

CONTACT
INFORMATION

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@mihermosilla

EMPLOYMENT **University of Illinois at Chicago**

Associate Professor

2023-Present

Johns Hopkins University

Associate Professor, Carey Business School

2023-Present (on leave)

Assistant Professor, Carey Business School

2014-2023

Core Faculty, Hopkins Business of Health Initiative (HBHI)

2020-Present

Faculty Affiliate, Institute for Data-Intensive Engineering and Science (IDIES)

2019-Present

Universidad de los Andes

Lecturer in Economics, Facultad de Ciencias Económicas y Empresariales

2006-2008

EDUCATION **Northwestern University, Kellogg School of Management**

Ph.D. in Quantitative Marketing

2014

Pontificia Universidad Católica de Chile, Facultad de Economía y Administración

M.S. in Economics

2006

Ingeniero Comercial

2005

B.S. in Business & Economics

2004

PEER-
REVIEWED
PUBLICATIONS

“Regulating Ethical Experimentation: Impacts of the Breakthrough Therapy Designation on Drug R&D” *Journal of Health Economics* 94, 2024.

“Leveraging the E-commerce Footprint for the Surveillance of Healthcare Utilization” **Hermosilla, M.**, Ni, J., Wang, H., and J. Zhang. *Health Care Management Science*, 2023, 1-22.

+ Best paper runner-up, 2020 Conference on Health IT and Analytics (CHITA)

“Association Between Universal Health coverage and the Disease Burden of Acute Illness and Injury at the Global Level” Hajjar, K., Lillo, L., Martinez, D. A., **Hermosilla, M.**, and Risko, N. (2023). *BMC Public Health*, 2023, 23(1), 1-7.

“Does Bad Medical News Reduce Preferences for Generic Drugs?” **Hermosilla, M.** and A. Ching. *Journal of Marketing* 88.1 (2024): 160-178.

“Covid-19 Unemployment and Access to Statin Medications in the United States” **Hermosilla, M.**, Alexander, C., and D. Polsky. *Frontiers of Public Health*, 2023, 11:1124151, 1-13.

“Does Consumer Demand Pull Scientifically Novel Drug Innovation?” Dranove, D., Garthwaite, G., and **M. Hermosilla**. *RAND Journal of Economics*, 2022, 590-638.

“Prospective Adverse Event Risk Evaluation in Clinical Trials” Kundu, A., Feijoo, F., Martinez, F., **Hermosilla, M.**, and T. Matis. *Health Care Management Science*, 2021, 1-11 (lead article).

“Rushed Innovation: Evidence from Drug Licensing” *Management Science*, 2021, 67(1), 257-278.

“Can Emerging Markets Tilt Global Product Design? Impacts of Chinese Colorism on Hollywood Castings” **Hermosilla, M.**, Gutierrez, F., and J. Prieto. *Marketing Science*, 2018, 37(3), 356-381.

“Market Size and Innovation: The Intermediary Role of Technology Licensing” **Hermosilla, M.**, and Y. Wu. *Research Policy*, 2018, 47(5), 980-991.

“Use of Online Recruitment Strategies in a Randomized Trial of Cancer Survivors” Juraschek, S., Plante, T., Charleston, J., Miller, E., Yeh, H., Appel, L., Jerome, G., Gayles, D., Durkin, N., White, K., Dalcin, A., and **M. Hermosilla**. *Clinical Trials*, 2017, 15(2), 130-138.

OTHER
PUBLICATIONS

“Structural Models of the Prescription Drug Market” Ching, A., **Hermosilla, M.**, Q., Liu. *Foundations & Trends in Marketing*, 2019, 13 (1), 1-76.

“Therapeutic Translation of Genomic Science: Opportunities and Limitations of GWAS” **Hermosilla, M.**, and J. Lemus. *Economic Dimensions of Personalized and Precision Medicine*, 21-52, Berndt, Goldman, and Rowe Eds, University of Chicago Press 2019. Also NBER Working Paper No. 23989

“La renegociación de contratos de concesión de obras pública: evidencia de Chile” Engel, Fisher, R., Galetovic, A., and **M. Hermosilla**. [Link to article](#).

