

# Rodrigo Farinha

Ph.D. in Marketing  
Fundação Getulio Vargas (FGV)  
São Paulo School of Business  
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| [ORCID](#) | [LinkedIn](#) | [GitHub](#)

## EDUCATION

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- **Fundação Getulio Vargas** **São Paulo, Brazil**  
Ph.D. in Marketing 2024  
*Area: Quantitative Marketing*  
***Approved with Distinction***  
Advisors:
  - Prof. Leandro Guissoni – FGV
  - Prof. Thales Teixeira – University of California, San DiegoCommittee:
  - Prof. Allan Gray – Purdue University
  - Prof. Danny Claro – Insper
  - Prof. Felipe Zambaldi – FGV
- **University of California** **San Diego, CA**  
Visiting Scholar 2023
- **Fundação Getulio Vargas** **São Paulo, Brazil**  
M.Sc. in Marketing (quantitative focus) 2020
- **Georgia State University** **Atlanta, GA**  
Visiting Scholar 2019
- **University of São Paulo** **São Paulo, Brazil**  
B.A. 2018

## RESEARCH INTERESTS

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- Marketing Strategy and Analytics
- Innovation
- Artificial Intelligence

## PUBLISHED PAPERS

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- Farinha, R. L., Colicev, A., & Bart, Y. (2026). How to match entities in secondary datasets in marketing strategy: Three approaches. *International Journal of Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2026.06.003>

## WORKING PAPERS

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*Listed by stage of progress*

- “Does ESG Performance Hinder Product Innovation?” - [Working Paper](#), **Rodrigo Farinha**, Anatoli Colicev, and Yakov Bart.
  - *Status*: Preparing for submission to the *Journal of Marketing* (ABS 4\*) - target July 2026
- “How Sustainability Shapes Firms’ Technological Trajectories”  
**Rodrigo Farinha**, Anatoli Colicev, Yakov Bart, and Serguei Netessine.
  - *Status*: Empirical strategy development; target *Management Science* (ABS 4\*) - target August 2026
- “Complement or Compete: The Interplay Between Channel Type and Product Innovation Type in Determining Product Sales” - [Working Paper](#)  
**Rodrigo Farinha**, Kusum, Ailawadi, Leandro Guissoni, Jonny Rodrigues, and Thales Teixeira.
  - *Status*: Empirical strategy development; target *Journal of Academy of Marketing Science* (ABS 4\*) - target September 2026
- “When Executives and Customer Disagree: The Consequences of Strategic Misalignment”  
**Rodrigo Farinha**, Rajkumar Venkatesan, Leandro Guissoni, and Jonny Rodrigues
  - *Status*: Data collection

## CONFERENCE AND INVITED PRESENTATIONS

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- “Does ESG Performance Hinder Product Innovation?”,
  - ISMS Marketing Science Conference, *June 2026*, Portugal
  - Marketing Dynamics Conference, *May 2026*, France
- “Complement or Compete: The Interplay Between Channel Type and Product Innovation Type in Determining Product Sales”
  - ISMS Marketing Science Conference, *June 2026*, Portugal (forthcoming)
- “Out with the New, In with the Old: The Impact of Reformulating Existing Ingredients on Market Share Gains”
  - ISMS Marketing Science Conference, *June 2025*, Washington, DC
  - San Diego State University, *January 2025*, San Diego, CA
  - Theory + Practice in Marketing, *May 2024*, Austin, TX,
  - Seminar at Fundação Getulio Vargas, *March 2024*, São Paulo, Brazil,
  - Seminar at University of California: San Diego, *March 2023*, San Diego, CA,
- IFAMA 27th Annual World Conference, *2017*, Miami, FL.
- IFAMA 26th Annual World Conference, *2016*, Aarhus, Denmark.

## OTHER PUBLICATIONS

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- **Farinha, R. L.**, Guissoni, L., & Prado, L. (2025). The Ideal Salesperson in Digital Times: Consultant or Facilitator? *GV-EXECUTIVO*, 24(3), e92528.
- Guissoni, L. A., Schunck, J. G., Vieira, V. A., & **Farinha, R. L.** (2022). Digital organizations. In M. A. Conejero, M. A. Oliveira, & M. M. Abdalla (Eds.), *Administration: Concepts, Theory, and Practice Applied to Brazilian Reality* (1st ed., Vol. 1). São Paulo: Gen.
- Prado, L. S., Guissoni, L. A., & **Farinha, R. L.** (2021). Tools for digitalization in agribusiness. In M. Fava Neves (Ed.), *Tools for the future of agribusiness* (1st ed., Vol. 1, pp. 191-317). Caieiras, São Paulo: Gente.
- Guissoni, L. A., & **Farinha, R. L.** (2019). E-commerce with Results. *GV-EXECUTIVO*, 18(1), 40–42.
- Scare, R. F., Gray, A. W., **Farinha, R. L.**, Fullerton, E. C., & Neves, M. F. (2018). Growth strategies for a commercial farm: The AgroPastoril Campanelli case study. *International Food and Agribusiness Management Review*, 21, 161-178.

