# Josue Martinez

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## PROFESSIONAL EXPERIENCE

### University of California, Davis, San Francisco, CA

**Director, Master of Science Business Analytics – Graduate School of Management**          **July 2023 - present**

- On-campus design and teaching of *Information, Insights, and Impact* (BAX 401) and *Practicum Initiation, Elaboration, and Implementation* (BAX 461-464) graduate courses to 105 students.
- Develop and nurture relationships with local and global corporate, governmental, and non-profit organizations.
- Guide students throughout the completion of ten-month business analytics projects with 25 partnering companies, encompassing CPG, Retail, Media, Sports, Gaming, Financial Services, Apparel, Construction, Consulting, Manufacturing, Apparel, Health and Legal industries.

### Columbia University, New York, NY

**Lecturer**          **August 2020 – December 2023**

- Online teaching of *Solving Real World Problems with Analytics Capstone* course (APANPS5900) in the Applied Analytics Master's program of the School of Professional Studies.

### University of California, Berkeley, Berkeley, CA

**Lecturer**          **January 2022 –  June 2023**

- On-campus teaching of *Experiments and Causal Inference* (INFO 241) and *Information Management Practicum* (INFO 293) graduate courses, in the School of Information.

### Wells Fargo, San Francisco, CA

**SVP, Head of Marketing Measurement**          **December 2016 - June 2023**

Lead marketing and product investments performance measurement for centralized marketing organization.

- Persuaded CFO & CMO to make econometric models source of record for quarterly results and forecasts to Wall Street.
- Productionized and standardized data science solutions for all LoBs across the bank.
- Managed Audience Targeting, MTA, ML Modeling, A/B Testing, Optimization and Forecasting solutions and teams.
- Encompassed all Products, Media, In-Branch, Banker, Meetings, Events and Sponsorships.
- Managed multidisciplinary team of 124: 72 FTEs in U.S. and 52 contractors across U.S., India, and Chile.

### Universal McCann - Interpublic Group, New York, NY

**EVP, Global Analytics**          **April 2015 - November 2016**

**SVP, Managing Director of U.S. Analytics**          **December 2010 - March 2015**

Headed reconfiguration and management of analytic solutions globally in support of Johnson & Johnson client.

- Conceived and established innovative compensation model with clients, generating incremental $8MM in fees, annually.
- Took analytics leader role in new business winning pitches including Johnson & Johnson Global, and Coca-Cola.
- Implemented data and technology roadmap in support of analytic media planning.
- Grew and managed a team of 30 in NYC, within five years.

### Hall And Partners - Omnicom, New York, NY

**Research Director, Marketing Analytics**          **January 2009 - December 2010**

Brought sophistication to the primary research analytics offering of the company.

- Led the effort on the first Marketing Mix Model the organization sold. The guidance provided from the analysis persuaded Farmers Insurance to start investing significantly in TV advertising (now close to $100MM annually)
- Run conjoint analysis for Absolut Vodka to select new bottle concepts to launch.
- Run a segmentation study that defined traveler profiles to target with different offers by JetBlue.
- Supported a large set of clients: Absolut, Adidas, AMEX, Del Monte, Farmers Insurance, Genentech, JetBlue, Microsoft,

Patron, Pep Boys, P.F.Chang's, Reebok, Samsung, Subway, T.J.Maxx, Travelers Insurance, Travelocity, Unilever, and Volkswagen.

**IRI Worldwide**, Fairfield, NJ

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| Vice President, Business and Consumer Insights | **May 2007 - December 2008** |
| Director, Analytic Insights Group | **July 2004 - April 2007** |
| Manager, Analytic Insights Group | **May 2002 - June 2004** |

## SKILLS

**Soft-Skills**: Data Storytelling | Analytic Translation | Stakeholder Persuasion | Team Conflict Resolution
**Data Science/Machine Learning**: MLOps | Random Forests | Gradient Boosting | Neural Networks | Logistic Regression | Marketing Mix Modeling (MMM) | Multitouch Attribution (MTA) | Experimental Design & Causal Inference | Multi-Armed Bandits | Matching and Synthetic Controls
**Programming Languages/Software**: Python | SQL | R | SAS | JMP | SPSS | GAMS | MATLAB
**Languages**: Trilingual - English/Spanish/Basque

## EDUCATION

**Ph.D., Major: Environmental and Natural Resource Economics**
University of Rhode Island, Kingston, RI

**Master of Science (M.S.), Major: Marine Biology and Fisheries**
University of Miami, Miami, FL

**Bachelor of Science (B.S.), Major: Biology**
Universidad De Granada, Granada, Spain

## PUBLICATIONS

- Martínez-Garmendia, J., 2024. Machine Learning for Product Choice Prediction. *Journal of Marketing Analytics*, 12(3):656–667.
- Martínez-Garmendia, J., 2010. Application of Hedonic Price Modeling to Consumer-Packaged Goods using Store Scanner Data. *Journal of Business Research*, 63:609-696
- Martínez-Garmendia, J., and Anderson, J. L., 2005. Conservation, Markets, and Fisheries Policy: The North Atlantic Bluefin Tuna and the Japanese Sushi Market. *Agribusiness*, 21:17-36
- Martínez-Garmendia, J., and Anderson, J. L., 2001. Premiums/Discounts and Predictive Ability of the Shrimp Futures Market. *Agricultural and Resource Economics Review*, 30:160-167
- Carroll, M. T., Anderson, J. L., and Martínez-Garmendia, J, 2001. Pricing US North Atlantic Bluefin Tuna and Implications for Management. *Agribusiness*, 17:243-254
- Martínez-Garmendia, J., and Anderson, J. L., 1999. Hedging Performance of Shrimp Futures Contracts with Multiple Deliverable Grades. *The Journal of Futures Markets*, 19:957-990
- Martínez-Garmendia, J., 1998. Simulation analysis of evolutionary response of fish populations to size selective harvesting with the use of an individual-based model. *Ecological Modelling*, 111, 1:37-60
- Martínez-Garmendia, J., 1997. Effects of length-at-age data on growth and management benchmark F0.1 estimates in the face of size-selective mortality. *Fisheries Research*, 32:233-247.