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EDUCATION

PhD, UCLA Anderson School of Management, 2013.
MBA, IESE Business School, 2007.
B.S., Business and Economics, University of Barcelona, 2002.

REFEREED PUBLICATIONS AND BOOK CHAPTERS

The Heart and the Head: On Choosing Experiences Intuitively and Possessions Deliberatively, with Sanjay Sood, Thomas Mann, and Tom Gilovich (2017). *Journal of Behavioral Decision Making*, 30 (3), 754-768.

Experiential Product Framing and Its Influence on the Creation of Consumer Reviews, with Claudia Townsend and Inés Alegre (2019). *Journal of Business Research*, 98, 177-190.

Reminiscing on Self-Brand Connections: Differentiating Experiential versus Symbolic Origins, with Jennifer Edson Escalas and Tarje Gaustad (2019), in *Handbook of Research on Identity Theory in Marketing*, eds. Mark Forehand and Americus Reed, Cheltenham, UK: Edward Elgar Publishing.

Consumers' Pursuit of Material and Experiential Purchases: A Review, with Tom Gilovich (2020). *Consumer Psychology Review*, 3 (1), 1–14.

Price-Denomination Effect: Choosing to Pay with Denominations that Match Product Price. Elena Reutskaja, Jeremiah Iyamabo, Priya Raghurir, and Iñigo Gallo (2020). *Frontiers in Psychology*.

The Differential Impact of Uncertainty on the Evaluation of Material and Experiential Purchases, with Chadwick Miller, Nasir Haghighi, and Tom Gilovich (Forthcoming). *Marketing Letters*.

Transported through Time: The Narrative Processing of Experiential Purchases, with Jennifer Edson Escalas and Sanjay Sood (Forthcoming). *Journal of the Association for Consumer Research*.

NON-REFEREED PUBLICATIONS

La fiebre del oro del “marketero” moderno (2020), Iñigo Gallo. Harvard Deusto Marketing y Ventas, Nº 302. [The gold rush of the modern marketer].

Creando campañas de marketing experiencial de éxito (2020), Iñigo Gallo y Albert Valentí. Harvard Deusto Marketing y Ventas, N° 159, pp 14-21. [Building successful experiential marketing campaigns].

Caso BMW: De Poseer a Vivir. Veinte años conduciendo experiencias (2018), González, Jorge; Gallo, Iñigo; Foncillas, Pablo. Harvard Deusto Marketing y Ventas, N° 150, 2018, pp 42-49. [The BMW case: from owning to living. 20 years driving experiences].

Selling Experiences to Connect With Consumers (2017), Iñigo Gallo and Claudia Townsend, IESE Insight Review.

Beyond the Product: Designing Customer Experiences (2013), Inigo Gallo and Jolie Matthews, Marketing Science Institute. Summarizes the proceedings of MSI's conference held February 19-20, 2013, in Stanford, California.

Effective Marketing Spending (2010), Inigo Gallo and Marijke Wouters, Marketing Science Institute. Summarizes the proceedings of MSI's conference held March 2-3, 2010, in Los Angeles, California. MSI 10-301

New Art and Science of Branding (2010), Inigo Gallo and Erika Paulson, Marketing Science Institute, 2010. Summarizes the proceedings of MSI's conference held September 15-16, 2009, in San Francisco, California. MSI 10-300

Mind the Gap: New Approaches to Understanding Customer Decision-Making (2009), Inigo Gallo and Dante Pirouz. Marketing Science Institute, 2009. Summarizes the proceedings of MSI's conference held February 10-12, 2009, in San Diego, California. MSI 09-301

CONFERENCE PUBLICATIONS AND TALKS

Iñigo Gallo and Domènec Melé (2023), *The Intrinsic Value of Human Work*, 22nd International Symposium on Ethics, Business and Society, Barcelona.

Iñigo Gallo and Tom Gilovich (2020), *Alexa or Alexis?: Whose Input Do People Want When Making Experiential and Material Purchases?*, Association of Consumer Research, Paris.

Iñigo Gallo, Lily Jampol, Alberto Rampullo, and Tom Gilovich (2018), “*Surprise! The Positive Impact of Uncertainty on the Evaluation of Experiential Purchases*”, Association of Consumer Research, Dallas.

Iñigo Gallo, Sanjay Sood, Jennifer Escalas (2016), “*Transported through Time: The Narrative Processing of Experiential Purchases*”, Society for Consumer Psychology, Annual Conference in St Pete Beach, FL.

Iñigo Gallo, Sanjay Sood, Thomas Mann, and Thomas Gilovich (2015), “*The Heart and the Head: on Choosing Experiences Intuitively and Possessions Deliberatively*”, in NA - Advances in Consumer Research Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, Pages: 127-131.

Iñigo Gallo, Sanjay Sood, and Kathryn Mercurio (2013), *"The Advertising of Experiences: Narrative Processing and the Importance of Consistency"*, in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research.

