



FACULTAD DE ECONOMÍA
Y ADMINISTRACIÓN
PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE

CURRICULUM VITAE

Carlos Noton

Assistant Professor

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I. Education

- Ph.D. in Economics, University of California, Berkeley, 2010
- B.A. and M.A. in Economics, Universidad de Chile, 2001

II. Academic Positions & Work Experience

- Assistant Professor, School of Management, UC Chile (2024–Present)
- Vice President, Compass Lexecon (2021–2023)
- Assistant Professor, Department of Industrial Engineering, Universidad de Chile (2012–2022)
- Assistant Professor, Economics Department, University of Warwick (2010–2012)

III. Research Positions & Professional Involvement

- Research interests: marketing analytics, quantitative marketing, applied econometrics, consumer behavior, industrial organization
- Visiting Scholar at Northwestern University (2019) and University of Arizona (2017–2018)
- Recipient of the Wittink Prize (2020) and Best Paper Award at IJIO (2016)

IV. Selected Publications

- Noton, C. & Elberg, A. (2023). What Do Trade Allowances Look Like? Management Science (forthcoming)
- Araya, S., Elberg, A., Noton, C. & Schwartz, D. (2022). Identifying Food Labeling Effects on Consumer Behavior. Marketing Science, 41(5), 982–1003.
- Noton, C. et al. (2019). Dynamic Effects of Price Promotions. Quantitative Marketing and Economics, 17(1), 1–58. (Wittink Prize)



V. Teaching Activities

- Managerial Economics, MBA (UC Chile, 2024–Present)
- Marketing Analytics, School of Management (UC Chile, 2024–Present)
- Applied Economics for Management (MBA, Universidad de Chile, 2014–2015, 2019–2021)

VI. Institutional Service

- Refereeing for Marketing Science, Management Science, AER, JPE, IJIO, and other leading journals
- Member of academic committees at LACEA, LAMES, and EARIE conferences