

# ALBERT VALENTI

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## RESEARCH INTERESTS

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

## ACADEMIC EMPLOYMENT

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<b>Assistant Professor in Marketing</b>	IESE Business School	2018 - Present
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## 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 Fall 2011
<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 Spring 2007 2005 - 2006

## INDUSTRY EXPERIENCE

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### **Entrepreneurship**

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

### **Management Consulting**

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).

## ACADEMIC AWARDS

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Selected for the 2019 Professors Institute organized by Brierley Institute for Customer Engagement and Marketing EDGE.  
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).  
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 by customer value levels and countries.
- Winner of the Gary Lilien ISMS-MSI Practice Prize Award 2018.
- Preparing for resubmission 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.
- Revise and resubmit at Journal of Marketing.

“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.
- Finalizing analysis.

“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.

## RESEARCH IN PROGRESS

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“The Impact of COVID-19 on Customer Shopping Habits,” with Victor Martínez de Albéniz.

- We study the impact of the COVID-19 on consumer shopping behavior. We characterize choice of shopping destination, as a function of where they live, sociodemographic conditions, and shopping options.

“The Economics of Gifts in Omnichannel Transactions,” with Diego Aparicio.

- We quantify customer response to different innovative promotional actions used by digital platforms.

“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.

“How Do Review Environment Dynamics influence Product Reviews?”

- I study the role that review environment dynamics plays on influencing product reviews.

## IN MEDIA

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

- [“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.

“[Creando Campañas de Márketing Experiencial de Exito,](#)” with Inigo Gallo, Harvad Deusto 2020.

## CONFERENCE PRESENTATIONS

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

1. Gary Lilien 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 2020.
8. INFORMS Marketing Science Conference 2017.

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

9. INFORMS Marketing Science Conference 2019.
10. Winter AMA Conference 2019.

“How Do Review Environment Dynamics Influence Product Reviews?”

11. INFORMS Marketing Science Conference 2015.

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

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

## TEACHING EXPERIENCE

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### ***Instructor***

Capstone Project: Pangea The Travel Store

- Full-time MBA, Winter 2020
- Executive MBA, Winter 2020

Marketing Management

- Full-time MBA, Fall 2018, 2019
- Executive MBA, Fall 2019

Undergraduate (Boston University) - Marketing Research, Fall 2016.

Young Talent Program - Marketing Management, Summer 2013.

## TEACHING MATERIALS

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

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

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

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

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

“The Captor Opportunity,” with Jorge Gonzalez, IESE Business School Case.

## 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

Summer American Marketing Association 2017, 2018, 2019.

Winter American Marketing Association 2019, 2020.

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.