

NICOLAS PADILLA

(Updated June 2026)

London Business School

Regent's Park
London NW1 4SA
United Kingdom

Phone: +44 (0)20 7000 8623
Email: npadilla@london.edu
Web: <http://www.nicolaspadilla.com>

1 ACADEMIC POSITIONS

2020 - present Assistant Professor of Marketing, **London Business School**

2 EDUCATION

2021 Ph.D. in Marketing, Columbia Business School, **Columbia University**
2018 MPhil. in Marketing, Columbia Business School, **Columbia University**
2014 MSc. in Operations Management, **University of Chile**
2014 Industrial Engineering, **University of Chile**
2011 BSc. in Engineering Science, **University of Chile**

3 RESEARCH INTERESTS

Topics

Customer preferences, Customer journey, Customer dynamics, Marketing measurement, Clickstream data

Methods

Bayesian statistics and econometrics, Probabilistic Machine Learning, Bayesian nonparametrics

4 PUBLISHED PAPERS

Dew, Ryan, Nicolas Padilla, Lan E. Luo, Shin Oblander, Asim Ansari, Khaled Boughanmi, Michael Braun, Fred Feinberg, Jia Liu, Thomas Otter, Longxiu Tian, Yixin Wang, and Mingzhang Yin (2026) "Probabilistic Machine Learning: New Frontiers for Modeling Consumers and their Choices"
International Journal of Research in Marketing

Padilla, Nicolas, Eva Ascarza and Oded Netzer (2025), "The Customer Journey as a Source of Information"
Quantitative Marketing and Economics

Burbano, Vanessa, Nicolas Padilla and Stephan Meier (2024), "Gender Differences in Preferences for Meaning at Work",
American Economic Journal: Economic Policy

Padilla, Nicolas and Eva Ascarza (2021), "Overcoming the Cold Start Problem of CRM using a Probabilistic Machine Learning Approach"
Journal of Marketing Research

5 WORKING PAPERS

Dew, Ryan, Nicolas Padilla and Anya Shchetkina (2026) "Identification of Nonlinear and Time-varying Effects in Marketing Mix Models" (all coauthors contributed equally)
Under review at *Management Science*

Padilla, Nicolas, Tai Lam, Anja Lambrecht, and Brett Hollenbeck (2025) "The Impact of LLM Adoption on Online User Behavior" (First two authors contributed equally)
Revision invited (1st round) at *Management Science*

Padilla, Nicolas, Ricardo Montoya and Oded Netzer (2026), "Structural Heterogeneity in HMMs: Allowing for Heterogeneity in the Number of States"

6 RESEARCH IN PROGRESS

- “Unified Marketing Measurement: Incorporating Experiments in Media Mix Models” with Ryan Dew and Connor Campbell
- “Profit-Weighted Price Sampling for Structural Demand Estimation” with Andres Musalem
- “Where does Amazon compete on Amazon?,” with Hong Deng and Anja Lambrecht.
- “Job Seeker Responses to DEI Commitments and Walkbacks,” with Deepika Chhillar, Anna Szerb, Derek Lief, and Vanessa Burbano
- “Increasing Time Granularity with Dynamic MMMs,” with Ryan Dew and Anya Shchetkina (in collaboration with Google)

7 CASE STUDIES

- “Travelogo: Understanding the Customer Journey” (2024) with Eva Ascarza and Oded Netzer.

8 CONFERENCE TALKS

- “The Impact of LLM Adoption on Online User Behavior” (joint talk with Anja Lambrecht) EMAC 2026. Bath, UK. June 2026
- “Profit-Weighted Price Sampling for Structural Demand Estimation” EMAC 2026. Bath, UK. June 2026
- “Identification of Nonlinear and Time-varying Effects in Marketing Mix Models” Marketing Dynamics Conference. ESSEC, Paris, FR. May 2026
- “The Impact of LLM Adoption on Online User Behavior” BIG.AI@MIT. Boston, MA. April 2026
- “The Impact of LLM Adoption on Online User Behavior” Workshop in Management Science. Universidad de Chile. January 2026
- “Unified Marketing Measurement: Incorporating Experiments in Media Mix Models” *Joint Statistical Meetings*. Nashville. August 2025
- “The Impact of LLM Adoption on Online User Behavior” *London Business School - Marketing Summer Camp*. London. July 2025
- “Your MMM is Broken: Identification of Nonlinear and Time-varying Effects in Marketing Mix Models” *Marketing Science Conference*. Washington, DC. June 2025
- “Unified Marketing Measurement: Incorporating Experiments in Media Mix Models” *EMAC*. Madrid. May 2025
- “Your MMM is Broken: Identification of Nonlinear and Time-varying Effects in Marketing Mix Models” Workshop in Management Science. Universidad de Chile. January 2025
- “Unified Marketing Measurement: Incorporating Experiments in Media Mix Models” *Marketing Science Conference*. Sydney. June 2024
- “Linking preferences and behaviors using Bayesian nonparametric and (deep) generative models” 2023 Choice Symposium. INSEAD. August 2023
- “The Customer Journey as a Source of Information” London Quant Marketing Conference. UCL. May 2023
- “The Customer Journey as a Source of Information” Workshop in Management Science. Universidad de Chile. January 2023
- “Unified Marketing Measurement under Privacy Regulations” *Marketing Science Conference*. Online. June 2022
- “The Customer Journey as a Source of Information” *Marketing Science Conference*. Online. May 2021
- “Overcoming the Cold Start Problem of CRM using a Probabilistic Machine Learning Approach” *Marketing Science Conference*. Online. June 2020
- “The Customer Journey as a Source of Information” *Marketing Science Conference*. Department of Business Studies, University of Roma Tre, Rome, Italy. June 2019
- “Heterogeneity in Hidden Markov Models” *Marketing Dynamics Conference*. Southern Methodist University, Dallas, USA. July 2018
- “The Value of First Impressions: Leveraging Acquisition Data for Customer Management” *Marketing Science Conference*. Temple University, Philadelphia, USA. June 2018