“La renegociación de contratos de concesión de obras públicas y la nueva ley” Engel, Fisher, R., Galetovic, A., and **M. Hermosilla**. *Puntos de Referencia*, No. 97, 2008. [Link to article](#).

UNDER
REVIEW

“How Does Transparency Affect R&D Novelty? Evidence from Large Pharmaceuticals” **Hermosilla, M.**, Shah, R., and H. Tyagi. *R&R MSOM*.

- + Best paper in Innovation and Entrepreneurship, Industry Studies Association Conference 2023.
- + Best student paper, Decision Sciences Institute Conference 2023.

“Are Female-Led Trials Safer?”

“The Interplay of Online and Offline Pharmacies: Evidence from a Large Pricing Experiment” **Hermosilla, M.**, Liu, C., and J. Ni.

“On the Use of Manufacturer Pharmaceutical Coupons: Brand Loyalty or Customer Acquisition?” Gibbons, J., **Hermosilla, M.**, and A. Trujillo.

HONORS,
AWARDS,
& GRANTS

JHU Discovery Award (PI)	2023
Dean’s Award for Faculty Excellence	2020,2022
JHU Carey Supplemental Research Fund Grant (× 5)	2015-2022
Hopkins Business of Health Initiative (HBHI) Pilot Grant (PI)	2021
IQVIA Human Data Science Research Collaborative (PI)	2020
SafeGraph Academic Partnership Grant (PI)	2020
Google Cloud Research Program (PI)	2020
Alliance for a Healthier World Launchpad Grant (PI)	2020
Rustgi Family Fund in Entrepreneurship (PI)	2015,2020
The Black & Decker Competitive Research Grant (PI)	2015,2020
Kauffman Dissertation Fellowship, Ewing Marion Kauffman Foundation	2013
Finalist, Institute for the Study of Business Markets (ISBM) Dissertation Competition	2013
Fellow, Haring Symposium	2013
Kellogg School of Management Doctoral Fellowship	2008-2013
Mervin Shalowitz Fellowship in Health Enterprise Research	2011
Presidente de la República Doctoral Fellowship (Declined)	2008
Valedictorian (Pontificia Universidad Católica de Chile, M.S. Class)	2006

CONFERENCES
& INVITED
PRESENTA-
TIONS

“Does Bad Medical News Reduce Preferences for Generic Drugs?”

- Charles River Associates Life Sciences Practice, Chicago IL, May 2023.
- LACEA RIDGE Forum (Health Economics). Montevideo, Uruguay. May 2023.
- Universidad de Chile Industrial Engineering. Santiago, Chile. May 2023.
- Tulane University, Freeman School of Business, New Orleans LA, April 2023.
- KU Leuven, Leuven Belgium, April 2023.
- FORMS Conference, UT Dallas, Dallas TX, March 2023.
- Product & Services Innovation Conference, University of Utah, Park City UT, February 2023.
- University of Illinois Chicago, Chicago IL, October 2022.
- Annual Health Econometrics Workshop, Emory University, Atlanta GA, September 2022.
- Marketing Science Conference, Chicago Booth, Chicago IL (virtual talk), June 2022.
- International Industrial Organization Conference, Boston MA, May 2022.

“Ethical Experimentation and Regulatory Flexibility in Drug Development”

- International Industrial Organization Conference, Washington DC, April 2023.

- American Society of Health Economists Conference, Austin TX, June 2022.
- Product & Services Innovation Conference, University of Utah, Park City UT, February 2022.
- Munich Summer Institute, Max Plank Institute, Munich GER (virtual talk), June 2021.
- International Industrial Organization Conference, Northeastern University, Boston MA (virtual talk), May 2021.
- Food and Drug Administration, Silver Spring MD (virtual talk), May 2021.
- Center for Health Services and Outcomes Research, Johns Hopkins University, Baltimore MD (virtual talk), April 2021.
- University of California San Diego, Rady School of Management, San Diego CA (virtual talk), January 2021.
- Pontificia Universidad Católica de Chile, Santiago Chile (virtual talk), November 2020.

