

Marco A. Morales Barba, PhD

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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, L^AT_EX,
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 Business, March 2023 - present
Columbia Business School, New York, NY

- B8125 - “Digital Literacy for Decision Makers” (Graduate)

Adjunct Assistant Professor, Quantitative Methods for the Social Sciences, September 2016 - June 2021, September 2022 - present
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, 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 Committee**, Executive Council, *American Association for Public Opinion Research* (AAPOR) [2021-2022]
- **Associate Chair, Communications Committee**, 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*

FELLOWSHIPS AND AWARDS

- *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: January 2024.