Iñigo Gallo and Sanjay Sood (2013), *"Framework For the Evaluation of Experiences Before Consumption: Self, Vividness, and Narrative"*, in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Iñigo Gallo and Claudia Townsend (2013), *"The Effects of Framing Products As Experiences on the Creation and Use of Consumer Reviews"*, in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Iñigo Gallo and Claudia Townsend (2013), *"The Effects of Framing Products as Experiences on the Creation and Use of Consumer Reviews"* Society for Consumer Psychology, Annual Conference, San Antonio, TX

Iñigo Gallo and Claudia Townsend (2013), *"Experiences and Word-of-Mouth: The implications of framing products as experiences on consumer information search"*, Advertising and Consumer Psychology, San Diego.

Iñigo Gallo and Sanjay Sood (2012), *"Choosing an Experience Over a Product: Uncertainty, Holistic Processing, and Price Sensitivity"*, in NA - Advances in Consumer Research Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, Pages: 1073-1074.

Iñigo Gallo and Sanjay Sood (2012), *"Evaluation of Experiences Prior to Choice,"* University of Houston Doctoral Consortium, Houston.

REVIEW SERVICE

International Journal of Research in Marketing
International Journal of Psychology
Journal of the Association of Consumer Research
Journal of Behavioral Decision Making
Journal of Business Research
Journal of Public Policy and Marketing
SAGE
Journal of Consumer Behavior
Journal of Consumer Psychology
Journal of International Psychology
Marketing Letters
Psychology and Marketing

CASE STUDIES AND TECHNICAL NOTES

Bank of Muntenia: Transforming the Customer Listening Model (2023). Albert Valentí and Iñigo Gallo.

DurvisTech and Carla Falcón: Fixing a sales-team (2021). Angela Jiang Wang and Iñigo Gallo. IESE M-1385-E.

INSITE: Simplified Big Data (2021). Paloma Sendagorta, Iñigo Gallo, and Angela Jian Wang. IESE, M-1384-E.

Content Marketing: What It Is and How to Do It Well (2021). Iñigo Gallo, Angela Jiang Wang, and Javier Segarra. IESE MN-407-E.

Anytime Fitness: Getting Online Marketing in Shape (2021). Angela Jiang Wang and Iñigo Gallo. IESE M-1381-E.

Firemadillo SCRPT: A Software to Revolutionize the Movie Industry (2020). Lorenzo Panlilio and Iñigo Gallo. IESE M-1389-E.

Web Analytics: Demystifying Performance Marketing (2020). Iñigo Gallo, Albert Valentí, and Javier Segarra. IESE MN-406-E.

How to Write a Killer Marketing Plan (2020). Iñigo Gallo. IESE MN-404-E.

FileAway and GoQuickly.com: Advertising in the Super Bowl (2019). Iñigo Gallo, Jorge González, Mario Capizzani, and Lorenzo Panlilio, IESE M-1374-E.

Visualfy: Improving the Quality of Life of an Invisible Community (2017). Iñigo Gallo, José A. Segarra, IESE M-1359-E

Genuinus: Using Digital Marketing to Sell Fresh Food Online, (2015). Iñigo Gallo, Erik Liepmann, and Javier Segarra, IESE M-1338-E.

Círculo de Lectores: A reader's club in the Amazon era? (2015). Iñigo Gallo, José A. Segarra, IESE M-1337-E.

David Versus Goliath: Commercial Decisions at La Fageda, (2014). Iñigo Gallo, José A. Segarra, IESE M-1321-E.

Repositioning Royco Minute Soup: Evaluating a Word-of-Mouth Campaign, (2014). Iñigo Gallo, Harmjan Oldenbeuving, IESE M-1320-E.

Benati Sun Care, (2014) Iñigo Gallo, José A. Segarra, IESE M-1318-E.

éco-Intégral: Integrated Waste Management, (2014) Iñigo Gallo, José A. Segarra, IESE M-1314-E.

CORPORATE TALKS

Retail and Consumer Trends, at BilbaoDendak El Futuro del Comercio Local, Bilbao, October 2019.

Internationalization, at Think Big, Think Global, organized by Google, Athens, December 2018.

Reinvigorating your Sales Effort, at Programa B-Ready, Barcelona, June 2016.

Marketing and Selling Experiences, at Atrápalo, Barcelona, July 2015.

Renewing the Commercial Effort: How to Improve the Sales Process and the Management of Sales Teams, at ANFEC (Asociación Nacional de Fabricantes de Etiquetas en Continuo), Málaga, May 2014.

Experiential Marketing: The 4 Pillars of an Excellent Experiential Marketing Campaign, at Harley-Davidson Motor Company (Customer Experience team), Milwaukee, November 2012

PROFESSIONAL EXPERIENCE

Lecturer in the Marketing Department, Universitat Internacional de Catalunya, 2007-2008

Management Consultant, EVERIS, Barcelona, 2002-2005

Board Member at Plásticos Kompuestos (from 2019 to Sept 2021)

Board Member at Fundación La Fageda (from 2019)

Member of the Advisory Board at Robin Good (from 2018)

TEACHING

Marketing Management and Implementation (Marketing Core Classes): in the MBA program and in executive education programs.

Non-traditional Marketing (MBA elective).

Consumer behavior (PhD Seminar)