

# Marco Bertini

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2 January 2019

## ACADEMIC APPOINTMENTS

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Apr. 2015 – present	<b>Department Head, Marketing</b> – ESADE, Barcelona, Spain
Jul. 2014 – present	<b>Associate Professor of Marketing</b> – ESADE, Barcelona, Spain
May 2006 – Jun. 2014	<b>Assistant Professor of Marketing</b> – London Business School, London, UK
Jun. 2000 – Aug. 2001	<b>Lecturer of Marketing</b> – IESE Business School, Barcelona, Spain

## EDUCATION

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<b>Harvard Business School, Harvard University</b> Doctor of Business Administration (Marketing)	Boston, USA Jun. 2006
<b>IESE Business School, University of Navarra</b> Master of Business Administration	Barcelona, Spain Jun. 2000
<b>The University of Melbourne</b> Bachelor of Arts (Politics and International Studies)	Melbourne, Australia Mar. 1998
<b>The University of Melbourne</b> Bachelor of Commerce (Economics)	Melbourne, Australia Mar. 1998

## HONORS, GRANTS AND ACCREDITATIONS

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Thinkers50 Radar list, 2017  
Agència per a la Qualitat del Sistema Universitari de Catalunya Mèrit de Recerca (2011-16), 2017  
Agència per a la Qualitat del Sistema Universitari de Catalunya Mèrit de Recerca (2005-10), 2016  
Agència per a la Qualitat del Sistema Universitari de Catalunya Acreditació de Recerca Avançada, 2015  
London Business School Deloitte Institute of Innovation and Entrepreneurship grant (£12,800), 2013  
Marketing Science Institute Young Scholar, 2013  
Economist Intelligence Unit Business Professor of the Year Award nominee, 2012  
European Commission Marie Curie Actions grant FP7-PEOPLE-2010-ITN (€263,000), 2011  
London Business School Research and Materials Development Fund, 2006–14  
AMA-Sheth Foundation Doctoral Consortium Fellow, 2005  
ISMS Doctoral Consortium Fellow, 2004  
Harvard Business School Graduate Fellowship, 2001–6  
The University of Melbourne Honors Graduate, 1998

## RESEARCH

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### PUBLICATIONS

#### *Articles for academia*

Vana, Prasad, Anja Lambrecht, and Marco Bertini (2018), "Cashback is Cash Forward: Delaying a Discount to Entice Future Spending," *Journal of Marketing Research*, 55(6), 852–68.

Spann, Martin, Robert Zeithammer, Marco Bertini, Ernan Haruvy, Sandy Jap, Oded Koenigsberg, Vincent Mak, Peter Popkowski Leszczyc, Bernd Skiera, and Manoj Thomas (2018), "Beyond Posted Prices: The Past, Present, and Future of Participative Pricing Mechanisms," *Customer Needs and Solutions*, 5(1-2), 121–36.

Lee, Leonard, Michelle Lee, Marco Bertini, Gal Zauberaman, and Dan Ariely (2015), "Money, Time, and the Stability of Consumer Preferences," *Journal of Marketing Research*, 52(2), 184–99.

Aydinli, Aylin, Marco Bertini, and Anja Lambrecht (2014), "Price Promotion for Emotional Impact," *Journal of Marketing*, 78(4), 80–96.

Bertini, Marco, Luc Wathieu, and Sheena S. Iyengar (2012), "The Discriminating Consumer: Product Proliferation and Willingness to Pay for Quality," *Journal of Marketing Research*, 49(1), 39–49.

Bertini, Marco, Elie Ofek, and Dan Ariely (2009), "The Impact of Add-On Features on Consumer Product Evaluations," *Journal of Consumer Research*, 36(1), 17–28.

Bertini, Marco and Luc Wathieu (2008), "Attention Arousal through Price Partitioning," *Marketing Science*, 27(2), 236–46.

Wathieu, Luc and Marco Bertini (2007), "Price as a Stimulus to Think: The Case for Willful Overpricing," *Marketing Science*, 26(1), 118–29.

