

ALBERT VALENTI

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

IESE Business School, Universidad de Navarra
Av. de Pearson 21, Barcelona, Spain 08034

Office: B-418
avalenti@iese.edu

RESEARCH INTERESTS

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

ACADEMIC EMPLOYMENT

Associate Professor in Marketing	IESE Business School	April 2025 - now
Assistant Professor in Marketing	IESE Business School	2018 - April 2025

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

Finalists of the Robert D. Buzzell MSI Best Paper Award, 2022: <https://www.msi.org/article/msi-announces-the-2022-robert-d-buzzell-best-paper-award/>

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

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

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

Graduate Fellowship, Boston University, 2013-2018.

INDUSTRY WORK

Expert Witness

Hired by a software developer company to prepare a report and testify in court to estimate the sales of another software company in a multimillion-euro trial, 2023-2024.

Consulting

I have advice companies in a variety of topics related to sustainable growth, customer analytics, and marketing resource allocation in a various industries including retail, healthcare, tech, and industrial, 2019-now

Europraxis Consulting, management consulting, 2007-2010.

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

Entrepreneurship

Collaborate with start-ups in various industries such as tech and retail, 2018-now.

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

Grupo Leche Pascual, Brand manager intern, 2011.

ACADEMIC PUBLICATIONS

Miller, C. J., Valenti, A., Brannon, D. C., & Gallo, I. (2026). When politics changes the game: The impact of national-populist election victories on advertising and price promotion effectiveness for foreign and domestic brands. *Journal of the Academy of Marketing Science*, 1-24. <https://doi.org/10.1007/s11747-026-01146-4>

- We hypothesize and find in two different contexts that when a national-populist candidate wins an election, the effectiveness and advertising and price promotions diminishes for foreign brands compared to domestic ones.

Valenti, A., Miller, C. J., & Tucker, C. E. (2025). Combining Ad Targeting Techniques: Evidence from a Field Experiment in the Auto Industry. *Management Science*, 71(10), 8586-8603. <https://doi.org/10.1287/mnsc.2023.02310> & <https://dadun.unav.edu/entities/publication/42d20168-b0f9-490d-9d58-c95546ddc7ee>

- We investigate how retargeting meshes with more traditional techniques of contextual targeting online and, in turn, how that should affect ad content.

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*, 52, 815–834. <https://doi.org/10.1007/s11747-023-00962-2>

- 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 Advertising → Affect → Cognition → Experience → Sales.

- Finalists of the 2022 Robert D. Buzzell MSI Best Paper Award: <https://www.msi.org/article/msi-announces-the-2022-robert-d-buzzell-best-paper-award/>

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.

PAPERS UNDER REVIEW

Valenti, A., Yildirim, Y., & Mikolon, S. (2026). The Role of Customer Satisfaction Dispersion in Frontline Service Models: Opportunities for Retail Service Firms.

- Preparing resubmission at the *Journal of the Academy of Marketing Science*.
- 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.

Valenti, A. & Martínez de Albéniz, V. (2026). Shopping Distancing: The Impact of travel costs on Shopping Destination Choices.

- Under review at *International Journal Market Research*.
- We analytically predict and empirically show that with an increase in travel cost, customers who are far from the shopping destination reduce their visits, while consumers who are close increase their visits.
- Available at: https://blog.iese.edu/martinezdealbeniz/files/2021/09/Shopping_Distancing_web.pdf

WORKING PROJECTS

“Understanding the Drivers of AI Adoption in Healthcare” with Catherine Tucker & Chadwick Miller.

- We identify effective nudges that can positively influence adoption of AI applications designed to assist doctors and healthcare staff in their interactions with patients.
- Data collection in progress.

“Remember last summer or prepare for next one? The effect of verbal tenses on purchases” with Daniel Mirny.

- We propose and experimentally test both in the lab and the field how the use of past vs future tense affects purchases.
- Finalizing data analysis.

“Product returns fast refund: how worsening customer experience can turn into higher repurchases” with Chadwick Miller.

- We explore how fast refunds of product returns affect customer repurchase rate.
- Finalizing data analysis.

“The bracketing opportunity: turning product returns into customer engagement” with Chadwick Miller.

- We explore how ecommerce companies can turn product returns in their favor.
- Finalizing data analysis.

IN MEDIA

- [“How political polarization is rewriting the marketing plan,”](#) *IESE Insight*, 2026.
- [“Rethink Your Email and Direct Mail Strategy With These Tips,”](#) Academy of Marketing Science Sparks, 2025
- [“Audience, placement, message: personalizing the marketing journey doesn’t have to be intrusive,”](#) *IESE Insight*, 2025.
- [“Advertising’s effects on Consumer Mindset & Sales,”](#) *The Up Next Podcast*, 2024
- [“Unlock #marketing success with ACE — the mindset sequence that drives sales!,”](#) *IESE Social Media Post*, 2024.
- [“Marketing appeals to consumers’ hearts, minds and past experiences—not necessarily in that order,”](#) *IESE Insight*, 2023.
- [“How Advertising Influences How We Think About Brands, Step by Step,”](#) *Knowledge@HEC*, 2023.
- [“Creando Campañas de Márketing Experiencial de Exito,”](#) with Iñigo Gallo, *Harvard Deusto*, 2020.
- [“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.

