



CARLOS NOTON

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I. EDUCATION

- PhD in Economics, University of California, Berkeley 2004 - 2010
- BA and MA in Economics, Universidad de Chile 1997 - 2001

II. ACADEMIC POSITIONS

- Assistant Professor, School of Management, Pontificia Universidad Católica de Chile 2024 – To date
- Vice President, Present Compass Lexecon 2021 - 2023
- Assistant Professor, Universidad de Chile Department of Industrial Engineering 2012 - 2022
- Research Associate, Millenium Institute for Research in Market Imperfections and Public Policy, MIPP 2015 - 2021
- Visiting Scholar - Northwestern University 2019
- Visiting Scholar - University of Arizona 2017 - 2018
- Assistant Professor University of Warwick Economics Department 2010 - 2012
- Research Assistant for Prof McFadden Economics Department University of California, Berkeley 2006 - 2010

III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Marketing Analytics, Quantitative Marketing, Applied Econometrics, Consumer Behavior, Industrial Organization.

IV. RESEARCH

Recent Publications

- Elberg, A., & Noton, C. What do trade allowances look like? Evidence from actual payments to a big-box retailer. *Management Science*.
- Araya, S., Elberg, A., Schwartz, D., & Noton, C. (2022). Identifying food labeling effects on consumer behavior. *Marketing Science*, 41(5), 982-1003.
- Elberg, A., Gardete, P., Macera, R., & Noton, C. (2019). Dynamic effects of price promotions: Field evidence, consumer search, and supply-side implications. *Quantitative Marketing and*



Economics, 17(1), 1-58. Awarded with the 2020 Wittink Prize for the best paper published in QME.

- Elberg, A., & Noton, C. (2018). Are supermarkets squeezing small suppliers? Evidence from negotiated wholesale prices. *The Economic Journal*, 128(610), 1304-1330.
- Noton, C. (2016). Structural estimation of price adjustment costs in the European car market. *International Journal of Industrial Organization*, 49, 105-147. Awarded as the best paper published in the IJIO in 2016.
- McFadden, D., Olivella, P., & Noton, C. (2015). Minimum coverage regulation in insurance markets. *SERIEs - Journal of the Spanish Economic Association*, 6(3), 247-278.
- Noton, C. (2015). On the size of home bias. *Applied Economics*, 47(2), 123-128.
- Morandé, F., & Noton, C. (2004). The conquest of inflation in Chile. *Estudios Públicos*, 95, 119-168.
- Noton, C. (2003). The pass-through from depreciation to inflation: Chile 1986-2001. *Estudios de Economía*, 30(1), 133-155.

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.

Working Pappers

- "Earthquakes and Brand Loyalty: Beyond the Short Term Effects of Stockouts," 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

V. 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, Funda,cao 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 República (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, FENChile, PUC-Chile, UDP-Chile, UAI-Chile, UDD-Chile

VI. GRANTS 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
- Universidad de Chile, University of Chile Graduate Fellowship, 2000-2002
- ICU Award to Best GPA in Economics, Alumni Association of Universidad de Chile, 2002

VII. 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

VIII. ACADEMIC REFEREE



- Referee for: 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.

IX. OTHER RELEVANT POSITIONS AND ACTIVITIES

- Member of Consejo del Departamento de Ingeniería Industrial (Advisory Board to the Department Chair by faculty members)
- Member of Comisión Docencia - Depto Ing Industrial - U de Chile (Board of students and lecturers for teaching issues within the DII)
- Academic Committee Member at: 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)