## SERVICE TO THE FIELD

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- IFAMA 35th Annual World Conference, São Paulo, Brazil  
*Role: Academic Symposium Chair*
- Latin American Retail Congress (CLAV), 2019 to 2024, São Paulo, Brazil  
*Role: Assistant and paper reviewer*

## TEACHING EXPERIENCE

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Rating range as instructor: median of 4.86 out of 5.0

- **Digital Transformation & Disruption**, *Instructor*, MBA
  - Inper International Week — international cohort including students from UCLA Anderson, Frankfurt School of Finance and Management, KU Leven, and other partner institutions.
  - School of Higher Education in Advertising and Marketing (ESPM)
- **Artificial Intelligence in Business**, *Instructor*, MBA
  - School of Higher Education in Advertising and Marketing (ESPM)
- **Strategic Marketing Planning and Management**, *Instructor*, MBA
  - University of São Paulo
- **Marketing Channels**, *Instructor*, MBA
  - Fundação Getulio Vargas (FGV)
- **Marketing Management**, *Instructor*, MBA
- **Strategic Marketing Planning and Management**, *Instructor*, MBA
- **Innovation & Digital Transformation**, *Instructor*, In-Company
  - Companies:
    - John Deere
    - Cargill
    - Syngenta
    - Adama
    - Fiagril (Dakang Global)
- **Applied Strategic Planning**, *Instructor*, In-Company for Eurochem
- **New Product Development**, *Instructor*, In-Company for BASF
- **Workshop GenAI Applications for Decision Making**, *supported Prof. Thales Teixeira*
  - Featured:
    - YPO Brazil Workshop
    - Workshops Harvard Business School, created by Prof. Karim Lakhani
- **Trends in Marketing**, *Graduate Teaching Assistant*, DBA
- **Marketing Analytics**, *Teaching Assistant*, Undergraduate
- **Marketing Metrics**, *Teaching Assistant*, Undergraduate
- **Comparative Food and Agriculture Systems (AGEC 710)** at Kansas State University, *Graduate Teaching Assistant*

## SELECTED COURSEWORK

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PhD Overall GPA: 3.9/4.0

- Empirical Modeling in Consumer Analytics (Dr. Ashish Sood) – *GPA 4.0/4.0*
- Econometrics: Fundamentals Concepts and Advanced Topics (Dr. Rudi Rocha) – *GPA 3.8/4.0*
- Time Series Econometrics (Dr. Pedro Valls Pereira) – *GPA 3.4/4.0*
- Panel Data Econometrics (Dr. Cristine Pinto) – *GPA 3.8/4.0*
- Natural Language Processing and Network Analysis (Dr. Pierangelo Rosati) – *GPA 4.0/4.0*
- Applied Spatial Statistics for Research (Dr. Eduardo de Rezende Francisco) – *GPA 4.0/4.0*
- Experimental Approach for Consumer Behavior (Dr. Delane Botelho) – *GPA 4.0/4.0*
- Digital Disruption & Transformation (Dr. Thales Teixeira) – *Audited*
- Customer Relationship Management (Dr. V. Kumar) – *Audited*
- Product & Brand Management (Dr. V. Kumar) – *Audited*

## SKILLS

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R, Python, SQL, LaTeX, Git, Tableau, and Data Visualization.

## PROFESSIONAL EXPERIENCE

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- **Markestrat Consulting Group** **São Paulo, Brazil**  
Strategy Consultancy, Project Manager 2015-2020  
*Companies:* Bayer, BASF, UPL, The Lightsmith Group, Blue Like an Orange Capital, New Zealand Trade and Enterprise, among others.  
*Geographic Focus:* Brazil, United States, Europe, India, and additional regions.  
*Project Scope:*
  - Go-to-Market Strategy
  - Product Launch Strategy
  - Market Due Diligence
  - Strategy Implementation
  - Market Research