#### *Articles for practice*

Reisman, Richard and Marco Bertini (2018), "A Novel Architecture to Monetize Digital Offerings," *Journal of Revenue and Pricing Management*, 17(6), 453–8.

Bertini, Marco and Nader Tavassoli (2017), "When It's Time to Expand Beyond the Base," *Harvard Business Review*, 95(5), 143–7.

Bertini, Marco and Nader Tavassoli (2015), "Can One Business Unit Have Two Revenue Models?" *Harvard Business Review*, 93(3), 121–5.

Bertini, Marco (2014), "Price Wars and the Managers Who Start Them," *Business Strategy Review*, 25(4), 52–5.

Bertini, Marco and Oded Koenigsberg (2014), "When Customers Help Set Prices," *MIT Sloan Management Review*, 55(4), 57–64.

Ham, Tim and Marco Bertini (2013), "The Right Price, at the Right Moment, to the Right Customer," *Business Strategy Review*, 24(1), 49–53.

Bertini, Marco (2012), "The Price of Olympic Success," *Business Strategy Review*, 23(2), 43–7.

Bertini, Marco and John T. Gourville (2012), "Pricing to Create Shared Value," *Harvard Business Review*, 90(6), 96–104.

Bertini, Marco, Luc Wathieu, Betsy Page Sigman, and Michael I. Norton (2012), "Do Social Deal Sites Really Work?" *Harvard Business Review*, 90(5), 139–43.

Bertini, Marco and Ricardo Cabornero (2012), "The Perils of Popularity," *Business Strategy Review*, 23(1), 51–5.

Bertini, Marco, John T. Gourville, and Elie Ofek (2011), "When the Name Is the Game," *Business Strategy Review*, 22(3), 50–5.

Bertini, Marco and John T. Gourville (2011), "Time for a Unified Campaign?" *Harvard Business Review*, 89(6), 129–33.

Bertini, Marco, John T. Gourville, and Elie Ofek (2011), "The Best Way to Name Your Product 2.0," *Harvard Business Review*, 89(5), 36.

Hinterhuber, Andreas and Marco Bertini (2011), "Profiting When Customers Choose Value over Price," *Business Strategy Review*, 22(1), 46–9.

Bertini, Marco and Nirmalya Kumar (2010), "The Upstart's Assault," *Harvard Business Review*, 88(7–8), 159–63.

Bertini, Marco and Luc Wathieu (2010), "How to Stop Customers from Fixating on Price," *Harvard Business Review*, 88(5), 84–91.

#### Book chapters

Bertini, Marco (2017), "Put the Customers' Money Where Your Mouth Is," in *Dear CEO: 50 Personal Letters from the World's Leading Business Thinkers*, London: Bloomsbury, 19–21.

#### Research reports

Vana, Prasad, Anja Lambrecht, and Marco Bertini (2015), "Cashback is Cash Forward: Delaying a Discount to Increase Future Spending," *Marketing Science Institute*, report 15–112.

Bertini, Marco, Daniel Halbheer, and Oded Koenigsberg (2013), "Self-Serving Behavior in Price-Quality Competition," *Marketing Science Institute*, report 13–107. (Deloitte Institute of Innovation and Entrepreneurship research grant, 2013.)

Aydinli, Aylin and Marco Bertini (2013), "Price Promotion for Emotional Impact," *Marketing Science Institute*, report 13–103.

Bertini, Marco and Luc Wathieu (2012), "Starting Prices and Consumer Sensitivity to Customization," *Marketing Science Institute*, report 12–114.

Bertini, Marco, John Gourville, and Elie Ofek (2007), "The Branding of Next-Generation Products," *Marketing Science Institute*, report 07–113. (MSI most downloaded report, 2007.)

#### WORK IN PROGRESS

##### Books

The ends game: technology, accountability, and the future of markets (O. Koenigsberg)

##### Manuscripts

Price and quality decisions by self-serving managers (D. Halbheer, O. Koenigsberg), under review, *International Journal of Research in Marketing*.

