



**RICARDO MONTOYA**  
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## I. EDUCATION

- Graduate School of Business, Columbia University, Ph.D. Marketing, 2008
- Graduate School of Business, Columbia University, M.Phil. Marketing 2005
- School of Engineering, University of Chile,  
Master in Operations Management 2002
- School of Engineering, University of Chile, Industrial Engineer 2002
- School of Engineering, University of Chile, Bachelor in Engineering Science 1998

## II. ACADEMIC POSITIONS

- Associate Professor, Business School of Administration,  
Pontificia Universidad Católica de Chile 2020 - Present
- Associate Professor Industrial Engineering Department,  
Universidad de Chile 2019 - 2020
- Assistant Professor, Industrial Engineering Department,  
Universidad de Chile 2008 - 2019
- Lecturer, Columbia University 2008 - 2012

## III. AREA OF SPECIALIZATION AND MAIN COURSES

- Development of methodologies to learn about consumer and firm behavior with applications to marketing, economics and operations management problems.
- Marketing: retailing, pricing, marketing/operations management interface, customer relationship management, reward programs, dynamic allocation of marketing resources, product design, eye-tracking, non-compensatory decision processes.
- Operations Management: optimal product design, feature selection, dynamic pricing, out of stocks, marketing/operations management interface.

## IV. RESEARCH

### *JOURNAL ARTICLES*

- Musalem, A., Meißner, M., Huber, J. & Montoya, R. (2021). Components of attentional effort for repeated tasks. *Journal of Behavioral Decision Making*. 34(1):99-115.



- Montoya, R. & González, C. (2019). A hidden Markov model to detect on-shelf out-of-stocks using point-of-sale data. *Manufacturing and Service Operations Management*. 21(4):932-948.
- Montoya, R. & Flores, C. (2019). Buying free rewards: the impact of a points-plus-cash promotion on purchase and reward redemption. *Marketing Letters*. 30, 107-118.
- Goic, M., Alvarez, R. & Montoya, R. (2018). The effect of house ads on multichannel sales. *Journal of Interactive Marketing*. 42, 32-45.
- Maldonado, S., López, J. & Montoya, R. (2017). Simultaneous preference estimation and heterogeneity control for choice-based conjoint via support vector machines. *Journal of the Operational Research Society*. 68 (1), 1323-1334.
- Maldonado, S., López, J. & Montoya, R. (2017). Embedded heterogeneous feature selection for conjoint analysis: a SVM approach using L1 penalty. *Applied Intelligence*. 46, 775-787.
- Correa, J., Thraves, CH. & Montoya, R. (2016). Contingent preannounced pricing policies with strategic consumers. *Operations Research*. 64 (1), 251-272.

#### **BOOK CHAPTERS**

- Montoya, R., Co-authors: Kamel Jedidi & Oded Netzer. (2016). Dynamic marketing mix allocation for long-term profitability. In *From Little's Law to Marketing Science: Essays in Honor of John D.C. Little*.

#### **WORKING PAPERS**

- "Heterogeneity in HMMs: Allowing for heterogeneity in the number of states," with Nicolás Padilla & Oded Netzer.
- "Probabilistic lexicographic models," with Kamel Jedidi and Rajeev Kohli.
- "Probabilistic choice in optimal product design," with Rajeev Kohli.

#### **WORK IN PROGRESS**

- "The effects of reward programs," with Ran Kivetz and Oded Netzer.
- "Identification of attribute non attendance using SVM," with Verónica Diaz and Sebastián Maldonado.
- "The effect of pregnancy and child birth on consumption behavior," with Verónica Diaz and Oded Netzer.
- "Disentangling the short and long-term effects of marketing actions: A HMM approach," with Eva Ascarza, Oded Netzer, and Nicolás Padilla.

