

CARLOS NOTON

CONTACT INFORMATION Assistant Professor Email: carlos.noton@uc.cl
School of Management
Pontificia Universidad Católica de Chile Phone: + 56 9 88766096
Av. Vicuña Mackenna 4860, Macul, Santiago

APPOINTMENTS **Pontificia Universidad Católica de Chile**
Assistant Professor
School of Management January 2024 – Present

Compass Lexecon
Vice President December 2021 – December 2023

Universidad de Chile
Assistant Professor
CEA - Department of Industrial Engineering September 2012 – June 2022

University of Warwick
Assistant Professor
Economics Department September 2010 – August 2012

Millenium Institute for Research in Market Imperfections and Public Policy
Research Associate
MIPP 2015 – 2021

University of California, Berkeley
Research Assistant for Prof McFadden
Economics Department November 2006 – May 2010

VISITING POSITIONS *Visiting Scholar - Northwestern University* Sep 2019 – Dec 2019
Visiting Scholar - University of Arizona Nov 2017 – Feb 2018

EDUCATION **University of California, Berkeley**
PhD in Economics Aug 2004 – May 2010

Universidad de Chile
BA and MA in Economics March 1997 – Dec 2001

RESEARCH INTERESTS Marketing Analytics, Quantitative Marketing, Applied Econometrics, Consumer Behavior, Industrial Organization.

HONOURS AND AWARDS

- **Wittink Prize: Best Paper Award at the Quantitative Marketing and Economics Journal in 2019**
- **Best Paper Award at the International Journal of Industrial Organization in 2016**
- Grant Fondecyt Regular: Bargaining Power and Upstream Mergers (2017-2019) (app 100,000 USD)
- Dean's Normative Fellowship, UC Berkeley Fellowship, 2008-2009
- UC Berkeley Travel Grant and Student Union Travel Fellowship, 2009
- Beca Presidente de la Republica, 2004-2007
- Universidad de Chile, University of Chile Graduate Fellowship, 2000-2002
- ICU Award to Best GPA in Economics, Alumni Association of Universidad de Chile, 2002

PUBLICATIONS

- "What Do Trade Allowances look like? Evidence from Actual Payments to a Big-Box Retailer," with Andres Elberg. Accepted at *Management Science*.[{pdf}](#)
- "Identifying Food Labeling Effects on Consumer Behavior," with Sebastian Araya, Andres Elberg and Daniel Schwartz, *Marketing Science*, vol 41, issue 5 (2022), 982-1003.
- "Dynamic Effects of Price Promotions: Field Evidence, Consumer Search, and Supply-Side Implications," with Andres Elberg, Pedro Gardete, and Rosario Macera, *Quantitative Marketing and Economics*, vol 17, issue 1 (2019), 1-58. **Awarded with the 2020 Wittink Prize to the Best paper published in QME.**
- "Are supermarkets squeezing small suppliers? Evidence from negotiated wholesale prices," with Andrés Elberg, *The Economic Journal*, vol 128, issue 610 (2018), 1304-1330.
- "Structural Estimation of Price Adjustment Costs in the European car market," *International Journal of Industrial Organization*, vol 49 (2016), 105-147. **Awarded as the best paper published in the IJIO in 2016.**
- "Minimum Coverage Regulation in Insurance Markets," with Daniel McFadden and Pau Olivella, *SERIEs - Journal of the Spanish Economic Association*, vol 6, issue 3 (2015), 247-278.
- "On the size of Home Bias," *Applied Economics*, vol 47, issue 2 (2015), 123-128.
- "The Conquest of Inflation in Chile," (with Felipe Morandé) *Estudios Públicos*, Vol 95, Winter, 2004. Pages 119-168.
- "The Pass-through from Depreciation to Inflation: Chile 1986-2001," *Estudios de Economía*, Vol 30-1, June 2003. Pages 133-155.

- WORKING PAPERS
- “Earthquakes and Brand Loyalty: Beyond the Short Term Effects of Stockouts,” with Cristian Figueroa and Andres Musalem. Submitted.
 - “Vertical Integration between Hospitals and Insurers,” with [Ignacio Cuesta](#) and [Benjamin Vatter](#). [{pdf}](#), NBER Working Paper 32833. Featured at the NBER.
 - “Remedies for Sick Insurance,” with Daniel McFadden and Pau Olivella, NBER Working Paper 17938. [{pdf}](#)

- WORK IN PROGRESS
- “Field Experiments on Seasonal Demand and Dynamic Pricing,”.
 - “Why Mainstream Brands supply Private Labels?” with Andres Elberg and [Fernando Luco](#).
 - “Price Setting and Negotiation in the Supermarket Industry,” with Andres Elberg and [Gautam Gowrisankaran](#).
 - “Wholesale and Retail Passthrough of Soda Taxes,” with Jocelyn Dunstan and Bastian Olea.

