

Prof. Julian Villanueva

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TEACHING AND PROFESSIONAL EXPERIENCE

- 2003- **IESE Business School**, Barcelona. Assistant Professor of Marketing
Head of the Marketing Department since 2005
Teaching at the MBA, EMBA, GEMBA, PhD, and other executive programs.
Developed a second-year elective course on “Information-driven Marketing Strategy”
- 1997-1999 **IESE Business School**, Barcelona. Instructor in the Marketing Department (teaching, research and consulting). Taught second marketing course to MBA students.
- Summer with 1996 **ABN Metrics**, Barcelona. *Consultant*. Studied fifteen non-food sectors, conducted personal interviews with firm’s executives. Consultant report was published by AECOC, the leading association of distributors in Spain
- 1993-1995 **Group Promodes**. (*currently Carrefour*), Madrid. *Product Manager. Private label department*. Negotiated with suppliers, developed section’s marketing plan, conducted market research, developed new launches

EDUCATION

- Ph.D. in Management (Marketing). The Anderson School, University of California, Los Angeles, 2003**
Faculty advisor: Prof. Dominique M. Hanssens
Dissertation: “Acquisition channels and price discrimination in a customer equity framework”
Committee: Dominique M. Hanssens (chair), Pradeep Bhardwaj, Randolph Bucklin, Shuba Srinivasan
- MBA, IESE Business School, University of Navarra, Barcelona, 1997**
Exchange student at the J. L. Kellogg Graduate School of Management, Northwestern University (Fall 1996)
- B.A. in Economics, Universidad Complutense de Madrid, 1993**

PUBLICATIONS AND CURRENT RESEARCH

Studies

- “El mercado de los seniors en España: ¿Oportunidad o burbuja de negocio?” (con José L. Nueno). *AECOC*, 2005.
“La Naturaleza del gasto. El consumo en España: un análisis a 360º” (con José L. Nueno). *AECOC*, 2004.
“Los nuevos negocios de la distribución” (with José L. Nueno and Antonio Agustín). *AECOC*. Barcelona, 1997

Books/Chapters

- “La promoción de la prensa diaria”, book chapter in “Libro Blanco de la Prensa Diaria”, AEDE, 2007
“¿Porqué comercia tan poco el comercio electrónico? Internet y los consumidores españoles: Análisis de una realidad” (with José L. Nueno and Jesus Viscarri) . *IDELCO*. Madrid, 2000

Case studies and notes

- Case, “Zinio: ‘Byting’ into a paper world” (with José L. Nueno and Jordan Mitchell), 2006, IESE M-1197-E
Note, “La respuesta competitiva ante un nuevo entrante” (with Diego Muñoz-Cobo), 2006, IESE MN-361
Note, “Electronic Word of Mouth: What Do We Know About This Powerful Marketing Tool?” (with Guillermo Armellini), IESE-ebCenter, 2006

- Case, "Polyphonic's HMI: Mixing Music and Math" (with Anita Elberse and Jehoshua Eliashberg), Harvard Business School Case 9-506-009, 2006
- Note, "La gestión del valor del cliente" (with José L. Nueno), IESE MN-352, 2006
- Case, "Vodafone España y su plan de grandes cuentas" (con Vito Vila e Ignacio Ayala), IESE M-1191, 2006
- Case, "Santander Serfín: Revitalizing the payment systems business:" (with José Díez and José L. Nueno), IESE M-1190, 2006
- Note, "The anatomy of diffusion" (with Jose L. Nueno and Hernán Sánchez), IESE MN-349, 2005
- Case, "Philips bets on recordable DVD: Conflicting technologies" (with José L. Nueno), IESE M-1179, 2005
- Note, "A New Marketing Mix in the Internet" (with José L. Nueno and Jesús Viscarri), IESE MN-339, 2002
- Note, "The behavior of the Internet buyer" (with José L. Nueno and Jesús Viscarri), IESE MN-338, 2002
- Case, "Continente: the launch of the private label soft drinks" (with José L. Nueno and J. Ferrer). IESE M-1044, 1997

Articles

- "The Impact of Marketing-induced versus Word-of-Mouth Customer Acquisition on Customer Equity" (with Shijin Yoo, and Dominique M. Hanssens). *Marketing Science Institute Report No. 06-119*, 2006
- "Customer Relationship Management: Customer Behavior, Organizational Challenges and Econometric Models" (with Rex Du). *Marketing Science Institute Report No. 02-101*, 2002
- "Factores Inhibidores en la adopción de Internet como canal de compra" (with Francisco Iniesta). *Economía Industrial*, 2002
- "Hacia un Nuevo Marketing Mix" (with Jose L. Nueno and Jesus Viscarri). *Harvard-Deusto Márketing & Ventas*. Mar/Apr 2001
- "El Consumidor del Siglo XXI" (with Jose L. Nueno). *Harvard-Deusto Márketing & Ventas*. Jul/Ago 1999

Working papers

- "The Impact of Marketing-induced versus Word-of-Mouth Customer Acquisition on Customer Equity" (with Shijin Yoo, and Dominique M. Hanssens), 2006. Presented at the Marketing Science Conference, Edmonton, Canada, 2002., *Currently under review at the Journal of Marketing Research*.
- "Managing customer relationships: Should managers really focus on the long term?" (with Pradeep Bhardwaj, Yuxin Chen, and Sridhar Balabsuramanian) , Presented at the Marketing Science Conference, Rotterdam, 2004, *Currently under review at Quantitative Marketing & Economics*
- "Customer Equity: Measurement, Management and Research Opportunities" (with Dominique M. Hanssens), June 2006, *forthcoming, Foundations and Trends in Marketing*
- "Decomposition of Changes in Customer Equity over Time" (with Thorsten Wiesel and Bernd Skiera), July 2006, *Best Paper Award based on a Doctoral Dissertation, EMAC Conference, Athens, 2006, under review at the Journal of Marketing*

Work in progress

- "Price discrimination in a lifetime value framework" (with Pradeep Bhardwaj), July 2004. Presented at the Marketing Science Conference, Edmonton, Canada, 2002. (*Target Journal: International Journal of Research in Marketing*)
- "La TV digital tras el apagón analógico" (with Fernando Baz), expected February 2007

CONSULTING EXPERIENCE

NABISCO (1998), UNION ESPAÑOLA DE EXPLOSIVOS (1998), MATACHANA (1998), CHEP (1999), ANTONIO PUIG (1999), NESTLE (1999), MASTERCARD (2003), BANKINTER (2003, 2004), GRUPO SANTANDER (2004), TELEFONICA (2005), GRUPO OSBORNE (2005), CAPRABO (2005), CASA DELFIN (2005-2006), MIDOCEANBRANDS (2005-2006), LUCENT TECHNOLOGIES (2006)

OTHER DATA

Languages: Fluent in English. Spanish (mother tongue)

Professional Membership: Member of INFORMS, the American Marketing Association, and the European Marketing Academy

Teaching Experience outside IESE: CEIBS (Shanghai, China), INALDE (Bogotá, Colombia)

Distinctions: Best Paper Award based on a Doctoral Dissertation, EMAC Conference, Athens, 2006, AMA-Sheth Doctoral Fellow, 2002

Referee, *Marketing Science*

Interests include music, photography, and fishing