

# Marco A. Morales, PhD

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## SKILLS

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*Technical training:* Machine Learning, advanced econometrics (inferential & predictive), experimental methods, causal inference, survey methodology  
*Model expertise:* supervised and unsupervised learning algorithms, linear models (OLS), logistic and other discrete choice regression, time-series cross-section, event-history, multilevel, spatial models (frequentist & Bayesian)  
*Other tools:* SQL, Spark, Stan/JAGS, HTML (CSS), L<sup>A</sup>T<sub>E</sub>X  
*Programming languages:* R, Python  
*Languages:* Spanish (native), English (fluent), French (intermediate)

## PROFESSIONAL EXPERIENCE

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*Senior Director, Data Science*, February 2019 - present

*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

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*Adjunct Assistant Professor, Quantitative Methods for the Social Sciences (QMSS)*

**Columbia University**, New York, NY

- GR5069 - “Applied Data Science for Social Scientists” (Graduate), Spring 2017-present
- GR5010 - “Theories and Methodologies for the Social Sciences” (Graduate), Fall 2016-present

*Adjunct Professor of Political Science*

**Instituto Tecnológico Autónomo de México**, Mexico, DF

- “Public Choice II”, Fall 2011, Spring-Fall 2012
- “Advanced Political Methodology”, Fall 2012
- “Elections in the U.S.”, Summer 2008
- “Voting Behavior: applications to the Mexican case”, Summer 2006

## EDUCATION

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**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, Political Behavior, Methodology

**Instituto Tecnológico Autónomo de México** (ITAM), Mexico

B.Sc. 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, UC - San Diego**, San Diego, 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

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*Visiting Scholar*, January-December 2013

**Center for U.S.-Mexican Studies, UC - San Diego**, La Jolla, CA

## RESEARCH AFFILIATIONS

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*Affiliated Researcher*, July 2014 - present

**Department of Political Science**

**Instituto Tecnológico Autónomo de México**, Mexico

## PROFESSIONAL SERVICE

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- **Associate Chair, Communications Committee**, *American Association for Public Opinion Research* (AAPOR)
- **Technical Advisor**, *Insight Data Science*
- **Academic Expert Reviewer** for *Public Opinion Quarterly*, *Political Behavior*, *Política y Gobierno*, *América Latina Hoy*

## FELLOWSHIPS AND AWARDS

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- *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

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### **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:**

- “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)
- “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)

- “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:

- “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 2020.