



CURRICULUM VITAE

Ricardo Montoya

Associate Professor

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I. Education

- Ph.D. in Marketing, Columbia University, 2008
- M.Phil. in Marketing, Columbia University, 2005
- Master in Operations Management, University of Chile, 2002
- Industrial Engineer, University of Chile, 2002
- Bachelor in Engineering Science, University of Chile, 1998

II. Academic Positions & Work Experience

- Associate Professor, Pontificia Universidad Católica de Chile, 2020–Present
- Associate Professor, University of Chile, 2019–2020
- Assistant Professor, University of Chile, 2008–2019
- Lecturer, Columbia University, Summer 2008–2012
- Researcher, ISCI, 2008–Present

III. Teaching Activities

- Undergraduate: Marketing Analytics (PUC Chile, 2021–2024)
- Graduate (MBA): Marketing Analytics (2023–2024)
- Past courses include Marketing I, Optimization, Marketing Research, Operations Management

IV. Student Supervision

- Doctoral and master's thesis advisor at Universidad de Chile and Universidad Adolfo Ibañez
- Supervised topics related to marketing analytics, consumer behavior, and retail operations

V. Research Grants & Projects

- FONDECYT #1211020: Advancing research on reward programs



- FONDECYT #1221554: Impact of shelf position on sales
- Multiple other grants in retailing and operations (2011–2026)

VI. Publications & Conferences

- Publications in IJRM, EJOR, M&SOM, Marketing Science, Management Science
- Conference presentations at INFORMS Marketing Science and Dynamics, 2006–2024

VII. Institutional Service

- Study Group Member, Economics and Management, Fondecyt Grant Program (2022–Present)
- Organizing committee for national Management Science Workshops (2016–2025)

VIII. Public Engagement & Professional Contributions

- Industry consulting projects for LATAM, Domino's, SERNAC, retail and advertising sectors
- Advisor and methodology developer for reward programs and customer experience analytics