

Rodrigo Farinha

Ph.D. in Marketing
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EDUCATION

- **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 CaliforniaCommittee:
 - 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 INTEREST

- Empirical Marketing Strategies
- Applied Econometrics
- Innovation
- Artificial Intelligence in Marketing

WORKING PAPERS

Listed by stage of progress

- “Does it Match? Guidelines for Merging Secondary Datasets in the Marketing Strategy Field” – [Working Paper](#),
Rodrigo Farinha, Yakov Bart, and Anatoli Colicev.
 - *Status*: Conditionally Accepted *International Journal of Research in Marketing* (ABS 4; H-index: 121).
- “Does ESG Performance Hinder Product Innovation?” - [Working Paper](#),
Rodrigo Farinha, Anatoli Colicev, and Yakov Bart.
 - *Status*: Preparing submission to *Journal of Marketing* (ABS 4*; H-index: 284)
- “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*; H-index: 207)
- “Does ESG Performance Constrain or Stimulate Innovation? Evidence from Firm-Level Patenting”
Rodrigo Farinha, Anatoli Colicev, Yakov Bart, and Serguei Netessini.
 - *Status*: Empirical strategy development; target *Management Science* (ABS 4*; H-index: 290)
- “When Executives and Customer Disagree: The Consequences of Strategic Misalignment”
Rodrigo Farinha, Rajkumar Venkatesan, Leandro Guissoni, and Jonny Rodrigues
 - *Status*: Data collection; target *Journal of Marketing Research* (ABS 4*; H-index: 202)

PUBLICATIONS: POSITION PAPERS

- **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., & **Farinha, R. L.** (2019). E-commerce with Results. *GV-EXECUTIVO*, 18(1), 40–42.

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

- “Does ESG Performance Hinder Product Innovation?”
 - ISMS Marketing Science Conference, *June 2026*, Portugal (forthcoming)
 - Marketing Dynamics Conference, *May 2026*, France (forthcoming)
- “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.

ACADEMIC CONFERENCES ATTENDED

- ISMS Marketing Science Conference, June 2025, Washington, DC
- 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

Rating range as instructor: 4.4 to 4.8 out of 5.0

- **Artificial Intelligence in Business**, *Instructor*, MBA
 - School of Higher Education in Advertising and Marketing (ESPM)
- **Digital Transformation & Disruption**, *Instructor*, MBA
 - University of São Paulo
 - 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
 - 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 and Prof. Leandro Guissoni*
 - 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

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