



PABLO MARSHALL
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I. EDUCATION

- Ph.D., Statistics, London School of Economics, University of London 1990
- M.Sc. Statistics, London School of Economics, University of London 1987
- M.Sc. Economics, Economics Department, Universidad de Chile 1984
- Statistics, Statistics Department, Universidad Católica de Chile 1979

II. ACADEMIC POSITIONS

- Director of Bachillerato Inicia UC, Pontificia Universidad Católica de Chile 2023- To date
- Full Professor, School of Management,
Pontificia Universidad Católica de Chile 2004 – To date
- Director of Academic Development, School of Management,
Pontificia Universidad Católica de Chile 2012 - 2018
- Associate Professor, School of Management,
Pontificia Universidad Católica de Chile 1995 - 2005
- Assistant and Associate Professor, Statistics Department
Pontificia Universidad Católica de Chile 1986 - 1994

III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Marketing, Market Research, Marketing Modelling, Demand Forecast.
- Main Courses: Markets II, Research and Independent Studies in Business Administration I, Research and Independent Studies in Business Administration II, Quantitative Analysis for Decision Making, Models for Strategic Marketing Decisions.

IV. RESEARCH

Recent Publications

- Marshall, P. (2021) Contribution of open-ended questions in student evaluation of teaching. Higher Education Research & Development (to appear, Q1)
- Marshall, P. (2021) A Latent Allocation Model for Brand Awareness and Mindset Metrics. International Journal of Market Research 64:526-540



- Marshall, P. (2021) The impact of quarantine on Covid-19 infections. *Epidemiologic Methods*, 10:1-8 (Scopus)
- Marshall, P., Hirmas, A. & Singer, M. (2018). Heinrich's pyramid and occupational safety: a statistical validation methodology. *Safety Science*, (101), 180-189.
- Marshall, P. (2015). A simple heuristic for obtaining pareto/NBD parameter estimates. *Marketing Letters*, 26(2), 165-173.

V. SELECTED SCIENTIFIC PRESENTATIONS

- EMAC, European Marketing Academy Conference, Croatia, 2020.
Presented Paper: A Latent Allocation Model for Mindset Variables
- XXII Seminario Internacional de Seguridad Minera, 2018, Perú.
Presented Paper: Heinrich's Pyramid and Occupational Safety: A Statistical Validation Methodology
- Participant in Columbia Business School - Pricing Analytics: The Science of Profitable Growth

VI. CONSULTANCY EXPERIENCE

- Coca-Cola
- Opina S.A. Research 2000 - 2011
- Polla Chilena de Beneficencia 2008 - 2011
- Redbanc
- Duoc UC

VII. OTHER RELEVANT POSITIONS AND ACTIVITIES

- Junior Economist, Department of Research and Development,
Instituto Nacional de Estadísticas Chile 1985 - 1986