

# Guilherme Liberali (Gui)

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## USA

Sloan School of Management/ MIT  
Cambridge, MA  
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## BRAZIL

Av. Unisinos, 950  
Sao Leopoldo, RS  
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## EDUCATION & RESEARCH POSITIONS

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- Visiting Scholar     **Sloan Management School  
Massachusetts Institute of Technology – MIT**  
Sponsors: Glen Urban/John Hauser
- Assistant  
Professor of  
Marketing     **Universidade do Vale do Rio dos Sinos – UNISINOS  
Brazil**
- Doctorate     **Marketing**  
Escola de Administração, Universidade Federal do Rio Grande do Sul, UFRGS / Brazil  
Graduated in March, 2006
- M.Sc.     **Information Systems**  
Escola de Administração, Universidade Federal do Rio Grande do Sul, UFRGS / Brazil  
Graduated in 1997
- B. Sc.     **Computer Science**  
Instituto de Informática, Universidade Federal do Rio Grande do Sul, UFRGS / Brazil  
Graduated in 1994

## RESEARCH INTERESTS

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I am interested in deploying multi-armed bandits to solve marketing problems, and in developing new methods and tools to improve marketing decision-making. More generally speaking, I am interested in using computer science, statistics and microeconomic tools to gain understanding of marketing phenomena.

## HONORS, SCHOLARSHIPS AND AWARDS

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- Brazilian Government's CAPES **Best PhD Dissertation Award in Management**, 2007
  - 2005 **Marketing Science Conference Doctoral Consortium Fellow**, Emory University, Atlanta, GA.
  - Finalist for the **PROVAR Excellence in Retail Award**, University of São Paulo, 2003.
  - CAPES (Brazil's main research funding agency). **Research fellowship**, 2004-2005.
  - **UNISINOS Doctoral Fellowship**, 2002-2005.
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## **PUBLICATIONS**

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Hauser, John R., Glen L. Urban, Guilherme Liberali, and Michael Braun (2009), "Website Morphing," *Marketing Science*, 28, 2, (March-April), 202-224. Lead article with commentaries by Andrew Gelman, John Gittins, and Hal Varian.

Urban, Glen ; Hauser, John ; Liberali, Guilherme ; Braun, Michael ; Sultan, Fareena . Morphing the Web - Building Empathy, Trust, and Sales. *MIT Sloan Management Review*, forthcoming.

Gruca, Thomas, Liberali, Guilherme and Nique, Walter. Effects of Sensitization and Habituation in Durable Goods Markets". Revise and Resubmit. *European Journal of Operational Research*.

## **WORK IN PROGRESS**

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- Continuous-Time Markov Process with Misclassification: Modeling and Application to Auto Marketing, with Glen Urban, John Hauser.
- Multiple Morphing - Application to Suruga Bank, with John Hauser and Glen Urban
- The Economics of Freeware, with Thomas Gruca and G. Vaccaro

## **PRESENTATIONS IN CONFERENCES *(partial list)***

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**Website Morphing.** *ART Forum (Advanced Research Techniques Forum)*. Vancouver, Canada, 2009.

**Continuous-Time Markov Process with Misclassification: Modeling and Application to Auto Marketing.** *Marketing Science Conference. Ann Arbor*, 2009.

**Morphing Websites in the Presence of Switching Costs.** *Marketing Science Conference. Ann Arbor*, 2009.

**Morphing Websites to Match Individual Cognitive Styles.** *Marketing Science Conference. Vancouver, Canada*, 2008.

**Product Line Dynamics of Performance Products.** *Marketing Science Conference 2008. Vancouver, Canada*, 2008.

**Morphing Site Designs for Individual Search and Decision Styles.** *Marketing Science Conference*, 2006.

**The Effect of Consumer Dynamics on Optimal Price and Quality for Durable Products,** *Marketing Dynamics Conference. UC Davis, CA - USA*, 2005.

**Consumer Dynamics and Optimal Price-Quality Trajectories for Durable Goods**, with Thomas Gruca. *Marketing Science Conference 2005*. Atlanta, GA - USA, 2005.

#### **OTHER PUBLISHED RESEARCH AND BOOKS**

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- Three papers published in the two top management journals in Brazil
- One book published on Relationship Marketing (editor), 2004, ISBN # 85-224-3836-6.
- Two book chapters published on marketing and information systems (in portuguese).

#### **LANGUAGES**

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English	Fluent – computer-based Toefl score of 290 out of 300.
Portuguese	Native Language
French, Italian, Spanish	Good Reading

#### **TEACHING**

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##### **Courses taught recently:**

Marketing Models	Graduate Program
E-business and Marketing	MBA level
Advanced Topics on Information Systems (course on Customer Relationship Management)	Undergraduate level