

# Marco Bertini

ESADE  
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HARVARD BUSINESS SCHOOL  
Morgan Hall 133  
Soldiers Field Road  
Boston, MA 02163  
USA  
[mbertini@hbs.edu](mailto:mbertini@hbs.edu)

## APPOINTMENTS

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### ACADEMIC

Jan. 2021 – present	<b>Visiting Professor, Marketing</b> – Harvard Business School
Jun. 2020 – present	<b>Professor, Marketing</b> – Esade
Apr. 2015 – Apr. 2019	<b>Department Chair, Marketing</b> – Esade
Jul. 2014 – May 2020	<b>Associate Professor, Marketing</b> – Esade
May 2006 – Jun. 2014	<b>Assistant Professor, Marketing</b> – London Business School
Jun. 2000 – Aug. 2001	<b>Lecturer, Marketing</b> – IESE Business School

### OTHER

May 2021 – present	<b>Advisory Council</b> – Worldreader
Feb. 2021 – present	<b>Senior Advisor</b> – Boston Consulting Group

## 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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Spanish Ministry of Science and Innovation Challenges of the Society grant, 2021  
Swiss Academy of Marketing Science Rigor and Relevance Award, 2021  
Thinkers50 Radar list, 2017  
Catalan University Quality Assurance Agency research merit (2011-16), 2017  
Catalan University Quality Assurance Agency research merit (2005-10), 2016  
Catalan University Quality Assurance Agency accreditation for advanced research, 2015

London Business School Deloitte Institute of Innovation and Entrepreneurship grant, 2013  
Marketing Science Institute Young Scholar, 2013  
Economist Intelligence Unit Business Professor of the Year Award nominee, 2012  
European Commission Marie Skłodowska-Curie Actions grant, 2011  
London Business School Research and Materials Development Fund, 2006–14  
American Marketing Association-Sheth Foundation Doctoral Consortium Fellow, 2005  
ISMS Doctoral Consortium Fellow, 2004  
Harvard Business School Graduate Fellow, 2001–6  
The University of Melbourne Honors Graduate, 1998

## RESEARCH

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### PUBLICATIONS

#### *Books*

1. Bertini, Marco and Oded Koenigsberg (2020), *The Ends Game: How Smart Companies Stop Selling Products and Start Delivering Value*, Cambridge, MA: MIT Press. (Part of the “Management on the Cutting Edge” series.)

#### *Articles for academia*

2. Bertini, Marco, Stefan Buehler, Daniel Halbheer, and Don Lehmann (2022), “Carbon Footprinting and Pricing under Climate Concerns,” *Journal of Marketing*, 86 (2), forthcoming.
  - Winner, 2021 Swiss Academy of Marketing Science Rigor and Relevance Award.
3. Bertini, Marco and Aylin Aydinli (2020), “Consumer Reactance to Promotional Favors,” *Journal of Retailing*, 96 (4), 578–89.
4. Bertini, Marco, Daniel Halbheer, and Oded Koenigsberg (2020), “Price and Quality Decisions by Self-Serving Managers,” *International Journal of Research in Marketing*, 37 (2), 236–57.
5. 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.
6. 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.
7. 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.
8. Aydinli, Aylin, Marco Bertini, and Anja Lambrecht (2014), “Price Promotion for Emotional Impact,” *Journal of Marketing*, 78 (4), 80–96.
9. 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.
10. 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.
11. Bertini, Marco and Luc Wathieu (2008), “Attention Arousal through Price Partitioning,” *Marketing Science*, 27 (2), 236–46.
12. 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*