### **V. SELECTED SCIENTIFIC PRESENTATIONS**

- Montoya, Ricardo (2018), "Optimal pricing of points in points plus cash reward programs," XL Marketing Science Conference, INFORMS, Temple University, Philadelphia, Pennsylvania.
- Montoya, Ricardo and Carlos Gonzalez (2017), "A hidden Markov model to detect on-shelf out-of-stocks using point-of-sales data," XXXIX Marketing Science Conference, INFORMS, University of Southern California, Los Angeles, California.
- Montoya, Ricardo and Carlos Gonzalez (2016), "A hidden Markov model to detect on-shelf



out-of-stocks using point-of-sales data,” XXXVIII Marketing Science Conference, INFORMS, Fudan University, Shanghai, China.

- Montoya, Ricardo, Andrés Musalem, and Marcelo Olivares (2015), “Stock-out detection system based on sales transaction data,” Informs Conference, Philadelphia, Pennsylvania.
- Montoya, Ricardo, Sebastián Maldonado, and Julio Lopez (2015), “Identifying relevant attributes in conjoint analysis using support vector machines,” XXXVII Marketing Science Conference, INFORMS, Johns Hopkins University, Baltimore, Maryland.
- Montoya, Ricardo, Marcelo Olivares (2013), “Empirical analysis of the effect of outof-stocks of fast-moving products on customer behavior,” XXXV Marketing Science Conference, INFORMS, Özyeğin University, Istanbul, Turkey.
- Montoya, Ricardo, Jose Correa, and Charles Thraves (2012), “Contingent Pricing Policies with Strategic Consumers,” XXXIV Marketing Science Conference, INFORMS, Boston University, Boston.
- Montoya, Ricardo, Ran Kivetz, and Oded Netzer (2011), “The Effects of Loyalty Programs,” XXXIII Marketing Science Conference, INFORMS, Rice University, Houston.
- Montoya, Ricardo, Rajeev Kohli, and Kamel Jedidi (2010), “A Probabilistic Lexicographic Model,” XXXII Marketing Science Conference, INFORMS, University of Cologne, Germany

## VI. HONORS AND AWARDS

- Teaching Excellence Award, Global MBA, University of Chile, 2012.
- Best Full-time Professor. Department of Industrial Engineering, University of Chile, 2010.
- Alden G. Clayton Doctoral Dissertation Proposal Competition, Honorable mention, 2006.
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2006
- INFORMS Marketing Science Doctoral Consortium Fellow, 2006-2007
- Rudolph Fellow, Columbia Business School, 2005
- Doctoral Fellowship, Graduate School of Business, Columbia University, 2003.
- Presidente de la Republica, Fellowship, MIDEPLAN, Chile, 2003.

## VII. OTHER RELEVANT POSITIONS AND ACTIVITIES

### ***ADMINISTRATIVE SERVICE AND CONFERENCE ORGANIZATION***

- Organizing Committee member of the 2020 University of Chile’s Management Science Workshop, Puerto Varas, Chile.
- Organizing Committee member of the 2017 University of Chile’s Management Science Workshop, Puerto Varas, Chile.
- Search and Hiring Committee, Industrial Engineering Department, University of Chile, 2017-present



- Organizing Committee member of the 2016 University of Chile's Management Science Workshop, San Pedro de Atacama, Chile.
- Advisory Board, Global MBA Program, University of Chile 2012-2016
- Director Center of Retailing (CERET), University of Chile (2011-2014)
- Elected Council Member, Industrial Engineering Department, University of Chile (2011-2015).
- Workshop Coordinator, "New Trends in Management Science and Economics", Department of Industrial Engineering, University of Chile, 2009 – 2013.

### ***INDUSTRY PROJECTS***

- "Designing a new reward program at Domino restaurant". The company is determining the key elements of its new Reward Program. 2017-2018.
- "Methodology to determine the Breakage rate for Latam Airlines", with Marcel Goic. 2015.
- "Methodology for the pricing of TV advertising", with Marcel Goic. This methodology was developed for one of the largest Chilean TV networks. 2014.
- "Methodology to generate out of stock early warnings", with Andres Musalem and Marcelo Olivares. This methodology was developed for one of the largest global retailers. 2013-2014.