



CURRICULUM VITAE

Pablo Marshall Rivera

Full Professor

School of Management, Pontificia Universidad Católica de Chile

Email: pmarshall@uc.cl

I. Education

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

II. Academic Positions & Work Experience

- Full Professor, School of Management, UC Chile, 2005–Present
- Director, Bachillerato Inicia UC (VRA), 2022–Present
- Associate Professor, School of Management, UC Chile, 1995–2004
- Assistant Professor, Department of Statistics, UC Chile, 1986–1994
- Head, Research Department, National Institute of Statistics, 1985–1986

III. Teaching Activities

- Undergraduate: Markets II, Marketing Analytics, Quantitative Methods, Demand Models (2000–2021)
- MBA: Quantitative Methods (Core), Marketing Analytics (Elective) (2000–2021)
- MSc in Business Analytics (MANE): Data-Based Decision Making, Analytical Models, Capstone Coordinator (2022–2024)
- Executive Education: Big Data & Business Analytics, Tools for Commercial Management (2015–2024)

IV. Research Projects & Recognitions

- PI, FONDECYT: Stochastic Time-Dependent RFM Models (2008–2010)
- PI, FONDEDUC: Institutionalization of Service-Learning Programme (2012)
- Executive Director, FDI Project on Active Learning Innovation (2023–2025)
- Awards: PRED (2014); PREI (2019, 2021, 2022, 2023)



V. Research & Publications

- Fields: Marketing Analytics, Learning Analytics
- Published in: IJMR, HERD, Epidemiologic Methods, Safety Science, Marketing Letters, JBR, JGS, JCM, JASA, Estudios de Administración, Estudios de Economía, Journal of Applied Economics
- Notable works include studies on brand metrics, open-ended evaluations, COVID-19 impacts, occupational safety, consumer satisfaction, and internet diffusion

VI. Academic Management

- Director of Research, School of Management, UC (2000–2005)
- Director, MSc in Management Sciences, UC (2004–2007)
- Director of Academic Development, UC (2012–2018)
- Co-Director, MSc in Business Analytics (MANE) Online with Coursera (2021–Present)

VII. Academic and Public Service

- Committee Member at UC: College Advisory, Gender Equity, Women & Academia, Ethics, Master's Grace Committee, Faculty Promotions (2000–Present)
- Non-UC: Public Opinion Committee, CEP; Expert Panel, CASEN Survey; Coordinator, CNA Accreditation Committee (2016–2021)

VIII. Business Consulting

- Continuous consulting: Cadem, Polla Chilena de Beneficencia, Redbanc