“Leveraging Acquisition Data for Customer Relationship Management” *Marketing Science Conference*. School of Management, Fudan University, Shanghai, China. June 2016

“Heterogeneity in Hidden Markov Models” *Marketing Science Conference*. Johns Hopkins University, Baltimore, USA. June 2015

9 INVITED TALKS

Rotterdam School of Management, Erasmus University. (Expected) October 2026

Warwick Business School, Coventry, UK. February 2025

Departamento de Ingeniería Industrial, Universidad de Chile. January 2025

Departamento de Ingeniería Industrial, Universidad de Chile. June 2024

Esade, Barcelona, Spain. May 2024

Global Institute for Artificial Intelligence & Business Analytics, Temple University. March 2023

Customer Journeys in a Digital World Conference (invitation-only), Bocconi University. Online. June 2022

Lerner Business & Economics, University of Delaware. Online. July 2021

Natwest (Non-Academic Audience). Online. July 2021

2nd European Bayesians in Marketing Summit. Online. March 2021

Workshop, Departamento de Ingeniería Industrial, Universidad de Chile. Online. January 2021

European Quantitative Marketing Seminar. Online. November 2020

Escuela de Administración, Pontificia Universidad Católica de Chile. Online. October 2020

Harvard Business School, Harvard University. Boston, MA. November 2019

Desautels Faculty of Management, McGill University. Montreal, Canada. November 2019

Foster School of Business, University of Washington. Seattle, WA. November 2019

Marshall Business School, University of Southern California. Los Angeles, CA. November 2019

Smeal College of Business, Pennsylvania State University. State College, PA. October 2019

NUS Business School, National University of Singapore. Singapore. October 2019

Carey Business School, Johns Hopkins University. Baltimore, MD. October 2019

Kellogg School of Management, Northwestern University. Evanston, IL. October 2019

Saïd Business School, University of Oxford. Oxford, United Kingdom. September 2019

Imperial College Business School, Imperial College London. London, United Kingdom. September 2019

London Business School. London, United Kingdom. September 2019

ESADE Business School. Barcelona, Spain. September 2019

IESE Business School, University of Navarra. Barcelona, Spain. September 2019

McDonough School of Business, Georgetown University. Washington, DC. September 2019

Tuck School of Business, Dartmouth College. Hanover, NH. September 2019

McCombs School of Business, University of Texas at Austin. Austin, TX. September 2019

Leeds School of Business, University of Colorado Boulder. Boulder, CO. September 2019

10 HONORS, GRANTS AND AWARDS

ISMS Early-careers Scholars camp, 2023

Mary Kay Doctoral Dissertation Competition Finalist, 2022

MSI Alden G. Clayton Doctoral Dissertation Proposal Award, 2019

AMA-Sheth Foundation Doctoral Consortium Fellow, 2018

Paul and Sandra Montrone Doctoral Fellowship, Columbia University, 2017

Quantitative Marketing and Structural Econometrics Workshop Fellow, Washington University, 2017

Doctoral Consortium Fellow, INFORMS, 2017

Doctoral Consortium Fellow, INFORMS, 2016

Amanda and Harold J Rudolph M.S. Scholarship, Columbia University, 2015-2016

Paul and Sandra Montrone Doctoral Fellowship, Columbia University, 2015

Ph.D. Program Fellowship, Columbia University, 2014-Present

Master Scholarship, Conicyt (National Commission for Scientific and Technological Research) - Chile, 2012

Dean's List Industrial Engineering, University of Chile, 2006-2010

11 TEACHING EXPERIENCE

Probabilistic Machine Learning in Marketing (Spring 2025)

PhD programme, London Business School

Empirical Models (Summer 2024, Summer 2026)

PhD programme, London Business School

Marketing [core] (2021-2026)

EMBA Dubai programme, EMBA London programme, London Business School

Marketing Planning in Action (Summer 2020, Summer 2022-25)

MBA programme, London Business School

Marketing II (Marketing Analytics) (Fall 2014)

Industrial Engineering Undergraduate program, University of Chile

12 INDUSTRY EXPERIENCE

Director of Studies, Center for Retail Studies (CERET), University of Chile, Chile (2013-2014)

Managing and implementing applied research projects and studies in association with the most relevant retailers of the country regarding a variety of complex marketing and operations challenges.

Digital Project Analyst, Enjoy S.A., Chile (2011)

Management of projects in the Digital Marketing department of one of the biggest casino chains in Chile. Responsible for developing marketing strategies to introduce, distribute and sell hotel stays through online channels.