Valenti, A., Yildirim, G., Vanhuele, M., Srinivasan, S., & Pauwels, K. (2023). Advertising’s sequence of effects on consumer mindset and sales: A comparison across brands and product categories. *International Journal of Research in Marketing*, 40(2), 435-454. <https://doi.org/10.1016/j.ijresmar.2022.12.002>

- We show that sequentiality in advertising effects holds up well. Importantly, the sequence varies across brands, with the predominant one being Advertising → Affect → Cognition → Experience → Sales.
- Finalists of the 2022 Robert D. Buzzell MSI Best Paper Award.

Stremersch, S., Gonzalez, J., Valenti, A., & Villanueva, J. (2023). The value of context-specific studies for marketing. *Journal of the Academy of Marketing Science*, 51(1), 50-65. <https://doi.org/10.1007/s11747-022-00872-9>

- We (1) provide a more nuanced system of beliefs for marketing scholarship to adopt in favor of specificity; (2) offer recommendations when developing and publishing context-specific studies; (3) review successful examples from the prior literature; and (4) propose implications for scholars.

WORKING PAPERS

“Combing Ad Targeting Techniques: Evidence From a Field Experiment in the Auto Industry,” with Chadwick Miller & Catherine Tucker.

- We investigate how retargeting meshes with more traditional techniques of contextual targeting online, and in turn how that should affect ad content.
- Under 2nd round review at *Management Science*.

“Shopping Distancing: The Impact of COVID-19 on Shopping Destination Choices,” with Víctor Martínez de Albéniz.

- We analytically predict and empirically show that with an increase in travel cost customers that are far from the shopping destination reduce their visits, while consumers that are close increase their visits.
- Under review at *Production and Operations Management*.
- Available at: https://blog.iese.edu/martinezdealbeniz/files/2021/09/Shopping_Distancing_web.pdf

“The Impact of National-Populist Election Victories on Advertising and Price Promotion Effectiveness: A Comparative Analysis of Foreign and Domestic Brands,” with Chadwick Miller, Daniel Brannon, & Iñigo Gallo.

- We explore how advertising and price promotion effectiveness change differently for domestic vs foreign brands after a shock on national identity.
- Preparing for resubmission at *Journal of Marketing* (reject and resubmit).

“Adding Customer Satisfaction Dispersion to Frontline Service Models: Opportunities for Retail Service Firms,” with Sven Mikolon, Gokhan Yildirim.

- We propose and show that in addition to customer and employee satisfaction, customer satisfaction dispersion plays a critical role in converting employee-customer interactions into profit.
- Preparing for submission at *Journal of Marketing*.

IN MEDIA

“[Marketing appeals to consumers’ hearts, minds and past experiences—not necessarily in that order](#),” *IESE Insight*, 2023.

“[How Advertising Influences How We Think About Brands, Step by Step](#),” *Knowledge@HEC*, 2023.

“[Creando Campañas de Márketing Experiencial de Exito](#),” with Iñigo Gallo, *Harvard Deusto*, 2020.

“[The mistake of allocating more resources to your best customers](#),” *IESE Insight*, 2019.

“[Taking the guesswork out of cross-channel marketing](#),” *IB Knowledge*, 2019.

“[Printmailings an wertvolle Stammkunden? Besser nicht](#),” *Science Meets Practice*, 2019.

CONFERENCE PRESENTATIONS & INVITED TALKS

“*Combing Ad Targeting Techniques: Evidence From a Field Experiment in the Auto Industry.*”

1. INFORMS Marketing Science Conference 2023.

“*Shopping Distancing: The Impact of Travel Cost on Shopping Destination Choices.*”

2. Lee Kong Chian School of Business, Singapore Management University, May 2022.
3. INFORMS Marketing Science Conference 2022.

“The Hierarchy of Effects Model, Dead or Alive: Does the Hierarchy of Effects Vary across Categories and Brands?”

4. INFORMS Marketing Science Conference 2020.
5. INFORMS Marketing Science Conference 2017.

“Customer and Employee Satisfaction Effects on Cross-Buying.”

6. INFORMS Marketing Science Conference 2019.
7. Winter AMA Conference 2019.

“Direct Mail to Prospects and Email to Current Customers? Managing Multichannel Marketing for L’Occitane.”

8. Gary Lilien ISMS-MSI Practice Prize Award 2018, INFORMS Marketing Science Conference 2018.
9. Winter AMA Conference 2017. Special session on “Managing Marketing in Multinational Environment” co-organized with Shuba Srinivasan.
10. INFORMS Marketing Science Conference 2016.
11. EMAC Conference 2016. Special session on “Customer Analytics: Predicting and Managing Customers across Digital Markets” organized by Koen Pauwels.
12. EMAC Doctoral Colloquium 2016.
13. Direct/Interactive Marketing Research Summit 2015.

“How Do Review Environment Dynamics Influence Product Reviews?”

14. INFORMS Marketing Science Conference 2015.

“Reputation Dynamics: An Empirical Investigation of Boston Restaurants on Yelp.”

15. INFORMS Marketing Science Conference 2014.
16. Questrom School of Business Faculty Research Day 2014.

TEACHING

Content: Marketing Management, Digital Marketing, Marketing Research, Capstone Project.

Programs: MBA Full-time and Executive, Executive Education (PDD, In-company), PhD.

TEACHING MATERIALS

“[With an Eye on the Brand: Etnia Barcelona’s Retail Strategy](#),” with Xavier Oliver & Isaac Sastre, IESE Case M-1407.

“[Bank of Muntenia: Transforming the customer listening model](#),” with Iñigo Gallo & Felipe Mosquera, IESE Case M-1404.

“[AéroTec Systèmes and the Space Tourism Race](#),” with Mario Capizzani, Paulo Rocha & Elena Reutskaja, IESE Case M-1395.

“[Web Analytics: Demystifying Performance Marketing](#),” with Iñigo Gallo & Javi Segarra, IESE Technical Note MN-406.

“[The Captor Opportunity](#),” with Jorge Gonzalez & Ernest Mendoza, IESE Case M-1380.

“[Rappi: The Growth Dilemma](#),” with Diego Zunino & Lorenzo Panlilio, IESE Case M-1377.

“[Laboratorio Benati: Revitalizando la Línea de Medicamentos](#),” with Jose Antonio Segarra, IESE Case M-1308.

“[Telefonica Czech Republic: The Free Revolution \(B\)](#),” with Jose Antonio Segarra, IESE Case M-1307.

“[Telefonica Czech Republic: The Free Revolution \(A\)](#),” with Jose Antonio Segarra, IESE Case M-1306.

“[Jets4future and the Sale of Private Jets](#),” with Jose Antonio Segarra & Franc Sanmarti, IESE Case M-1305.

ACADEMIC SERVICE

Reviewer for *Management Science* (Impact Factor 5.4) and *Cities: The International Journal of Urban Policy and Planning* (Impact Factor 6.7).

Special session co-organizer with Shuba Srinivasan on “Managing Marketing in Multinational Environment” at Winter AMA Conference 2017.

Conference reviewer

Summer American Marketing Association 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024.

Winter American Marketing Association 2019, 2020.