

# ALBERT VALENTI

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## ACADEMIC EMPLOYMENT

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**Assistant Professor in Marketing**    IESE Business School    2018 - Present

## EDUCATION

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<b>PhD in Marketing</b>	Boston University, Questrom School of Business	2013 - 2018
<b>MBA</b>	IESE Business School <i>MBA Exchange Program, CEIBS (Shanghai, China)</i>	2010 - 2012 <i>Fall 2011</i>
<b>MSc Industrial Engineering</b>	UPC - BarcelonaTech <i>Master's Thesis in Exchange program, KTH (Stockholm, Sweden)</i> <i>Exchange program, INSA Lyon (Lyon, France)</i>	2002 - 2007 <i>Spring 2007</i> 2005 - 2006

## INDUSTRY EXPERIENCE

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### **Start-up**

Co-Founder and Head of Business Development, BidAway, 2011-Present  
Participated in 500 Startups accelerator (Batch 8).

### **Management Consultant**

Europraxis Consulting, 2007-2010.

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

### **Marketing**

Brand Manager intern, Grupo Leche Pascual, 2011.

### **Practitioner Presentations**

“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).

## RESEARCH INTERESTS

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Marketing resource allocation, marketing analytics, digital marketing, multichannel marketing, field experimentation.

## ACADEMIC AWARDS

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

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

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

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

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

2013-2018, Graduate Fellowship, Boston University.

## WORKING PAPERS

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"Direct Mail to Prospects and Email to Current Customers? Managing Multichannel Marketing for L'Occitane," with Shuba Srinivasan, Gokhan Yildirim, and Koen Pauwels.

- We quantify own- and cross-channel effects of email and direct mail at various levels of customer value and country.
- Winner of the Gary Lilien ISMS-MSI Practice Prize Award 2018.
- Under review at Marketing Science.

"The Hierarchy of Effects Model, Dead or Alive: Does the Hierarchy of Effects Vary across Categories and Brands?" with Gokhan Yildirim, Marc Vanhuele, Shuba Srinivasan, and Koen Pauwels.

- We compare a broad range of models to understand how mindset metrics intermediate the effect of advertising on sales for multiple brands across different product categories.
- Preparing manuscript for submission at Journal of Marketing.

"Customer and Employee Satisfaction Effects on Cross-Buying," with Shuba Srinivasan, and Gokhan Yildirim.

- We (1) examine whether customer and employee satisfaction present simultaneous effects on cross-buying, (2) quantify the relative magnitude of the effects of customer and employee satisfaction, and (3) evaluate whether the effects of customer and employee satisfaction depend on each other.
- Second doctoral thesis essay.

## RESEARCH IN PROGRESS

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"When Does Display Advertising Work? A Large-scale Randomized Field Experiment."

- I explore the interactions of several factors that influence the two routes from ad exposure to online conversion, one through immediate response and the other with later response.

"Impact of Product Attributes and Price Information in the Online Path-to-Purchase," with Yicheng Song.

- We identify how consumers learn about different quality and price attributes of products differently depending on their stage in the purchase funnel, and how advertising can influence this learning.

“Reputation Dynamics: An Empirical Investigation of Boston Restaurants on Yelp” with Shuba Srinivasan, and Monic Sun.  
- This research presents an empirical investigation on the role businesses have in strategically managing their quality investments over time as result of their changing reputation.

“How Do Review Environment Dynamics influence Product Reviews?”  
- I study the role that review environment dynamics plays on influencing product reviews.

## CONFERENCE PRESENTATIONS

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

1. Gary Lillien ISMS-MSI Practice Prize Award 2018, INFORMS Marketing Science Conference 2018.
2. Winter AMA Conference 2017. Special session on “Managing Marketing in Multinational Environment” co-organized with Shuba Srinivasan.
3. INFORMS Marketing Science Conference 2016.
4. EMAC Conference 2016. Special session on “Customer Analytics: Predicting and Managing Customers across Digital Markets” organized by Koen Pauwels.
5. EMAC Doctoral Colloquium 2016.
6. Direct/Interactive Marketing Research Summit 2015.

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

7. INFORMS Marketing Science Conference 2017.

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

8. Winter AMA Conference 2019.
9. INFORMS Marketing Science Conference 2017.

“How Do Review Environment Dynamics Influence Product Reviews?”

10. INFORMS Marketing Science Conference 2015.

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

11. INFORMS Marketing Science Conference 2014.
12. Questrom School of Business Faculty Research Day 2014.

## TEACHING EXPERIENCE

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### ***Instructor***

Marketing Management, MBA, IESE Business School, Fall 2018.

Marketing Research, Undergraduate course, Boston University, Fall 2016.

Marketing Management, Young Talent Program, IESE Business School, Summer 2013.

### ***Teaching Assistant***

Marketing Research, Undergraduate course, Boston University, Fall 2015.

### ***Published Cases***

Segarra, Jose Antonio, and Albert Valenti, “Telefonica Czech Republic: The Free Revolution (B),” IESE Business School Case M-1307-E.

Segarra, Jose Antonio, and Albert Valenti, “Telefonica Czech Republic: The Free Revolution (A),” IESE Business School Case M-1306-E.

Segarra, Jose Antonio, Albert Valenti, and Franc Sanmarti, "Jets4future and the Sale of Private Jets," IESE Business School Case M-1305-E.

Segarra, Jose Antonio, and Albert Valenti, "Laboratorio Benati: revitalizando la línea de medicamentos," IESE Business School Case M-1308.

## **ACADEMIC SERVICE**

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

Conference reviewer

Winter American Marketing Association 2019.

Summer American Marketing Association 2018.

Summer American Marketing Association 2017.

Event volunteer (scribe) at Marketing Science Institute Board of Trustees Meeting 2014.

Behavioral lab research assistant at Boston University Questrom School of Business 2013-2018.