

## RICARDO MONTOYA

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Industrial Engineering Department  
University of Chile

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### EDUCATION

Graduate School of Business, Columbia University, NY, USA  
Ph.D. Marketing, 2008

Graduate School of Business, Columbia University, NY, USA  
M.Phil. Marketing, 2005

School of Engineering, University of Chile, Chile  
Master in Operations Management, 2001

School of Engineering, University of Chile, Chile  
Industrial Engineer, 2000

School of Engineering, University of Chile, Chile  
Bachelor in Engineering Science, 1998

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### RESEARCH INTERESTS

Bayesian Econometrics, Dynamic Resource Allocation, Stochastic Dynamic Programming,  
Product Design.

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### ACADEMIC EXPERIENCE

UNIVERSITY OF CHILE, INDUSTRIAL ENGINEERING DEPARTMENT  
Assistant Professor (August 2008-Present)

COLUMBIA UNIVERSITY  
Lecturer (Summer 2008 – 2011)

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### JOURNAL ARTICLES

“The design of durable goods,” with Oded Koenigsberg and Rajeev Kohli (2011). *Marketing Science*, 30(1), 111-122.

“Package sizes decisions,” with Oded Koenigsberg and Rajeev Kohli (2010). *Management Science*, 56(3), 485-494.

“Dynamic allocation of pharmaceutical detailing and sampling for long-term profitability,” with Oded Netzer and Kamel Jedidi (2010). *Marketing Science*, 29(5), 909-924.

“Linear penalization support vector machines for feature selection,” with Jaime Miranda and Richard Weber (2005). *Lecture Notes in Computer Science*, 3776, 188-192.

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## **BOOK CHAPTERS**

“Dynamic marketing mix allocation for long-term profitability,” Co-authors: Kamel Jedidi and Oded Netzer. Forthcoming In *From Little's Law to Marketing Science: Essays in Honor of John D.C. Little*.

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## **WORKING PAPERS**

“Probabilistic lexicographic models,” with Kamel Jedidi and Rajeev Kohli. *R&R Marketing Science*.

“Dynamic learning in behavioral games: A hidden Markov model approach,” with Asim Ansari and Oded Netzer. Under second round review with *Quantitative Marketing and Economics*.

“Probabilistic choice in optimal product design,” with Rajeev Kohli. *Working Paper*, Columbia Business School

“On the equilibrium of preannounced policies with strategic consumers,” with José Correa and Charles Thraves. *Working Paper*, Industrial Engineering Department, University of Chile.

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## **WORK IN PROGRESS**

“The effects of reward programs,” with Ran Kivetz and Oded Netzer.

“Green Marketing,” with Oded Koenigsberg and Rajeev Kohli.

“A cross-category dynamic programming approach for complementary product choices,” with Asim Ansari and Raghu Iyengar.

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## **CONFERENCE PRESENTATIONS**

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.

- Montoya, Ricardo, Oded Netzer, and Asim Ansari (2009), "Dynamic Learning in Behavioral Games: A Hidden Markov Approach," XXXI Marketing Science Conference, INFORMS, University of Michigan, Michigan.
- Montoya, Ricardo, Rajeev Kohli, and Kamel Jedidi (2009), "A Probabilistic Lexicographic Model," XXXI Marketing Science Conference, INFORMS, University of Michigan, Michigan.
- Montoya, Ricardo, Oded Netzer, and Asim Ansari (2009), "Dynamic Learning in Behavioral Games: A Hidden Markov Approach," Marketing Dynamics Conference, University of Waikato, New Zealand.
- Montoya, Ricardo, Oded Netzer, and Kamel Jedidi (2008), "Dynamic Marketing Mix Allocation for Long-term Profitability," XXX Marketing Science Conference, INFORMS, University of British Columbia, Vancouver, Canada.
- Montoya, Ricardo, Oded Netzer, and Kamel Jedidi (2007), "Dynamic Marketing Mix Allocation for Long-term Profitability," Marketing Dynamics Conference, University of Groningen, The Netherlands.
- Montoya, Ricardo, Oded Netzer, and Kamel Jedidi (2007), "Dynamic Marketing Mix Allocation for Long-term Profitability," XXIX Marketing Science Conference, INFORMS, Singapore Management University, Singapore.
- Montoya, Ricardo, Oded Netzer, and Kamel Jedidi (2006), "Managing Customers through Marketing Mix Allocation for Long-term Profitability," XXVIII Marketing Science Conference, INFORMS, University of Pittsburgh, Pittsburgh, Pennsylvania.
- Montoya, Ricardo, and Richard Weber (2002), "Penalized Support Vector Machines," XI Latin-Ibero-American Conference on Operations Research and Systems, Concepción, Chile.
- Varas, Samuel, and Ricardo Montoya (2002), "Optimal Attorneys' Allocation," XI Latin-Ibero-American Conference on Operations Research and Systems, Concepción, Chile.

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## HONORS AND AWARDS

- 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.
- Remarkable Student, School of Engineering, University of Chile, 1997- 2000. (top 5% of 4,000 students).
- Remarkable Student, Industrial Engineering Department, School of Engineering, University of Chile, 2000 -2001.
- Junior instructor grant, School of Engineering, University of Chile.

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## TEACHING EXPERIENCE

### UNIVERSITY OF CHILE

*Appointed Instructor in the following undergraduate courses:*

Introduction to Marketing, Fall 2009-2011  
Optimization, Fall 2002  
Marketing Research, Spring 2002  
Marketing Models, Fall 2003

*graduate courses*

Operations Management in the Service Industry, Spring 2011 (Master in Operations Management)  
Marketing I, Spring 2009-2011 (Global MBA)  
Marketing I, Fall 2010 (MBA)

*Teaching Assistantships:*

Operations Management in the Service Industry (MS Operations Management, Spring 2002)  
Optimization (undergraduate course, Fall and Spring 1999-2001)  
Algebra (undergraduate course, Fall and Spring 1998-2001)  
Calculus (undergraduate course, Fall and Spring 1998-2001)  
Statistics (undergraduate course, Fall 2001)

### COLUMBIA UNIVERSITY

*Lecturer:*

Introduction to Marketing and Marketing Management (core MS course, Summer 2008 - 2011)

*Teaching Assistantships:*

Marketing Strategy (core MBA course, Fall 2003-2006).  
Managing Marketing Programs (core MBA course, Spring 2003-2006).  
Marketing Models (Ph.D. course, Spring 2006).  
Introduction to Marketing (undergraduate course, 2005-2007).

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## PROFESIONAL SERVICE

Ad-hoc Referee, *Marketing Science*

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## LANGUAGES

English and Spanish.

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## SKILLS

Proficient in LaTeX, MATLAB, C, Mathematica, R, Stata, SPSS.