

Iñigo Gallo
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EDUCATION

PhD, UCLA Anderson School of Management, 2013.
MBA, IESE Business School, 2007.
B.S., Business and Economics, University of Barcelona, 2002.

CURRENT RESEARCH PROJECTS

The Advertising of Experiences: Transportation and Narrative Consistency, with Sanjay Sood and Jennifer Escalas.

A Framework to Evaluate Experiential Marketing Campaigns, with Pieterjan Nuitten.

Experiential Purchases and Uncertainty, with Lily Jampol, Alberto Rampullo, and Tom Gilovich.

Experiential Purchases and Word-of-mouth from Close Others versus Online Reviews, with Tom Gilovich.

REFEREED PUBLICATIONS

The Heart and the Head: On Choosing Experiences Intuitively and Possessions Deliberatively, with Sanjay Sood, Thomas Mann, and Tom Gilovich (2017). Journal of Behavioral Decision Making, Vol. 3, Issue 3.

Experiential Product Framing and Its Influence on the Creation of Consumer Reviews, with Claudia Townsend and Inés Alegre. Journal of Business Research, in press.

CONFERENCE PUBLICATIONS AND TALKS

Iñigo Gallo, Lily Jampol, Alberto Rampullo, and Tom Gilovich (2018), “Surprise! The Positive Impact of Uncertainty on the Evaluation of Experiential Purchases”, Association of Consumer Research, Dallas.

Iñigo Gallo, Sanjay Sood, Jennifer Escalas (2016), “Transported through Time: The Narrative Processing of Experiential Purchases”, Society for Consumer Psychology, Annual Conference in St Pete Beach, FL.

Iñigo Gallo, Sanjay Sood, Thomas Mann, and Thomas Gilovich (2015), "*The Heart and the Head: on Choosing Experiences Intuitively and Possessions Deliberatively*", in NA - Advances in Consumer Research Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, Pages: 127-131.

Iñigo Gallo, Sanjay Sood, and Kathryn Mercurio (2013), "*The Advertising of Experiences: Narrative Processing and the Importance of Consistency*", in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research.

Iñigo Gallo and Sanjay Sood (2013), "*Framework For the Evaluation of Experiences Before Consumption: Self, Vividness, and Narrative*", in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Iñigo Gallo and Claudia Townsend (2013), "*The Effects of Framing Products As Experiences on the Creation and Use of Consumer Reviews*", in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Iñigo Gallo and Claudia Townsend (2013), "*The Effects of Framing Products as Experiences on the Creation and Use of Consumer Reviews*" Society for Consumer Psychology, Annual Conference, San Antonio, TX

Iñigo Gallo and Claudia Townsend (2013), "*Experiences and Word-of-Mouth: The implications of framing products as experiences on consumer information search*", Advertising and Consumer Psychology, San Diego.

Iñigo Gallo and Sanjay Sood (2012), "*Choosing an Experience Over a Product: Uncertainty, Holistic Processing, and Price Sensitivity*", in NA - Advances in Consumer Research Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, Pages: 1073-1074.

Iñigo Gallo and Sanjay Sood (2012), "*Evaluation of Experiences Prior to Choice*," University of Houston Doctoral Consortium, Houston.

NON-REFEREED PUBLICATIONS

Beyond the Product: Designing Customer Experiences (2013), Inigo Gallo and Jolie Matthews, Marketing Science Institute. Summarizes the proceedings of MSI's conference held February 19-20, 2013, in Stanford, California.

Effective Marketing Spending (2010), Inigo Gallo and Marijke Wouters, Marketing Science Institute. Summarizes the proceedings of MSI's conference held March 2-3, 2010, in Los Angeles, California. MSI 10-301

New Art and Science of Branding (2010), Inigo Gallo and Erika Paulson, Marketing Science Institute, 2010. Summarizes the proceedings of MSI's conference held September 15-16, 2009, in San Francisco, California. MSI 10-300

Mind the Gap: New Approaches to Understanding Customer Decision-Making (2009), Inigo Gallo and Dante Pirouz. Marketing Science Institute, 2009. Summarizes the proceedings of MSI's conference held February 10-12, 2009, in San Diego, California. MSI 09-301

CASE STUDIES

Círculo de Lectores: A reader's club in the Amazon era? (2015) Iñigo Gallo and Jose A. Segarra, IESE M-1337-E.

Genuinus: Using Digital Marketing to Sell Fresh Food Online, (2015) Iñigo Gallo, Erik Liepmann, and Javier Segarra, IESE M-1338-E.

David Versus Goliath: Commercial Decisions at La Fageda, (2014) Iñigo Gallo and José A. Segarra, IESE M-1321-E.

Repositioning Royco Minute Soup: Evaluating a Word-of-Mouth Campaign, (2014) Iñigo Gallo and Harmjan Oldenbeuving, IESE M-1320-E.

Benati Sun Care, (2014) Iñigo Gallo and José A. Segarra, IESE M-1318-E.

éco-Intégral: Integrated Waste Management, (2014) Iñigo Gallo and José A. Segarra, IESE M-1314-E.

INVITED TALKS

Vanderbilt University, August 2013
University of Navarre, November 2013

CORPORATE TALKS

Renewing the Sales Effort, at Programa B-Ready, Barcelona, June 2016

Marketing and Selling Experiences, at Atrápalo, Barcelona, July 2015.

Renewing the Commercial Effort: How to Improve the Sales Process and the Management of Sales Teams, at ANFEC (Asociación Nacional de Fabricantes de Etiquetas en Continuo), Málaga, May 2014.

Experiential Marketing: The 4 Pillars of an Excellent Experiential Marketing Campaign, at Harley-Davidson Motor Company (Customer Experience team), Milwaukee, November 2012

PROFESSIONAL EXPERIENCE

Lecturer in the Marketing Department, Universitat Internacional de Catalunya, 2007-2008
Management Consultant, EVERIS, Barcelona, 2002-2005

TEACHING

Marketing Management and Implementation (Marketing Core Class): in the MBA program and in executive education programs.
Non-traditional Marketing (MBA elective).
Consumer behavior (PhD Seminar)

SERVICE

Mentor and Program Leader, Tilden Study Center, 2008-2013
Class President, Class of 2007, IESE Business School
MBA Mentor, IESE Business School