CONFERENCE PRESENTATIONS

“When politics changes the game: The impact of national-populist election victories on advertising and price promotion effectiveness for foreign and domestic brands.”

1. INFORMS Marketing Science Conference 2026, Lisbon.
2. EMAC Conference 2025, Madrid.

“Combing Ad Targeting Techniques: Evidence from a Field Experiment in the Auto Industry.”

3. INFORMS Marketing Science Conference 2023, Miami.

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

4. INFORMS Marketing Science Conference 2022, online.

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

5. INFORMS Marketing Science Conference 2020, online.
6. INFORMS Marketing Science Conference 2017, Los Angeles.

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

7. INFORMS Marketing Science Conference 2019, Rome.
8. Winter AMA Conference 2019, Austin.

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

9. Gary Lilien ISMS-MSI Practice Prize Award 2018, INFORMS Marketing Science Conference 2018, Philadelphia.
10. Special session on “Managing Marketing in Multinational Environment” co-organized with Shuba Srinivasan. Winter AMA Conference 2017, Orlando.
11. INFORMS Marketing Science Conference 2016, Shanghai.
12. Special session on “Customer Analytics: Predicting and Managing Customers across Digital Markets” organized by Koen Pauwels. EMAC Conference 2016, Oslo.
13. EMAC Doctoral Colloquium 2016, Oslo.
14. Direct/Interactive Marketing Research Summit 2015, Boston.

“How Do Review Environment Dynamics Influence Product Reviews?”

15. INFORMS Marketing Science Conference 2015, Portland.

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

16. INFORMS Marketing Science Conference 2014, Atlanta.
17. Questrom School of Business Faculty Research Day 2014, Boston.

INVITED TALKS

1. Carson College of Business, Washington State University, "Shopping Distancing: The Impact of Travel Cost on Shopping Destination Choices," October 2024.
2. Imperial College Business School, Imperial College London, "Thank You Mr. President: The Impact of National-Populist Election Victories on Marketing Effectiveness," October 2024.
3. Emlyon Business School, "Thank You Mr. President: The Impact of National-Populist Election Victories on Marketing Effectiveness," September 2024.
4. Lee Kong Chian School of Business, Singapore Management University, "Shopping Distancing: The Impact of Travel Cost on Shopping Destination Choices," May 2022.
5. Volkswagen Group, Wolfsburg, Germany, "Experimentation for Programmatic Advertising Decision-Making" at the Programmatic Round Table, October 2017.
6. IESE Business School, University of Navarra, Barcelona, Spain, "Quantifying Marketing Effectiveness for Multichannel Multinational Retailers across Customer Segments and Countries," September 2017.
7. D'Amore-McKim School of Business, Northeastern University, Boston, USA, "Quantifying Marketing Effectiveness for Multichannel Multinational Retailers across Customer Segments and Countries," July 2017.
8. WCAI Research Summit, Wharton Business School, Philadelphia, USA, "That's the Way Brand Love Grows: Role of Customer Engagement in Driving Marketing Effectiveness," March 2016.

TEACHING

Marketing Management (MBA Full-time and Executive, Executive programs PDD & PDG).

Customer Analytics (MBA)

Digital Marketing (Executive MBA, In-company)

Marketing Research (PhD).

Capstone Project (MBA Full-time and Executive).

TEACHING MATERIALS

["Marketing: A common language"](#) with Iñigo Gallo & Claire Linares, IESE Technical Note MN-433.

["MasOrange: Turning television into customer value"](#) with Carlos García Pont, IESE Case M-1444.

["Indaru: Quantifying the return on investment of marketing for Alsea"](#) with G. Goyal & T. Garitano, IESE Case M-1443.

["Atanor: Seeking the chemistry of growth"](#) with Carlos García Pont, IESE Case M-1438.

["Taller Tetuán and DreamBox: A fatal blow?"](#) with Iñigo Gallo, IESE Case M-1424.

["Deporvillage in the United Kingdom: The shopping experience dilemma,"](#) IESE Case M-1422.

["EcoMetrics: How to Price the Measurement of Sustainable Advertising"](#) with M. Markakis & T. Garitano, IESE M-1420.

["Scent-sational shift? Exploring a repositioning for Equivalenza"](#) with Iñigo Gallo & Maria Puigferrat, IESE Case M-1417.

["With an Eye on the Brand: Etnia Barcelona's Retail Strategy"](#) with Xavier Oliver & Isaac Sastre, IESE Case M-1407.

["Bank of Muntenia: Transforming the Customer Listening Model"](#) with 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 & Javi Segarra, IESE Technical Note MN-406.

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

["Rappi: The Growth Dilemma"](#) with Diego Zunino & 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"](#) with Jose Antonio Segarra, IESE Case M-1306.

["Jets4future and the Sale of Private Jets"](#) with Jose Antonio Segarra & Franc Sanmartí, IESE Case M-1305.

ACADEMIC SERVICE

Ad-hoc reviewer

Management Science (Impact Factor 5.4).

Journal of Retailing (Impact Factor 10.2).

Cities: The International Journal of Urban Policy and Planning (Impact Factor 6.7).

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

Conference reviewer

European Marketing Academy Conference

Summer American Marketing Association.

Winter American Marketing Association