ALBERT VALENTI

https://www.iese.edu/faculty-research/faculty/albert-valenti/

IESE Business School, Universidad de Navarra   Office: B-418
Av. de Pearson 21, Barcelona, Spain 08034   avalenti@iese.edu

RESEARCH INTERESTS

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

ACADEMIC EMPLOYMENT

Assistant Professor in Marketing   IESE Business School   2018 - Present

EDUCATION

PhD in Marketing   Boston University, Questrom School of Business   2013 - 2018
Dissertation: Assessing Marketing Resource Allocation in Retail
Committee: Shuba Srinivasan, Monic Sun, Gokhan Yildirim

MBA   IESE Business School   2010 - 2012
MBA Exchange Program, CEIBS (Shanghai, China)   *Fall 2011*

MSc Industrial Engineering   UPC - BarcelonaTech   2002 - 2007
Master's Thesis in Exchange program, KTH (Stockholm, Sweden)   *Spring 2007*
Exchange program, INSA Lyon (Lyon, France)   *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

Consulting

Indaru, Data and media advisors, 2022-present.
>   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).

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.*
>   - 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 Adverting → Affect → Cognition → Experience → Sales.

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

"Shopping Distancing: The Impact of COVID-19 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*.
- Available at: https://blog.iese.edu/martinezdealbeniz/files/2021/09/Shopping_Distancing_web.pdf

"Combing Ad Targeting Techniques: Evidence From a Field Experiment in the Auto Industry," with Chadwick Miller, Catherine Tucker.
- 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.
- Under review at *Management Science*.

RESEARCH IN PROGRESS

"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 the *Journal of Marketing*.

"Thank You Mr. President: Asymmetric Effects of Advertising for Domestic vs. International Brands After a National Election," with Chadwick Miller, Daniel Brannon.
- We explore how advertising effectiveness changes differently for domestic vs foreign brands after a shock on national identity.

IN MEDIA

"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, *Harvard Deusto*, 2020.

CONFERENCE PRESENTATIONS

"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," con Xavier Oliver, Isaac Sastre, draft version.
"Bank of Muntenia: Transforming the customer listening model," con 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 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, 2021, 2022, 2023.
    Winter American Marketing Association 2019, 2020.
Scribe at Marketing Science Institute Board of Trustees Meeting 2014.