13. Bertini, Marco, John Pineda, Amadeus Petzke, and Jean-Manuel Izaret (2021), "Can We Afford Sustainable Business? Taking a Creative Approach to Price Can Benefit Society, the Environment—and Your Company," *MIT Sloan Management Review*, 63 (1), 25–33.
14. Bertini, Marco and Oded Koenigsberg (2021), "The Pitfalls of Pricing Algorithms: Be Mindful of How They Can Hurt Your Brand," *Harvard Business Review*, 99 (5), 74–83.
15. Bertini, Marco and Oded Koenigsberg (2020), "Competing on Customer Outcomes," *MIT Sloan Management Review*, 62 (1), 78–84.
16. Bertini, Marco and Nader Tavassoli (2017), "When It's Time to Expand Beyond the Base," *Harvard Business Review*, 95 (5), 143–7.
17. Bertini, Marco and Nader Tavassoli (2015), "Can One Business Unit Have Two Revenue Models?" *Harvard Business Review*, 93 (3), 121–5.
18. Bertini, Marco and Oded Koenigsberg (2014), "When Customers Help Set Prices," *MIT Sloan Management Review*, 55 (4), 57–64.
19. Bertini, Marco and John T. Gourville (2012), "Pricing to Create Shared Value," *Harvard Business Review*, 90 (6), 96–104.
20. 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.
21. Bertini, Marco and John T. Gourville (2011), "Time for a Unified Campaign?" *Harvard Business Review*, 89 (6), 129–33.
22. Bertini, Marco, John T. Gourville, and Elie Ofek (2011), "The Best Way to Name Your Product 2.0," *Harvard Business Review*, 89 (5), 36.
23. Bertini, Marco and Nirmalya Kumar (2010), "The Upstart's Assault," *Harvard Business Review*, 88 (7–8), 159–63.
24. Bertini, Marco and Luc Wathieu (2010), "How to Stop Customers from Fixating on Price," *Harvard Business Review*, 88 (5), 84–91.

#### *Book chapters*

25. 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.

#### *Teaching materials*

1. Ofek, Elie, Marco Bertini, Dilyana Karadzova Botha, and Esel Cekin (2021), "Project Maji: Pricing Water in Sub-Saharan Africa," Harvard Business School case study, 9-522-043.
2. Ofek, Elie, Marco Bertini, and Nicole Tempest Keller (2021), "GoPro: Becoming a Subscription Hero," Harvard Business School case study, N-522-022.
3. Ofek, Elie, Marco Bertini, and Alpana Thapar (2021), "STARZPLAY: Shooting for the Stars," Harvard Business School case study 9-522-005.
4. Bertini, Marco, Elie Ofek, and Julia Kelley (2021), "Worldreader: Helping Readers Build a Better World," Harvard Business School case study 9-522-003.
5. Bertini, Marco and Oded Koenigsberg (2021), "NiPay's Pricing Conundrum," London Business School compact case study, CCS-21-006.
6. Bertini, Marco and Oded Koenigsberg (2020), "Twisterden: Pricing a Go-to-Market Strategy," London Business School compact case study CCS-21-004.
7. Ofek, Elie, Eyal Bialogorsky, Marco Bertini, and Oded Koenigsberg (2020), "SenseAim Technologies: Pricing to Win," Harvard Business School exercise 9-521-049.
8. Ofek, Elie, Marco Bertini, Oded Koenigsberg, Elena Corsi, and Emer Moloney (2020), "Holaluz: Taking on the Spanish Energy Market," Harvard Business School case study 9-521-045.

9. Ofek, Elie, Marco Bertini, Oded Koenigsberg, and George Gonzalez (2020) "HP Instant Ink: (Self) Disrupting the Consumer Printing Market," Harvard Business School case study 9-521-016 and teaching note 5-521-084.
10. Ofek, Elie, Marco Bertini, and Oded Koenigsberg, and James Weber (2020), "Pearson: Efficacy 2.0," Harvard Business School case study 9-521-012 and teaching note 5-521-115.
11. Ofek, Elie, Marco Bertini, Oded Koenigsberg, and Amy Klopfenstein (2020), "Pricing at Netflix," Harvard Business School case study 9-521-004.
12. Bertini, Marco and Nader Tavassoli (2013), "Revenue Model Innovation at Roche Diagnostics," London Business School case study, CS-13-015.
13. 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.
14. Gourville, John T. and Marco Bertini (2011), "Barceló Hotels and Resorts (A)," Harvard Business School case study 9-511-108.
15. Bertini, Marco and Diogo Coelho (2010), "Global Graphics: Pricing in a New Market," London Business School case study CS-10-014.
16. 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.
17. Bertini, Marco, Alastair Hirst, and Nirmalya Kumar (2009), "BT Business: Responding to 'Free Forever'," London Business School case study CS-08-041.
18. Bertini, Marco, Edward Parkinson, and Donna Everatt (2008), "Viagogo (A) (B)," London Business School case studies CS-08-039/040.
19. Bertini, Marco, Eduard Guiu, and José Luis Nueno (2002), "Vitamax Technologies," IESE Business School, case study M-1139-E.
20. Bertini, Marco, Victoria Carrión, and José Luis Nueno (2001), "Muxxic Latina," IESE Business School case study M-1135-E.
21. 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.
22. Bertini, Marco and José Luis Nueno (2001), "Canal Satélite Digital," IESE Business School case study M-1121-E.
23. Bertini, Marco and José Luis Nueno (2001), "Lastminute.com (A) (B) (C)," IESE Business School case studies M-1115/1116/1117-E.
24. Bertini, Marco, Victoria Carrión, and José Luis Nueno (2002), "The Recorded Music Industry," IESE Business School technical note MN-337-E.