When discounting backfires: promotional favors and consumer spending (A. Aydinli), under review, *Journal of Retailing*.

Consumer resistance (S. Buehler, D. Halbheer), under review, *Management Science*.

The elephant in the room: a conversation theory perspective on the communication of prices (J. von Schuckmann, A. Kronrod)

Nonbinding price quotes (E. Bialogorsky, O. Koenigsberg)

Now you see it, now you don't: effects of inventory and discounting on consumer purchase behavior (P. Vana, S. Neslin)

From cash to trash: discounting and food waste (J. von Schuckmann, A. Aydinli, Arjen van Lin, E. van Herpen)

Guilty in the name of others: the role of distinctiveness on vicarious guilt and reparation behavior (J. von Schuckmann, L. Barros, G. Donnelly)

Boosting promotion effectiveness with thoughtful arrays (A. Valenzuela, M. Pirc)

## PRESENTATIONS

### *Seminars*

China Europe International Business School, Shanghai, 2018

Wirtschafts Universität Wien, Vienna, 2017

National University of Singapore Business School, Singapore, 2017

Ludwig-Maximilians-Universität München, Munich, 2016

IDC Herzliya Arison School of Business, Herzliya, 2016

Universidad Carlos III de Madrid, Madrid, 2015

University of Oxford Saïd Business School, Oxford, 2014

ESADE, Sant Cugat del Vallès, 2014

Tilburg University School of Economics and Management, Tilburg, 2013

HEC Paris, Jouy-en-Josas, 2013

European School of Management and Technology, Berlin, 2013

IE Business School, Madrid, 2013

Georgetown University McDonough School of Business, Washington, 2013

ESSEC Business School, Cergy-Pontoise, 2013

Institute for Management Development, Lausanne, 2013

University of Cambridge Judge Business School, Cambridge, 2013

Koç University Graduate School of Business, Istanbul, 2013

Cardiff Business School, Cardiff, 2013

KU Leuven, Leuven, 2012

Harvard Business School, Boston, 2012

IE Business School, Madrid, 2012

Universitat Pompeu Fabra, Barcelona, 2011 (2)

Harvard Business School, Boston, 2011

London Judgment and Decision Making Group, London, 2010

European School of Management and Technology, Berlin, 2008

Lancaster University Management School, Lancaster, 2007

INSEAD, Fontainebleau, 2007

International Management Institute, Brussels, 2006

Harvard University, Cambridge, 2005

UNC Kenan-Flagler Business School, Chapel Hill, 2005

London Business School, London, 2005

Tuck School of Business at Dartmouth College, Hanover, 2005

### *Conferences (2015–)*

Society for Consumer Psychology, Savannah, 2019

Pricing Symposium, Munich, 2018

European Association for Research in Industrial Economics, Athens, 2018  
 INFORMS Marketing Science, Philadelphia, 2018  
 Swiss Society of Economics and Statistics, St. Gallen, 2018  
 European Marketing Academy, Glasgow, 2018  
 Babson College Pricing Camp, Wellesley, 2018  
 International Industrial Organization, Indianapolis, 2018  
 Committee for Industrial Economics, Vienna, 2018  
 Pricing Symposium, London, 2017  
 Thought Leaders in Consumer Strategy, Amsterdam, 2017  
 Choice Symposium, Lake Louise, 2016  
 Theory and Practice in Marketing, Atlanta, 2015 (2)

## COURSE DEVELOPMENT

### *Case studies*

Bertini, Marco and Nader Tavassoli (2013), "Revenue Model Innovation at Roche Diagnostics," London Business School case study, CS-13-015.

Norton, Michael I., Luc Wathieu, Betsy Page Sigman, and Marco Bertini (2012), "What's the Deal with LivingSocial?" Harvard Business School case study 9-512-065 and teaching note 5-513-086.

