

# MARCEL GOIC.

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## Education

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2005 - CARNEGIE MELLON UNIVERSITY Pittsburgh, USA

DOCTORAL STUDENT, Marketing. Tepper School of Business (2005-).

1996-2003 UNIVERSITY OF CHILE Santiago, Chile

MASTER IN OPERATIONS MANAGEMENT, School of Engineering (2002-2003).

INDUSTRIAL ENGINEER, School of Engineering (1996-2001).

BACHELOR IN ENGINEERING SCIENCE, School of Engineering (1996-2001).

*Awarded Maximum Honors for Dissertation and Final Examination.*

Appointed teaching assistant in Marketing, Optimization, Stochastic Models, Data Mining, Calculus and Math Programming.

## Honors

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- “Best Graduated Engineer”, award for the best excellent academic performance and personal qualities, Chilean Board of Engineering (2004).
- “Best Teaching Assistant” award, for three consecutive years. Industrial Engineering Department, University of Chile (2000, 2001, 2002).
- “Outstanding Student Performance” award (top 5% of 4000 students), School of Engineering, University of Chile, 1997, 1998, 1999, 2000, 2001.
- Grant for graduate studies (Master in Operations Management, University of Chile) CONICYT, 2002.
- "Presidential Fellowship" offered by the Chilean Government to conduct Doctoral studies (2005-).
- William Larimer Mellon Fellowship, Carnegie Mellon University (2005-)

## Experience

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2003-2005 UNIVERSIDAD DE CHILE Santiago, Chile

Department of Industrial Engineering

Lecturer and research assistant (Full-Time)

- Teaching Positions: Marketing Models, Marketing Research and Professional Seminar.
- Research Areas: Marketing at Retail Industry, Customer Loyalty and Customer retention, Database Marketing, Marketing Research.

## Research

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- Papers and Congress presentations:
  - R. EPSTEIN, J. DUHART AND **M. GOIC F**, (2003): “Estructura de Clusters e Innovación Tecnológica en Chile” (Translation: Cluster Structure and Technological Innovation in Chile). Revista de Ingeniería de Sistemas, Vol XVII, N°1.
  - M. BOSCH P, **M. GOIC F** AND P. BUSTOS, (2004): “Using Data Envelopment Analysis to compare categories performance in a Supermarket”. XII Latin-Ibero-American Conference on Operations Research and Systems, La Habana, Cuba.
- Working papers :
  - **M. GOIC F**. AND C. CABALLERO V, (2005): “Aplicación de Algoritmos Genéticos para el Mejoramiento del Proceso de Programación del Rodaje en la Industria del Cine Independiente” (Translation: Using Genetic Algorithm to improve the filming process scheduling in Independent Movie Industry”).
  - M BOSCH P, **M. GOIC F**. AND M. JARA D, (2005): “Diseño de un Instrumento de Estimación de Impacto para Eventos Auspiciados por Una Empresa Periodística” (Translation: "Design of an Instrument of Impact Estimation of Supported Events").
- Work in progress :
  - R. EPSTEIN N, **M. GOIC F**: “Optimizing Long term planning for Open Pit Mines”.