*Other publications*

25. Bertini, Marco (2020), "Selling Value, Not Subscriptions, Is the Future of Business," *Forbes*, October 15.
26. van Lin, Arjen, Aylin Aydinli, Bertini, Marco, Erica van Herpen, and Julia von Schuckmann (2021), "Does Cash Really Mean Trash? An Empirical Investigation into the Effect of Retailer Price Promotions on Household Food Waste," *Marketing Science Institute*, report 20-131.
27. Reisman, Richard and Marco Bertini (2018), "A Novel Architecture to Monetize Digital Offerings," *Journal of Revenue and Pricing Management*, 17 (6), 453–8.
28. Bertini, Marco and Nader Tavassoli (2017), "When You Have to Choose Between Core and New Customers," *Harvard Business Review*, digital article, June 26.
29. Bertini, Marco (2014), "Price Wars and the Managers Who Start Them," *Business Strategy Review*, 25 (4), 52–5.
30. Bertini, Marco, Oded Koenigsberg, and Daniel Halbheer (2014), "Claiming the Credit," *Business Strategy Review*, 25 (1), 8.

31. Bertini, Marco and Richard Reisman (2013), "When Selling Digital Content, Let the Customer Set the Price," *Harvard Business Review*, digital article, November 18.
32. Ham, Tim and Marco Bertini (2013), "The Right Price, at the Right Moment, to the Right Customer," *Business Strategy Review*, 24 (1), 49-53.
33. Bertini, Marco (2012), "Holiday Discounts Are a Dangerous Drug," *Harvard Business Review*, digital article, November 23.
34. Bertini, Marco and Luc Wathieu (2012), "Starting Prices and Consumer Sensitivity to Customization," *Marketing Science Institute*, report 12-114.
35. Bertini, Marco (2012), "Putting a Price on Customer Loyalty," *Harvard Business Review*, video, July 24.
36. Bertini, Marco and John T. Gourville (2012), "Pricing Lessons from the London Olympics," *Harvard Business Review*, digital article, June 19.
37. Bertini, Marco (2012), "The Price of Olympic Success," *Business Strategy Review*, 23 (2), 43-7.
38. Bertini, Marco and Nader Tavassoli (2012), "Commercialising a Product: Managing Price as Part of Branding," *Financial Times*, May 8.
39. Bertini, Marco and Luc Wathieu (2012), "Price Wars and the Managers Who Start Them," *Business Strategy Review*, digital article, March 6.
40. Bertini, Marco and Ricardo Cabornero (2012), "The Perils of Popularity," *Business Strategy Review*, 23 (1), 51-5.
41. Bertini, Marco and Luc Wathieu (2011), "Choice Helps High-End Products, Hurts Low-End Products," *Harvard Business Review*, digital article, December 7.
42. Bertini, Marco, John T. Gourville, and Elie Ofek (2011), "When the Name Is the Game," *Business Strategy Review*, 22 (3), 50-5.
43. Bertini, Marco and Luc Wathieu (2011), "Pricing the Priceless," *Harvard Business Review*, digital article, July 20.
44. Hinterhuber, Andreas and Marco Bertini (2011), "Profiting When Customers Choose Value over Price," *Business Strategy Review*, 22 (1), 46-9.
45. Bertini, Marco (2008), "Shoppers Care About More than Just Price," *The Grocer*, November 8.
46. Bertini, Marco, Elie Ofek, and Dan Ariely (2008), "The Art of Positioning Product Enhancements," *Strategy+Business*, digital article, April 3.
47. Bertini, Marco, John Gourville, and Elie Ofek (2007), "The Branding of Next-Generation Products," *Marketing Science Institute*, report 07-113.

