

CARLOS NOTON

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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 Stock-outs,” with Cristian Figueroa and Andres Musalem. Revision requested at *The Quantitative Marketing and Economics*. [{pdf}](#)

• “Vertical Integration between Hospitals and Insurers,” with [Ignacio Cuesta](#) and [Benjamin Vatter](#). [{pdf}](#)

• “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 Pedro Gardete Nova School of Business and Economics	Professor Andrés Musalem Universidad de Chile