- ACADEMIC PRESENTATIONS
- 2020:** PUC-Business Chile, PUC-Econ Chile, PUC-Engineering Chile
- 2019:** Midwest IO Fest at U of Chicago, Northwestern, Rice, UT Austin, NBER IO-Summer Institute, Fundação Getulio Vargas, PUC-Rio, Barcelona GSE Summer Forum, Chicago Booth, UAH-Chile, Management Science-ISCI
- 2018:** North American Summer Meeting of the Econometric Society at UC Davis, UAH-Chile, Taller de Organización Industrial (TOI 11)
- 2017:** WEAI Conference (Featured Session), UDP-Chile, Workshop Healthcare and IO (MIPP, Chile), IO Workshop at Universidad Javeriana (Colombia)
- 2016:** AEA Meetings, Summer Institute in Competitive Strategy (SICS) at Haas School of Business, UAI-Chile.
- 2015:** PUC-Chile, FEN-U.Chile
- 2014:** Conference on Field Experiments at Rady School of Management, Universidad Icesi/Bco de la Republica (Colombia)
- 2013:** UAH, Hebrew University of Jerusalem, SECHI, LACEA-LAMES
- 2012:** NBER IO- Winter Meeting at Stanford University, Taller de Organización Industrial (TOI 5), University of Zurich, CEPR-JIE Conference on Applied IO (Cyprus), Cardiff Business School (UK), IIOC
- 2011:** Loughborough University, Toulouse School of Economics, CEPR-JIE Conference on Applied IO in Tel-Aviv (Discussant)
- 2010:** Alicante, Autonoma de Barcelona, Bank of Canada, IESE Business School, IMT-Lucca, ITAM Business School, Pompeu Fabra, USI-Switzerland, SFSU, Warwick
- 2009:** INRA-IDEI Seminar in Toulouse (Invited Speaker), ETSG in Rome, FEN-Chile, PUC-Chile, UDP-Chile, UAI-Chile, UDD-Chile

TEACHING EXPERIENCE	<p>Managerial Economics, MBA PUC, School of Management, Universidad Católica de Chile, 2024- Present</p> <p>Marketing Analytics, School of Management, Universidad Católica de Chile, 2024-Present</p> <p>Applied Economics for Management, Global MBA, Universidad de Chile, 2014-2015, 2019-2021</p> <p>Econometrics, MA in Economics, MAGCEA, Universidad de Chile, 2013-2021</p> <p>Empirical IO, MA in Economics, Universidad Catolica del Perú, 2012-Present</p> <p>Empirical IO, MA in Economics, MAGCEA, Universidad de Chile, 2013-2021</p> <p>Industrial Organization, BA in Engineering, Universidad de Chile, 2013-2021</p> <p>Industrial Economics, MSc in Economics, University of Warwick, 2011</p> <p>Research Methods, MSc in Economics, University of Warwick, 2012</p> <p>Econometrics, BA in Economics, Universidad de Chile, 2002-2004</p>
ADVISING EXPERIENCE	<ul style="list-style-type: none"> • 15 MA Dissertation (Magister en Economía Aplicada, MAGCEA - DII - U. de Chile) • 2 Undergraduate Thesis (Ingeniería Civil Industrial - U. de Chile) • 7 MA and Undergraduate Dissertation (research work that fulfill both degrees simultaneously: MAGCEA and Ing Civil Industrial)
REFEREE SERVICE	<p><u>Referee for:</u> Marketing Science, Management Science, American Economic Review, Journal of Political Economy, International Journal of Industrial Organization, Journal of Industrial Economics, The Economics of Transition, Intelligent Data Analysis.</p>
PROFESSIONAL SERVICE	<p><u>Academic Committee Member at:</u> Latin American and Caribbean Economic Association Meeting (LACEA, 2013), Latin American Meeting of the Econometric Society (LAMES, 2014); Conference of the European Association for Research in Industrial Economics (EARIE, 2015&2016)</p>
DEPARTMENTAL SERVICE	<p><u>Member at:</u></p> <ul style="list-style-type: none"> • <i>Consejo del Departamento de Ingeniería Industrial</i> (Advisory Board to the Department Chair by faculty members) • <i>Comision Docencia - Depto Ing Industrial - U de Chile</i> (Board of students and lecturers for teaching issues within the DII);

- CONSULTING
- Vice President at Compass Lexecon: In charge of several cases with top law firms and clients that requested confidentiality.
 - Economic Analysis of CDF versus FNE, with Juan-Pablo Montero (2023).
 - Panelist at the IBA M&A in LatAm 2019 - Antitrust panel
 - VTR and FerradaNehme: Economic Consulting
 - Cencosud SA and Estudios Carey: Antitrust Consulting
 - Coordinador Eléctrico: Electricity Demand Estimation and Forecast 2019-2039 (joint with Centro de Energía, U de Chile)
 - Compañía de Cervecerías Unidas (CCU): Demand Estimation for Differentiated Products
 - Cencosud SA: Pricing in Retail (various projects)
 - Fiscalía Nacional Económica: Estimating Damages of the Maritime car carrier Cartel
 - ENAP: Antitrust Consulting
 - Unilever: Antitrust Consulting

OTHER INFORMATION

Programming Skills: Matlab, STATA, Gauss, L^AT_EX.
Languages: English (fluent), Spanish (native)

REFERENCES

Professor Jean Pierre Dubé Chicago Booth	Professor Daniel L. McFadden UC Berkeley
Professor Gautam Gowrisankaran Columbia University	Professor Bryan Bollinger New York University