## WORK IN PROGRESS

The situational samaritan: how and why marketplace conditions shape prosocial consumer behaviors (with L. Barros, G. Donnelly, J. von Schuckmann), under review, *Journal of Marketing Research*.

If customer relationships matter, why do businesses play tricks with their prices? (with A. Kronrod, J. von Schuckmann), under review, *California Management Review*.

Timing the disclosure of prices: should firms delay the inevitable? (with D. Aparicio).

Does cash really mean trash? An empirical investigation into the effect of retailer price promotions on household food waste (with A. van Lin, A. Aydinli, E. van Herpen, J. von Schuckmann).

Pricing and supply chain transparency to conscientious consumers (with S. Buehler, D. Halbheer).

Estimates, quotes, and negotiation in the pricing of projects (with E. Bialogorsky, O. Koenigsberg, D. Halbheer)

How commercial should your nonprofit be? (with M. Beckett, J.M. Izaret, R. Hutchinson)

Cakeconomics: harnessing customer advantage to grow your business (with O. Koenigsberg, E. Ofek)

Pricing when WTP depends on the posted price (with L. Wathieu, M. O'Donnell)

## TEACHING

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### DEGREE PROGRAMMES

#### *Executive Master of Business Administration*

Marketing Strategy (London Business School–Columbia Business School, Warsaw University of Technology Business School), Pricing Strategy (Esade, Georgetown University–Esade, University of Cambridge).

#### *Master of Business Administration*

Marketing Strategy (Esade, IESE Business School, London Business School), Pricing Strategy (Esade, Harvard Business School, London Business School).

#### *Master of Science*

Pricing Strategy (Esade).

#### *PhD*

Behavioural Research in Pricing (Esade, London Business School), Design and Analysis of Experiments (London Business School), Judgment and Decision Making (London Business School).

### EXECUTIVE EDUCATION

#### *Custom programs*

Air Liquide, Banco Bilbao Vizcaya Argentaria, Boston Consulting Group, Česká Sportelna, The Coca-Cola Company, DAC Beachcroft, De Brauw, Ericsson, European Centre for Executive Development, ExxonMobil, Fédération Internationale de l'Automobile, Guangzhou Liby Enterprise, Hennes and Mauritz, Hewlett-Packard, Iberdrola, International Commerce Institute, LeasePlan, Linde, IBM, Merck Serono, PREMO, Repsol, The Royal Mail, Sberbank, Seidor, Starbev, Strauss Coffee, Sun Microsystems, Telekom Austria, Telenor, Transmed, University of Witwatersrand, Venrex, Vodafone, Yili, Young Presidents' Organization.

#### *Open enrolment programs*

Pricing and Revenue Maximisation (Luxembourg School of Business), Advanced Marketing Strategy (Esade), inDIGITAL (Esade), Strategic Pricing (Aalto University), Chief Marketing Officer Programme (CEIBS), Strategic Pricing Management (GfK Academy), Market-Driving Strategies (London Business School), Customer-Focused Marketing (London Business School).

## PROFESSIONAL ACTIVITIES

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### ADVISING AND CONSULTING

AC Hotels, Armacell, Arrow Electronics, Astrazeneca, Chevron-Texaco, De Beers, Emel, Lasso, Merck, Merck Serono, Miller Brewing Company, Peregrine Corporation, Procter and Gamble, Smart Currency Exchange, Unión Española de Explosivos, USA Tobacco Education and Prevention Board.

