

Rodrigo Farinha

Ph.D. Candidate in Marketing
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EDUCATION

- | | |
|---|----------------------------------|
| <ul style="list-style-type: none">• Fundação Getulio Vargas
Ph.D. in Marketing
<i>Area: Quantitative Marketing</i>
<i>Approved with Distinction</i>
Advisors:<ul style="list-style-type: none">- Prof. Leandro Guissoni – FGV- Prof. Thales Teixeira – University of CaliforniaCommittee:<ul style="list-style-type: none">- Prof. Allan Gray – Purdue University- Prof. Danny Claro – Insper- Prof. Felipe Zambaldi – FGV | São Paulo, Brazil
2024 |
| <ul style="list-style-type: none">• University of California
Visiting Student | San Diego, CA
2023 |
| <ul style="list-style-type: none">• Fundação Getulio Vargas
M.Sc. in Marketing | São Paulo, Brazil
2020 |
| <ul style="list-style-type: none">• Georgia State University
Visiting Student | Atlanta, GA
2019 |
| <ul style="list-style-type: none">• University of São Paulo
B.A. in Business Administration | São Paulo, Brazil
2018 |

RESEARCH INTEREST

- Artificial Intelligence in Marketing
- Product Innovation
- Empirical Marketing Strategy
- Field Experiments

WORKING PAPERS

- “Out with the New, In with the Old: The Impact of Incremental Innovations on Market Share”,
Updated: November 2024, *Status:* Submitted to **Under Review at Journal of Marketing**
Rodrigo Farinha, Leandro Guissoni, Jonny Rodrigues, and Thales Teixeira.
- “Practices for Matching Entities and Data Composition”,
Updated: January 2025, *Status:* Writing in Progress; Target Submission: Q3 2025
Rodrigo Farinha, Yakov Bart, and Anatoli Colicev.
- “Does ESG activities impact firms product innovation?”,
Updated: January 2025, *Status:* Developing Model and Initial Analysis
Rodrigo Farinha, Yakov Bart, and Anatoli Colicev.
- “Generating Marketing Metrics from Unstructured Customer Data”,
Updated: January 2025, *Status:* Data Collection and Empirical Strategy Development
Rodrigo Farinha and Thales Teixeira.
- “The Impact of Generic Entry on Marketing Mix Effectiveness and Price Sensitivity”,
Updated: January 2025, *Status:* Data Collection and Empirical Strategy Development
Rodrigo Farinha and Thales Teixeira.

PUBLICATIONS: POSITION PAPERS

- Guissoni, Leandro Angotti and **Rodrigo Farinha** (2020), “E-commerce with Results,” GV-executivo.

PUBLICATIONS: BOOK CHAPTERS

- 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.

PUBLICATIONS: CASE STUDY

- 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.

CONFERENCE AND INVITED PRESENTATIONS

- “Out with the New, In with the Old: The Impact of Reformulating Existing Ingredients on Market Share Gains”
 - 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.

ACADEMIC CONFERENCES ATTENDED

- Theory + Practice in Marketing, *2024*, Austin, TX,
- Latin American Retail Congress (CLAV), *2023*, São Paulo, Brazil
- Workshop on Platform Analytic, *2023*, San Diego, CA
- Latin American Retail Congress (CLAV), *2020*, São Paulo, Brazil
- Journal of Retailing: Conference on Metrics and Analytics in Retailing, *2019*, Atlanta, GA
- Latin American Retail Congress (CLAV), *2019*, São Paulo, Brazil
- IFAMA 27th Annual World Conference, *2017*, Miami, FL.
- IFAMA 26th Annual World Conference, *2016*, Aarhus, Denmark.

ACADEMIC CONFERENCES ORGANIZED

- 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

- **Digital Transformation & Disruption**, *Instructor*, MBA
 - University of São Paulo
 - School of Higher Education in Advertising and Marketing (ESPM)
- **Strategic Marketing Planning**, *Instructor*, MBA
 - University of São Paulo
- **Innovation & Digital Transformation in Agribusiness**, *Instructor*, In-Company
 - Companies:
 - BASF
 - John Deere
 - Syngenta
 - Adama
 - Fiagril (Dakang Global)
 - Eurochem
- **Trends in Marketing**, *Graduate Teaching Assistant*, DBA
- **Marketing Decision Analysis**, *Teaching Assistant*, Undergraduate
- **Comparative Food and Agriculture Systems (AGEC 710)** – Kansas State University, *Graduate Teaching Assistant*

SELECTED COURSEWORK

PhD Overall GPA: 3.9/4.0

- **Econometrics: Fundamentals Concepts and Advanced Topics** (Dr. Rudi Rocha)
GPA 3.8/4.0
Techniques Covered: Regression Analysis, Causal Inference, Functional Forms and Binary Variables, Detecting and Correcting Heteroskedasticity, and Managing Autocorrelation.
- **Time Series Econometrics** (Dr. Pedro Valls Pereira)
GPA 3.4/4.0
Techniques Covered: Stochastic Process, ARMA Models, Spectral Representation of Stationary Process, Integrated Process, Unit Roots, Kalman Filter, Autoregressive Distributed Lag Model, VAR and VEC, Structural Breaks, Forecasting, Automatic Model Selection, and SVAR and SVEC
- **Panel Data Econometrics** (Dr. Cristine Pinto)
GPA 3.8/4.0
Techniques Covered: Pooled OLS, Fixed and Random Effects Models, Difference-in-Differences, Instrumental Variables (2SLS and GMM), Dynamic Panel Data Models, Duration Models, Discrete Choice Models, Quantile Regression, and Handling Unbalanced Panel Data.
- **Empirical Modeling in Consumer Analytics** (Dr. Ashish Sood)
GPA 4.0/4.0
Techniques Covered: Regression Analysis, Dimensionality Reduction Models, Cluster and Discriminant Analysis, and Conjoint Analysis
- **Natural Language Processing and Network Analysis** (Dr. Pierangelo Rosati)
GPA 4.0/4.0
Techniques Covered: Data Preparation and Cleaning, Anomaly Detection, Data Visualization, Database Management and SQL, Natural Language Processing, and Network Analysis.
- **Applied Spatial Statistics for Research** (Dr. Eduardo de Rezende Francisco)
GPA 4.0/4.0
Techniques Covered: Exploratory Spatial Data Analysis, Spatial Autocorrelation, Point Pattern Analysis, Spatial Regression Models, Geocoding, Thematic Mapping, and Spatial Intelligence for Decision-Making
- **Experimental Approach for Consumer Behavior** (Dr. Delane Botelho)
GPA 4.0/4.0
Techniques Covered: Experimental Design, Hypothesis Testing, and Analysis of Consumer Behavior using ANOVA and other Statistical Methods.
- **Digital Disruption & Transformation** (Dr. Thales Teixeira) – *Audited*
- **Customer Relationship Management** (Dr. V. Kumar) – *Audited*
- **Product & Brand Management** (Dr. V. Kumar) – *Audited*

SKILLS

- R
- Python
- SQL
- LaTeX
- Git
- Tableau
- Data Visualization

PROFESSIONAL EXPERIENCE

- **Markestrat Consulting Group**

São Paulo, Brazil

Strategy Consultancy, Project Manager

2015-2022

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