# Marco A. Morales Barba, PhD

New York, NY • marco.morales@nyu.edu • marco-morales.com • LinkedIn

## Skills

| | |
|---|---|
| *Technical training:* | machine learning (shallow & deep learning), advanced econometrics, experimental methods, causal inference, survey methodology |
| *Model expertise:* | supervised and unsupervised learning algorithms (inferential & predictive), linear models (OLS), logistic and other discrete choice regression, time-series cross-section, event-history, multilevel, spatial models |
| *Other tools:* | git, SQL, Spark, Stan/JAGS, LaTeX, |
| *Programming languages:* | R, Python |
| *Languages:* | Spanish (native), English (fluent), French (intermediate) |

## Professional Experience

*Vice President, Data Science & Partner Insights*, October 2020 - July 2021
**Warner Music Group**, New York, NY

*Senior Director, Data Science*, February 2019 - September 2020
*Director, Data Science*, June 2017 - February 2019
*Associate Director, Management Science and Integration*, March 2015 - June 2017
**NBCUniversal**, New York, NY

*Director General for Political Analysis*, August 2010 - November 2012
**Office of the Coordinator for Federal Government Communications and
Federal Government Spokeswoman**
**Office of the Mexican Presidency**, Mexico

*Counsellor - Spokesman*, January 2009 - July 2010
**Permanent Mission of Mexico to the United Nations**, New York, NY

*Director for International Information*, March 2003 - July 2004
**Secretary of the Economy**, Mexico

*Senior Aide/Advisor to the Party Leader*, March 2002 - March 2003
***Partido Acción Nacional* (PAN) Deputies**
**Chamber of Deputies**, Mexico

*Head of Advisors to the Party Leader*, September 2000 - March 2002
***Democracia Social* (DS) Deputies**
**Mexico City Legislative Assembly**, Mexico

*Undersecretary for Electoral Analysis*, January - August 2000
***Democracia Social Partido Político Nacional* (DS)**, Mexico

*Junior Policy Advisor*, September 1998 - January 2000
**Policy Planning Staff**
**Secretary of Foreign Relations**, Mexico

TEACHING EXPERIENCE

*Adjunct Assistant Professor of Political Science and Business*, January 2023 - present
**Columbia Business School**, New York, NY
**Columbia University**, New York, NY
- B8125 - "Digital Literacy for Decision Makers" (Graduate)
- GR5010 - "Quantitative Theory and Methodology for the Social Sciences" (Graduate)
- GR5069 - "Applied Data Science for Social Scientists" (Graduate)

*Adjunct Assistant Professor of Political Science, Quantitative Methods for the Social Sciences*, September 2016 - June 2021, September 2022 - December 2022
**Columbia University**, New York, NY
- GR5010 - "Quantitative Theory and Methodology for the Social Sciences" (Graduate)
- GR5069 - "Applied Data Science for Social Scientists" (Graduate)

*Visiting Assistant Professor of Political Science, Quantitative Methods for the Social Sciences*, September 2021 - June 2022
**Columbia University**, New York, NY
- GR5010 - "Quantitative Theory and Methodology for the Social Sciences" (Graduate)
- GR5069 - "Applied Data Science for Social Scientists" (Graduate)
- GR5072 - "Modern Data Structures" (Graduate)
- GR5074 - "Projects in Advanced Machine Learning" (Graduate)

*Adjunct Professor of Political Science*, Summer 2006 - Fall 2012
***Instituto Tecnológico Autónomo de México***, Mexico, DF
- "Public Choice II" (Undergraduate)
- "Advanced Political Methodology" (Undergraduate)
- "Elections in the U.S." (Undergraduate)
- "Voting Behavior: applications to the Mexican case" (Undergraduate)

EDUCATION

**New York University**, New York, NY
Ph.D. in Political Science, 2014 (in residence 2004-2009)

*Dissertation:* "Three Essays on Economic Voting: Improving on Measures and Understanding of Economic Perceptions"
*Committee*: Jonathan Nagler (chair), Josh Tucker, Pat Egan
*Fields:* American Politics, Comparative Politics, Methodology

***Instituto Tecnológico Autónomo de México*** (ITAM), Mexico
B.A. in Political Science (Distinction), 2003.

ADDITIONAL TRAINING:

**Duke University**, Durham, NC
Advanced Causal Inference Workshop, August 2019

**Northwestern University**, Chicago, IL
Advanced Causal Inference Workshop, June 2018
Advanced Causal Inference Workshop, August 2013
Workshop on Research Design for Causal Inference, August 2012

**Columbia University - United Nations**, New York, NY
Seminar on Conflict Prevention and Peacebuilding, August-December 2009

**University of California-Davis**, Davis, CA
XVIII Annual Campaign Management Institute, July 2002

**Center for U.S.-Mexican Studies, University of California-San Diego**, La Jolla, CA
XIII Annual Seminar in U.S. Studies, June-August 2001

**Diplomatic Academy of the Secretary of Foreign Relations**, Mexico
XIII Seminar in International Policy "Political and Economic Challenges in Pacific Asia",
March-August 1999

## VISITING ACADEMIC POSITIONS

*Visiting Assistant Professor*, September 2021 - June 2022
**Columbia University**, New York, NY

*Visiting Scholar*, January-December 2013
**Center for U.S.-Mexican Studies, University of California-San Diego**, La Jolla, CA

## RESEARCH AFFILIATIONS

*Affiliated Researcher*, July 2014 - present
**Department of Political Science**
**Instituto Tecnológico Autónomo de México**, Mexico