Gourville, John T. and Marco Bertini (2011), "Barceló Hotels and Resorts (A)," Harvard Business School case study 9-511-108.

Bertini, Marco and Diogo Coelho (2010), "Global Graphics: Pricing in a New Market," London Business School case study CS-10-014.

Gourville, John T. and Marco Bertini (2010), "The London 2012 Olympic Games," Harvard Business School case study 9-510-039 and teaching note 5-511-027. (Case Centre bestselling case, 2013.)

Bertini, Marco, Alastair Hirst, and Nirmalya Kumar (2009), "BT Business: Responding to 'Free Forever'," London Business School case study CS-08-041.

Bertini, Marco, Edward Parkinson, and Donna Everatt (2008), "Viagogo (A) (B)," London Business School case studies CS-08-039/040.

Bertini, Marco, Eduard Guiu, and José Luis Nueno (2002), "Vitamax Technologies," IESE Business School, case study M-1139-E.

Bertini, Marco, Victoria Carrión, and José Luis Nueno (2001), "Muxxic Latina," IESE Business School case study M-1135-E.

Bertini, Marco, Magali Lamyin, and José Luis Nueno (2001), "Teléfonos de México, S.A. de C.V. and the Prodigy Internet Plus Decision," IESE Business School case study M-1124-E.

Bertini, Marco and José Luis Nueno (2001), "Canal Satélite Digital," IESE Business School case study M-1121-E.

Bertini, Marco and José Luis Nueno (2001), "Lastminute.com (A) (B) (C)," IESE Business School case studies M-1115/1116/1117-E.

### *Technical notes*

Bertini, Marco, Victoria Carrión, and José Luis Nueno (2002), "The Recorded Music Industry," IESE Business School technical note MN-337-E.

## TEACHING

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### DEGREE PROGRAMMES

<i>Executive MBA</i>	Marketing Strategy, London Business School–Columbia Business School Marketing Strategy, Warsaw University of Technology Business School Monetisation, Georgetown University–ESADE Pricing Strategy, University of Cambridge
<i>MBA</i>	Marketing Strategy, ESADE Marketing Strategy, IESE Business School Marketing Strategy, London Business School Monetisation, ESADE Pricing Strategy, London Business School
<i>MSc</i>	Pricing, ESADE
<i>PhD</i>	Behavioural Research in Pricing, London Business School Design and Analysis of Experiments, London Business School Judgment and Decision Making, London Business School

### EXECUTIVE EDUCATION

<i>Custom</i>	Air Liquide, Banco Bilbao Vizcaya Argentaria, Boston Consulting Group, Česká Sporitelna, The Coca-Cola Company, De Brauw, Ericsson, European Centre for Executive Development, ExxonMobil, Fédération Internationale de l'Automobile, Guangzhou Liby Enterprise Group, Hennes and Mauritz, Hewlett-Packard, Iberdrola, International Commerce Institute, LeasePlan Corporation, Linde Group, IBM, Merck Serono, Repsol, Royal Mail Group, Sberbank, Seidor, Starbev, Strauss Coffee, Sun Microsystems, Telekom Austria Group, Telenor Group, Transmed, University of Witwatersrand, Vodafone, Young Presidents' Organization.
<i>Events</i>	4YFN, Mobile World Congress, Barcelona, 2017 Retail Forum, ESADECreapolis, Barcelona, 2016 Innovation for Growth, Science   Business, Barcelona, 2015 Global Leadership Summit, London Business School, London, 2012
<i>Open enrolment</i>	Digital Leadership, ESADE, 2017– Pricing and Revenue Maximisation, Luxembourg School of Business, 2017– Advanced Marketing Strategy, ESADE, 2016– inDIGITAL, ESADE, 2016– Strategic Pricing, Aalto University, 2015– Chief Marketing Officer Programme, CEIBS, 2013– Strategic Pricing Management, GfK Academy, 2013–6 Market-Driving Strategies, London Business School, 2010–2 Customer-Focused Marketing, London Business School, 2007–12

