

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

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 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.

INDUSTRY EXPERIENCE

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).

Publications

“The Value of Context-specific Studies for Marketing,” with Stefan Stremersch, Jorge Gonzalez, and Julian Villanueva.

- 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.
- Accepted for publication at the *Journal of the Academy of Marketing Science*.

WORKING PAPERS

“Advertising’s Sequence of Effects on Consumer Mindset and Sales: A Comparison Across Brands and Product Categories,” with Gokhan Yildirim, Marc Vanhuele, Shuba Srinivasan, and Koen Pauwels.

- We show that sequentiality in advertising effects holds up well. Importantly, the sequence varies across brands, with the predominant one being affect → cognition → experience.
- Under 3rd round review at the *International Journal of Research in Marketing*.

“Direct Mail to Prospects and Email to Current Customers? Modeling and Field-Testing Multichannel Marketing for Multinational Retailers,” 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.
- Under 2nd round review at the *Journal of the Academy of Marketing Science*.

“Shopping Distancing: The Impact of Travel Cost on Shopping Destination Choices,” with Victor 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 the *Manufacturing & Service Operations Management*.

“What to Say and Where to Say It: Retargeting Effectiveness in Online Advertising,” with Chadwick Miller and 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.
- Preparing for submission at the *Journal of Marketing Research*.

RESEARCH IN PROGRESS

“On the Opportunities of Customer Satisfaction Dispersion for Service Firms,” with Sven Mikolon and 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.
- Finalizing manuscript.

“The Impact of Trump’s Election on Advertising Effectiveness,” with Chadwick Miller.

- We explore how advertising effectiveness changes differently for domestic vs foreign brands after a shock on national identity.

IN MEDIA

“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

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

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

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

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

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

9. INFORMS Marketing Science Conference 2020.
10. INFORMS Marketing Science Conference 2017.

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

11. INFORMS Marketing Science Conference 2019.
12. Winter AMA Conference 2019.

“How Do Review Environment Dynamics Influence Product Reviews?”

13. INFORMS Marketing Science Conference 2015.

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

14. INFORMS Marketing Science Conference 2014.

15. Questrom School of Business Faculty Research Day 2014.

TEACHING EXPERIENCE

Marketing Management: Young Talent Program, Full-time MBA, Executive MBA, Programa de Desarrollo Directivo (PDD)

Capstone Project: Full-time MBA, Executive MBA

Marketing Research: Undergraduate (Boston University)

TEACHING MATERIALS

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

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

“[Rappi: The Growth Dilemma](#),” with Diego Zunino and 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 and Franc Sanmarti, IESE Case M-1305.

ACADEMIC SERVICE

Reviewer for Cities: The International Journal of Urban Policy and Planning (Impact Factor 5.835).

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.

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.