

FRANCO BERBEGLIA

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EDUCATION

Tepper School of Business, Carnegie Mellon University *May 2021 (expected)*
PhD in Operations Management, Minor in Marketing & Machine Learning

- Thesis title: “Strategies and Implications of Entertainment Media Consumption”
- Thesis committee: Timothy Derdenger (Chair), Kannan Srinivasan, Sridhar Tayur, Pascal Van Hentenryck, Param Vir Singh, Joseph Xu(Chair)

Tepper School of Business, Carnegie Mellon University *May 2016*
MS in Operations Management

Universidad de Buenos Aires *May 2014*
BS & MS in Physics

RESEARCH INTERESTS

Methodologies: Game theory; Structural modeling; Choice modeling; Machine learning; Dynamic programming; Mathematical programming; Queuing theory; Econometrics

Applications: Go to market strategies, Media release timing strategies; Social influence; E-Commerce; Media release strategies under piracy

WORKING/SUBMITTED PAPERS

Berbeglia, F., Derdenger, T., Srinivasan, K., Xu, J., 2020. Strategic implications of binge consumption for entertainment goods: an analysis of AVOD services. Available [here](#). (Preparing to submit to Marketing Science)

Berbeglia, F., Berbeglia, G., Van Hentenryck P., 2020. The benefits of segmentation in trial-offer markets with social influence and position bias. Available [here](#). (Minor revision at European Journal of Operational Research)

Berbeglia, F., Derdenger, T., Tayur, S., 2020. Optimal timing of home video releases: A dynamic model of movie distribution. Available [here](#). (Preparing to submit to Management Science)

JOURNAL PUBLICATIONS

Maldonado, F., Van Hentenryck, P., Berbeglia G., **Berbeglia, F.**, 2018. Popularity signals in trial-offer markets with social influence and position bias. *European Journal of Operational Research* 266 (2), 775-793.

Altszyler E., **Berbeglia F.**, Berbeglia G., Van Hentenryck P., 2017. Transient dynamics in trial-offer markets with social influence: Trade-offs between appeal and quality. *PLoS ONE* 12(7): e0180040.

PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS

Berbeglia, F., Van Hentenryck P., 2017. Taming the matthew effect in online markets with social influence. In *Proceedings of Thirty-First AAAI Conference on Artificial Intelligence*.

Van Hentenryck P., Abeliuk A., **Berbeglia F.**, Maldonado, F., and Berbeglia, G., 2016. Aligning popularity and quality in online cultural markets. In *Proceedings of 10th international AAAI conference on Web and social media (ICWSM)*, pages 398–407.

SELECTED TALKS

- Kellogg-Wharton OM Workshop, 2020
- Workshop in Operations, Networks and Data Analytics 2019, Universidad Torcuato Di Tella 2019
- INFORMS Annual Meeting, Seattle, WA, 2019
- INFORMS Annual Meeting, Phoenix, AZ, 2018

TEACHING EXPERIENCE & TRAINING

Instructor, Operations Management (Undergraduate)* *Summer 2018*

- Responsible for structuring content, conducting lectures, and developing homework and exams
- Evaluation (on 5.00): “Overall quality of the course: 4.57”; “Faculty’s teaching: 4.71”

Attended Workshops at the Eberly Center for Teaching Excellence *Spring 2018*
(“Planning and Delivering Effective Lectures” and “Microteaching Workshop”)

Teaching Assistant, Entrepreneurial Alternatives (MBA) *Spring 2020*
(Instructor: Leonard Caric)

Teaching Assistant, Operations Management (MBA)* *Fall 2019*
(Instructor: Soo-Haeng Cho)

- Led weekly recitations

Teaching Assistant, Service Management (MBA)* *Summer 2017, Fall 2017, 2018, 2019 (OH, FT)#*
(Instructor: Sridhar Tayur)

- Developed content for homework and exams

Teaching Assistant, Operations Management (Undergraduate)* *Spring 2019*
(Instructor: Soo-Haeng Cho)

- Led weekly recitations

Teaching Assistant, Operations Management (MBA)* *Fall 2018 (OH, FT)#*
(Instructor: Sridhar Tayur)

- Developed content for homework and exams

Teaching Assistant, Operations Management (MBA)* *Fall 2017*
(Instructor: Sunder Kekre)

- Led weekly recitations and office hours
- Developed content for homework and exams

Teaching Assistant, Supply Chain Management (MBA)* *Fall 2017*
(Instructor: Joseph Xu)

Teaching Assistant, Real Options (MBA)* *Spring 2017*
(Instructor: Nicola Secomandi)

*Conducting office hours and grading in addition to other specified duties

#Separate sections in full-time (FT), and part-time online hybrid (OH) formats

INDUSTRY EXPERIENCE

Consulting Project, Chevron *2017*
Faculty Sponsor: Willem-Jan van Hoeve
Worked on the improvement of the water supply management for Chevron's shale gas extraction.

Research Internship, National Information Communications Technology Australia *2015*
Optimisation research group lead by Pascal Van Hentenryck
Studied the dynamics of consumer preferences in discrete choice models under social influence.

AWARDS & HONORS

Initiative for Digital Entertainment Analytics Fellow, Carnegie Mellon University *2020*
William Larimer Mellon Fellowship, Carnegie Mellon University *2015-2019*
Scholarship to Scientific Research, Minister of Science and Technology of Argentina *2012-2013*

PROFESSIONAL SERVICE

Co-President, CMU-INFORMS Student Chapter, Carnegie Mellon University *2017-2018*
Organizer of Yinzor 2017 & 2018 Student Conferences, Carnegie Mellon University *2017-2018*

REFERENCES

Professor Timothy Derdenger

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Professor Sridhar Tayur

Tepper School of Business, Carnegie Mellon University, PA, USA.
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Professor Pascal Van Hentenryck

H. Milton Stewart School of Industrial and Systems Engineering,
Georgia Institute of Technology, GA, USA.
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