## PROFESSIONAL ACTIVITIES

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ADVISORY	Evo Pricing, Pearson Ham Consulting, The Top Line Lab.
CONSULTING	AC Hotels, Arrow Electronics, Astrazeneca, Chevron-Texaco, De Beers, EC English, Emel Group, Lasso, Merck, Merck Serono, Miller Brewing Company, Peregrine Corporation, Procter and Gamble, Union Española de Explosivos, USA Tobacco Education and Prevention Board.
KEYNOTES	Annual Convention, EPTDA, London, 2018 Global Sales Conference, Elkem, Kristiansand, 2017 Global Effective Pricing Summit, Corporate Parity, Barcelona, 2017 Congreso Nacional de Marketing y Ventas, APD, Madrid, 2015 Eurasia Consumer Summit, TeliaSonera, Istanbul, 2015 Global Conference, Permira Advisers, Madrid, 2015 Possibilities Conference, Austbrokers and IBNA Member Services, Barcelona, 2015 European Pricing Conference, Professional Pricing Society, Barcelona, 2014 BIG Chief Executive Officer P2P Meeting, PerCapita, Tallinn, 2014 Successful Selling, Institute of Sales and Marketing Management, Coventry, 2013 Achieving Commercial Excellence Conference, Roland Berger, London, 2013 Financial Director Summit, Financial Director, London, 2013 Aftermarket Forum, European Pricing Platform, Frankfurt, 2013 Executive Forum, Global Retail Marketing Association, St Pete Beach, 2013 Directors Meeting, International Association of Department Stores, Stuttgart, 2013 Directors Club Meeting, Presidents Institute, Copenhagen, 2013 Commercial Excellence Conference, Simon-Kucher and Partners, London, 2012 Hotel Industry Meeting, Pricing Solutions, Madrid, 2012 Pricing for Profit Conference, Simon-Kucher and Partners, London, 2012 Chief Information Officer European Meeting, The Research Board, Brussels, 2010 Commercial Alignment Forum, GlaxoSmithKline, London, 2007
RESEARCH	Barceló Hotels and Resorts, Biokit, British Telecommunications, Buyapowa, Canal+, Global Graphics Software, Grupanya, Havas Media, Hoffmann-La Roche, Lastminute, LivingSocial, London Organising Committee for the Olympic and Paralympic Games, Miroglio Group, MuXXIc Latina, Prodigy, Quidco, Sotheby's, Valassis, Viagogo.
WORKSHOPS	Association of Language Travel Organisations, Barceló Hotels and Resorts, Boehringer Ingelheim, Bolton Group, British Sky Broadcasting, British Telecommunications, Brown-Forman, Fox Networks Group, Havas Media, Hewlett-Packard, In Vivo BVA, John Lewis Partnership, Mondi, Occidental Hotels and Resorts, Orange Group, Pearson Ham Consulting, Pfizer, Poclain Hydraulics, Presidents Institute, PricewaterhouseCoopers, Procter and Gamble, Roland Berger,

Schibsted, Shell, TeliaSonera, UK Technology Strategy Board, Valassis, Valora Group, Vodafone, Voestalpine, Which?.

## SERVICE

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ADMINISTRATION	Founder, Institute for Data-Driven Decisions, ESADE, 2017 Department Head, Marketing, ESADE, 2015- Advisory Council, Retail Forum, ESADECREAPOLIS, 2015-7 MBA Core Course Committee, London Business School, 2006-9
PANELS	Doctoral Consortium, SCP Winter Conference, 2013
REVIEWING	
<i>Boards</i>	Editorial Board, Journal of Consumer Research, 2018- Conference Chair, Pricing Symposium, 2017- Track Chair, Pricing, EMAC Conference, 2015-7 Programme Committee, BDRM Conference, London, 2014 Associate Editor, ACR North American Conference, Chicago, 2013 Programme Committee, ACR European Conference, Barcelona, 2013
<i>Competitions</i>	EMAC McKinsey Marketing Dissertation Award, MSI Doctoral Dissertation Proposal Competition, SCP Doctoral Dissertation Competition.
<i>Conferences</i>	ACR European Conference, ACR North American Conference, EMAC Conference, La Londe Conference in Marketing Communications and Consumer Behavior, SCP International Conference, SCP Winter Conference.
<i>Journals</i>	California Management Review, Decision Analysis, International Journal of Research in Marketing, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Economic Psychology, Journal of Marketing Research, Management Science, Journal of Retailing, Marketing Science, Organizational Behavior and Human Decision Processes.
SUPERVISION	Aylin Aydinli, Julia von Schuckmann.

