

Andres Musalem is Assistant Professor of Marketing at the Fuqua School of Business at Duke University. Professor Musalem received his B.Sc. in Industrial Engineering and MBA from the University of Chile and his A.M. in Statistics and Ph.D. in Marketing from The Wharton School of the University of Pennsylvania. He has been on the faculty at Fuqua since 2006 as a member of the marketing area.

Professor Musalem's expertise is in the development of econometric and statistical methodologies to estimate the impact of drivers of consumer and firm behavior from limited data. These limited information instances are very common in practice. For example, a retailer interested in understanding how consumers react to out-of-stocks may only have limited information about product inventory on the shelf because it is costly to continually monitor inventory of every item in a store. In addition, Professor Musalem has also conducted research to understand firm incentives to acquire and retain customers. In particular, this research shows that when firms expect customer relationships to become more profitable in the future, this may lead to more intense competition to acquire customers and hence lower profits for the firms.

Professor Musalem's research has appeared in the *Journal of Marketing Research*, *Journal of Applied Econometrics*, *Marketing Science* and *Management Science*. He has served as a referee for journals in the fields of marketing, operations management and management.

His work is relevant for practitioners interested in the use of data to guide marketing decisions (data-driven marketing). He participated in the documentation of the implementation and results of the first category management projects implemented in the Chilean supermarket industry. He worked with Wharton marketing faculty developing predictive models to assist Time Warner in the generation of sales forecast for movie DVDs. Finally, he also participated in a consulting team to assist the Chilean School System with the assignments of contracts in a combinational auction for the supply of eyeglasses. He has written op-eds or been quoted on marketing topics mostly in Chilean newspapers and business magazines.

His recent teaching includes the marketing management core course in the Master of Engineering Management and Weekend MBA programs and the South America global academic travel experience (GATE) and marketing practicum courses in the daytime MBA program. Previously, he also taught courses in optimization, market research and pricing strategies.