## PROFESSIONAL SERVICE

- **Chair, Communications Committe**, Executive Council, *American Association for Public Opinion Research* (AAPOR) [2021-2022]
- **Associate Chair, Communications Committe**, Executive Council, *American Association for Public Opinion Research* (AAPOR) [2020-2021]
- **Technical Advisor**, *Insight Data Science*
- **Academic Expert Reviewer** for *Public Opinion Quarterly*, *Political Behavior*, *Política y Gobierno*, *América Latina Hoy*

- *Insight Data Science* Fellowship, July-September 2014
- Honorable Mention, 2007 Warren J. Mitofsky Student Paper Award. NY-AAPOR
- Bradley Foundation Fellowship, Summer 2006, 2007, 2008
- Henry M. MacCracken Fellowship for Doctoral Studies, New York University, 2005-2008
- XIX EX-ITAM Award for "Best thesis in the Social Sciences", 2004

## Publications

### Books:

- 2010 *Lo que queda de la izquierda. Relatos de las izquierdas latinoamericanas.* México, DF: Taurus. (edited with Jorge G. Castañeda)

- 2008 *Leftovers. Tales of the Latin American Left.* New York, NY: Routledge. (edited with Jorge G. Castañeda)

### Refereed Articles:

- "The utility of unpacking survey bias in multiparty elections: Mexican polling firms in the 2006 and 2012 Presidential elections." *International Journal of Public Opinion Research.* Vol 28, Num 1, Spring 2016 (with Francisco Cantú & Verónica Hoyo)

- "Economic Voting in the 2012 U.S. Presidential Election: Attribution of Responsibility as a Mediating Factor for Economic Perceptions" *NORC Working Paper Series WP-2015-05* (with René Bautista & Kirk Wolter)

- "Looking to the Future: Prospective Economic Voting in 2008 Presidential Elections" *Electoral Studies* Vol. 31, Num 4, December 2012 (with Kristin Michelitch, Josh Tucker & Andrew Owen)

### Research Articles:

- "Progress, but to what end? 2007 Electoral Reform in Mexico" *Harvard International Review* Vol. 30, Num 1, Spring 2008. (with Jorge G. Castañeda)

- "Transparencia y Medios de Comunicación" [Transparency and Mass Media] Ensayos para la Transparencia No. 8 *Instituto de Acceso a la Información Pública del Distrito Federal*, 2008.

- "The Mexican Standoff: Looking to the Future" *Journal of Democracy* Vol. 18, Num. 1, January 2007. (with Jorge G. Castañeda)

- "The Left Turn Continues" *Brown Journal of World Affairs* Vol. XIII, Num II, Spring/Summer 2007 (with Jorge G. Castañeda)

- "Incertidumbre y decisión de voto: notas para la investigación." [Uncertainty and vote choice: notes for research] *Gaceta de Ciencia Política* (Nueva Época) Vol. I, Num 1, 2006.

**Book chapters:**

- 2012 "Medios de Comunicación y el Consejo de Seguridad" [Mass Media and the UN Security Council] In *México en el Consejo de Seguridad*, ed. Roberto Dondisch. México: Debate.

- 2010 "Economics, Elections and Voting Behavior" In *Oxford Handbook of American Elections and Political Behavior*, ed. Jan E. Leighley. New York, NY: Oxford University Press. (with Jonathan Nagler & Suzanna Linn)

- 2009 "The Emergence of a New Left" In *Which Way Latin America? Hemispheric Politics meets Globalisation,* ed. Andrew F. Cooper and Jorge Heine. New York, NY: United Nations University Press. (with Jorge G. Castañeda)

- 2008. "Exit polls as valuable tools to understand voting behavior: Using an advanced research design - History" In *Elections and Exit Polling,* ed. Wendy Alvey and Fritz Scheuren. New York, NY: John Wiley & Sons. (with René Bautista, Francisco Abundis & Mario Callegaro)

- 2008. "Exit polls as valuable tools to understand voting behavior: Using an advanced research design - Measurement Error" In *Elections and Exit Polling,* ed. Wendy Alvey and Fritz Scheuren. New York, NY: John Wiley & Sons. (with René Bautista, Francisco Abundis & Mario Callegaro)

- 2008 "The Mexican Standoff: Looking to the Future" In *Latin America's Struggle for Democracy,* ed. Larry Diamond, Marc F. Plattner, and Diego Abente Brun. Baltimore, MD: Johns Hopkins University Press. (with Jorge G. Castañeda)

- 2008 "Hemispheric Affairs" In *Encyclopedia of Latin American History and Culture*, 2nd ed. Farming Hills, MI: Gale-Thompson. (with Jorge G. Castañeda)

**Other publications:**

- Editorialist, *Expansion* online (Mexico), 2016-present.

- "Reelección y Monopolio" [Reelection and Monopoly], *Nexos*, April 2014.

- "La insoportable inocuidad de legislar contra las encuestas" [The Unbearable Innocuity of Legislating Against Polls] *Este País* 259, November 2012 (with Juan Antonio Cepeda)

- Book review of "Desafiando al Sistema. La izquierda política en México" *Americas Quarterly* Vol 1, Num 2, Fall 2008.

- "El Mito del País Dividido" [The Myth of a Divided Country], *Este País* 186, August 2006 (with José Merino & Roberto Ponce)

- "Access to Public Information. A Step Forward in Consolidating Mexico's Democracy" *Voices of Mexico* 64, July-September 2003 (with José Buendía)

- "Manual para la Transparencia" [Handbook for Transparency], *Enfoque* 482, May 18th, 2003.

- Editorialist, *Milenio* newspaper (Mexico), 2000-2006.

*Updated:* July 2023.