## MEDIA PRESENCE

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TELEVISION	Antena 3 (Apr. 2016), BBC One (Aug. 2013, Jul. 2013).
PRINT	Accounting and Business (Jan. 2014, Jan. 2013), Argus Lite (Jul. 2008), .BIZ Builder Magazine (Jul. 2012), Bloomberg BusinessWeek (May 2012), Business Strategy Review (Mar. 2014), Casium (Nov. 2009), CFO Europe (Nov. 2008), CFO World (Mar. 2012), Columbia Ideas at Work (Jan. 2011), Consumerist (Aug. 2011), El Economista (Feb. 2017, May 2016, Nov. 2014), El Mundo (Sep. 2016, Nov. 2015), El Periódico de Catalunya (Nov. 2014), El Punt Avui (Jan. 2016), Emprendedores (Jun. 2015), Ernst and Young Performance (Mar. 2014), EurekAlert! (Jan. 2009), Expansión (Mar. 2016, Feb. 2015, Jul. 2014, Jul. 2001, Apr. 2001), Financial Times (May 2012, Jun. 2011, Feb. 2008), FirstScience (Jan. 2009), Forbes (Jan. 2013), Grocer (Oct. 2008), GrowthBusiness



(Jan. 2009), HBS Working Knowledge (Apr. 2012, Dec. 2006), Ideas for Leaders (Aug. 2014), La Vanguardia (Mar. 2016), Making Money (Jun. 2010), Marketer (Jun. 2008), Marketing (Apr. 2009), Marketing+Ventas (Apr. 2016), Men's Health (Jul. 2009), Mente & Finanza (Jul. 2017), MIT Sloan Management Review (Nov. 2014), The National (Jul. 2012), PhysOrg (Jan. 2009), Procurement Leaders (Oct. 2008), Promotions and Incentives (Nov. 2008), Promotions Buyer (Dec. 2008), ScienceDaily (Aug. 2011, Jan. 2009), ShortList (Jul. 2008), SmartMoney (Aug. 2011), Strategy Plus Business (Mar. 2007), The Times (Jan. 2007), Wall Street Journal (Aug. 2011), Wise Marketer (Nov. 2008), Yahoo! Finance (Jul. 2011).

#### INVITED BLOGS

Business Strategy Review (Dec. 2012, Mar. 2012, Dec. 2011), Harvard Business Review (Dec. 2014, Nov. 2013, Nov. 2012, Jul. 2012, Jun. 2012, Feb. 2012, Dec. 2011, Jul. 2011, Mar. 2011, Apr. 2010).

#### AFFILIATIONS

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American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making.

#### ADDITIONAL WEBPAGES

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ESADE: [www.esade.edu/faculty/marco.bertini](http://www.esade.edu/faculty/marco.bertini)

LinkedIn: [www.linkedin.com/pub/marco-bertini/70/71a/913](http://www.linkedin.com/pub/marco-bertini/70/71a/913)

ResearchGate: [www.researchgate.net/profile/Marco\\_Bertini3](http://www.researchgate.net/profile/Marco_Bertini3)

Social Science Research Network: [www.ssrn.com/author=333662](http://www.ssrn.com/author=333662)

Stern Speakers: <https://sternspeakers.com/speakers/marco-bertini/>