### KEYNOTES AND TALKS

TopLine, Simon-Kucher and Partners, 2021

Pricing and Revenue Management Summit, Boston Consulting Group, 2021  
One Meeting, BBVA, 2019  
Pricing Roundtable, Boston Consulting Group, 2019  
World Marketing and Sales Forum, World of Business Ideas, 2019  
Leadership Conference, Badger International, 2019  
Nordic Business Forum Sweden, Nordic Business Forum, 2019  
CEO Conference, Investcorp, 2019  
One Team One Vision, Novartis, 2019  
EMEA HPS HW Category Event, HP, 2018  
Annual Convention, EMEA Power Transmission Distributors Association, 2018  
Global Sales Conference, Elkem, 2017  
Global Effective Pricing Summit, Corporate Parity, 2017  
Four Years from Now, Mobile World Congress, 2017  
Congreso Nacional Marketing, Asociación para el Progreso de la Dirección, 2015  
Eurasia Consumer Summit, TeliaSonera, 2015  
Innovation for Growth, Science | Business, 2015  
Global Conference, Permira Advisers, 2015  
Possibilities Conference, Austbrokers and IBNA Members, 2015  
European Pricing Conference, Professional Pricing Society, 2014  
BIG Chief Executive Officer P2P Meeting, PerCapita, 2014  
Successful Selling, Institute of Sales and Marketing Management, 2013  
Achieving Commercial Excellence, Roland Berger, 2013  
Financial Director Summit, Financial Director, 2013  
Aftermarket Forum, European Pricing Platform, 2013  
Executive Forum, Global Retail Marketing Association, 2013  
Directors Meeting, International Association of Department Stores, 2013  
Directors Club Meeting, Presidents Institute, 2013  
Commercial Excellence Conference, Simon-Kucher and Partners, 2012  
Global Leadership Summit, London Business School, 2012  
Chief Information Officer European Meeting, The Research Board, 2010  
Commercial Alignment Forum, GlaxoSmithKline, 2007

## WORKSHOPS

Armacell, Association of Language Travel Organisations, Barceló Hotels and Resorts, Boehringer Ingelheim, Bolton Alimentari, British Sky Broadcasting, British Telecommunications, Brown-Forman, European House – Ambrosetti, Fox Networks, Havas Media, Hewlett-Packard, In Vivo BVA, John Lewis Partnership, Mondy, Novartis, Occidental Hotels and Resorts, Orange, Pearson Ham Consulting, Pfizer, Poclain Hydraulics, Poste Italiane, Presidents Institute, PricewaterhouseCoopers, Procter and Gamble, Roland Berger, Schibsted, Shell, Smart Currency Exchange, Telia Company, UK Technology Strategy Board, Valassis, Valora, Vodafone, Voestalpine, Which?, Worldreader.

## SERVICE

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### ACADEMIA

*Boards and committees*

Editorial Board, International Journal of Research in Marketing, 2021–  
Associate Editor, Journal of Consumer Research, 2021–  
Scientific Committee, Spanish Ministry of Science and Innovation, 2019  
Editorial Board, Journal of Consumer Research, 2018–20  
Co-Founder, The Pricing Symposium, 2017–  
Co-Chair, EMAC Conference, Pricing Track, 2015–7  
Program Committee, BDRM Conference, London, 2014  
Associate Editor, ACR North American Conference, Chicago, 2013  
Program Committee, ACR European Conference, Barcelona, 2013

#### *Reviewing*

California Management Review, Decision Analysis, EMAC McKinsey Marketing  
Dissertation Award, Journal of Consumer Psychology, Journal of Economic Psychology,  
Journal of Marketing, Journal of Marketing Research, Journal of the Association for  
Consumer Research, Management Science, Journal of Retailing, Marketing Science, MSI  
Doctoral Dissertation Proposal Competition, Organizational Behavior and Human Decision  
Processes, SCP Doctoral Dissertation Competition.

#### *PhD supervision*

Aylin Aydinli, Julia von Schuckmann.

#### ADMINISTRATION

Co-founder, Esade Institute for Data-Driven Decisions  
Extended Executive Committee, Esade, 2015–9  
Advisory Council, Retail Forum, EsadeCreapolis, 2015–7  
MBA Core Course Committee, London Business School, 2006–9

#### **WEBSITES**

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

Harvard Business School: <https://www.hbs.edu/faculty/Pages/profile.aspx?facId=141543>

Personal: [www.marcobertini.com](http://www.marcobertini.com)

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