

FEDERICO (RICO) BUMBACA

Leeds School of Business, University of Colorado Boulder
995 Regent Drive, UCB 419, Boulder, CO 80309, USA
Email: federico.bumbaca@colorado.edu

EDUCATION

Ph.D. in Marketing 2018
The Paul Merage School of Business, University of California – Irvine
Dissertation: Big Data Methods and Applications in Marketing
Co-Chairs: Peter E. Rossi (informal) at UCLA and Imran Currim at UCI
M.S. in Operations Research, Industrial Engineering, Virginia Polytechnic Institute
MBA in Management, Sloan School of Management, Massachusetts Institute of Technology
Thesis: A Model of Discrete Choice using Probability Density Estimation
Advisor: John D.C. Little
M.S. and B.S. in Electrical Engineering, Engineering Science, University of Toronto
Thesis area: Artificial Intelligence

RESEARCH INTERESTS

Topics: Hierarchical Models in a Big Data Environment, Target Marketing, Loyalty Programs
Methods: Big Data Methods, Distributed Computing, Nonparametric Methods, Bayesian Econometrics, Structural Econometrics, Scientific Visualization

WORKING PAPERS

- Distributed Markov Chain Monte Carlo for Bayesian Hierarchical Models, with Sanjog Misra and Peter E. Rossi. *Posted on SSRN. Invitation for revision from Journal of Marketing Research*
- Profitability of Loyalty Program Members: A Big Data Approach. *Target: Journal of Marketing Research*

PUBLICATIONS (ARTIFICIAL INTELLIGENCE)

- Bumbaca, Federico. 1988. Intelligent Computer-Assisted Instruction: A Theoretical Framework, *International Journal of Man-Machine Studies* **29**(3), 227-255
- Bumbaca, Federico and K.C. Smith. 1988. A Practical Approach to Image Restoration for Computer Vision, *Computer Vision, Graphics, and Image Processing*, **42**(2), 220-233
- Bumbaca, Federico and K.C. Smith. 1987. Design and Implementation of a Color Vision Model for Computer Vision Applications, *Computer Vision, Graphics, and Image Processing*, **39**(2), 226-245
- Bumbaca, Federico, Francois Blais, and Marc Rioux. 1986. Real-time Correction of Three Dimensional Nonlinearities for a Laser Rangefinder. *Optical Engineering*, **25**(4), 561-565

TEACHING EXPERIENCE

University of Colorado Boulder, Leeds School of Business
Instructor, Marketing Research and Analytics: undergraduate juniors, two sections 2018
University of California Irvine, Paul Merage School of Business
Instructor, Introduction to Marketing: undergraduate juniors, one section 2016

TEACHING ASSISTANTSHIPS

University of California Irvine, The Paul Merage School of Business

Marketing Management, MBA	2012 – 2017
Business Statistics, MBA	2017
Product Marketing: upper division undergraduates	2016
Marketing Communications: upper division undergraduates	2015
Brand Management: upper division undergraduates	2014

INVITED TALKS

- Stanford University, Graduate School of Business, April 4, 2018
- San Francisco State University, College of Business, November 6, 2017
- University College London, School of Management, October 17, 2017
- University of Rochester, Simon Business School, October 13, 2017
- University of Notre Dame, Mendoza College of Business, October 6, 2017
- Penn State, Smeal College of Business, October 2, 2017
- Northwestern University, Kellogg School of Management, September 28, 2017
- University of Colorado Boulder, Leeds School of Business, September 11, 2017
- University of Texas Austin, McCombs School of Business, September 8, 2017

PRESENTATIONS

- Characterizing Loyalty Program Members: A Big Data Approach. *Marketing Science Conference June 2017, brown bag presentation at UC Irvine June 2017, poster at UC Irvine May 2017*
- Distributed Markov Chain Monte Carlo for Bayesian Hierarchical Models. *Marketing Science Conference June 2015, San Diego Marketing Camp April 2016*
- What's the Big Deal about Big Data in Marketing? *Poster at UC Irvine, April 2016*
- Big Data in Consumer Choice: Scalable Bayesian Hierarchical Model Estimation. *Brown bag and poster presentations at UC Irvine, April 2015*
- Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. *Brown bag presentation at UC Irvine, January 2014*
- The Charles River Dialogs or Why Bother with the Logit? MIT Marketing Center Working Paper 89-6. Presented by John D.C. Little at *TIMS/ORSJ Conference, July 1989*

CONFERENCES AND WORKSHOPS

Quantitative Marketing and Structural Econometrics Workshop, Washington University	July 2017
INFORMS Marketing Science, University of Southern California	June 2017
San Diego Supercomputer Center High Performance Computing Workshop, UC – San Diego	August 2016
Sheth Doctoral Consortium, University of Notre Dame	May 2016
San Diego Marketing Camp, California State University – San Diego	April 2016
INFORMS Marketing Science, University of Maryland	June 2015
UC/USC Colloquium, UC Riverside	May 2015
Big Data Marketing Analytics, University of Chicago	October 2014
Quantitative Marketing and Economics, University of Southern California	October 2014

SERVICE

University of Colorado, Leeds School of Business

Mentor, Diverse Scholars Faculty Mentoring Program 2018 – 2019
New Assistant Professor Program, Faculty Teaching Excellence Program 2018 – 2019

INDUSTRY EXPERIENCE

Mojo Networks

Managing Director, International Channels
Vice President, Asia Pacific and Japan (Hong Kong)

Check Point Software, Zonelabs Division

Director, Worldwide Business Development
Director, Asia Pacific, Japan, and Latin America

Peakstone Corporation

Vice President, Business Development

Alcatel-Lucent, VitalSoft Division

Director, Business Development

Visix Software

Vice President, Asia Pacific
Director, Western Region of USA

Fair Isaac Corporation, Blaze Software Division

Director & General Manager, Japan (Tokyo, Japan)
Director, Marketing, Sales and Strategic Alliances

National Research Council, Laboratory for Intelligent Systems

Research Officer – Artificial Intelligence (Ottawa, Canada)

COMPUTER SKILLS

Mathematical and Statistical Software: R, SAS, Matlab
Visualization Software: R, VisIt
Programming Languages: C/C++
High Performance Computing