“Does Consumer Demand Pull Scientifically Novel Drug Innovation?”

- DC Industrial Organization Day Conference, University of Maryland, College Park MD (virtual talk), May 2021.
- Singapore Management University, Singapore (virtual talk), April 2021.
- Indian Institute of Management Ahmedabad, Ahmedabad India (virtual talk), August 2020.
- Congressional Budget Office, Washington DC (virtual talk), June 2020.
- University of Chicago Becker-Friedman Annual Health Economics Conference, University of Chicago, May 2020 (cancelled due to Covid-19).

“Leveraging the E-commerce Footprint for the Surveillance of Healthcare Utilization”

- Conference on Artificial Intelligence/Machine Learning/Business Analytics, Temple University (virtual talk), December 2021.
- Conference on Health IT and Analytics CHITA, University of Maryland (virtual talk), October 2020.
- INFORMS Healthcare Conference (virtual talk), July 2021.
- Universidad Adolfo Ibanez, Santiago Chile (virtual talk), June 2020.
- Marketing Science Conference, Duke University, Durham (virtual talk), June 2020.
- Health Futures Conference, UT Austin, Austin TX, March 2020 (cancelled due to Covid-19)

“Rushed Innovation: Evidence from Drug Licensing”

- Searle Conference on Innovation Economics, Northwestern University, Chicago IL, June 2019.
- Pontificia Universidad Católica de Chile, School of Business, Santiago Chile, May 2019.
- DC Research Management Consortium, American University, Washington DC, March 2019.
- FORMS Conference, UT Dallas, Dallas TX, February 2019.
- AEA Meetings, San Diego CA, January 2019.
- Cambridge University, Judge Business School, Cambridge UK, November 2018.

“Can Emerging Markets Tilt Global Product Design?”

- Products and Services Innovation Conference, University of Utah, Park City UT, February 2018.
- Stanford University, Graduate School of Business, Palo Alto CA, January 2018.
- Georgetown University, McDonough School of Business, Washington DC, September 2017.
- China India Insights Conference, Yale-CKGSB, New York NY, September 2017.

- Mellen Economics of Filmed Entertainment Conference, Yale-Yeshiva, New York NY, September 2017.
- Universidad de Chile, Industrial Engineering Department, Santiago Chile, August 2017.

“Therapeutic Translation of Genomic Science: Opportunities and Limitations of GWAS”

- NBER Economic Dimensions of Personalized and Precision Medicine, USC, Santa Monica CA, September 2017.
- NBER Economic Dimensions of Personalized and Precision Medicine, Columbia University, New York NY, September 2016.

“Market Size and Innovation: The Intermediary Role of Technology Licensing”

- Searle Conference on Innovation Economics, Northwestern University, Chicago IL, June 2015.

“Imperfect Outsourcing of Technological Innovations”

- Marketing Science Conference on Health, Washington University of St. Louis, St. Louis MO, November 2016.
- University College London, School of Management, London UK, March 2016.
- European School of Management and Technology, Berlin GER, February 2016.
- Workshop in Management Science, Universidad de Chile DII, Puerto Varas Chile, January 2016.
- Johns Hopkins University, Carey School of Business, Baltimore MD, November 2013.
- University of Rochester, Simon School of Business, Rochester NY, November 2013.
- Drexel University, Lebow School of Business, Philadelphia PA, November 2013.
- University of Colorado at Boulder, Leeds School of Business, Boulder CO, October 2013.
- Products and Services Innovation Conference, University of Utah, Park City UT, January 2013.
- Roundtable for Engineering and Entrepreneurship Research, Georgia Tech, Atlanta GA, November 2012.

Other presentations (assorted topics):

- “The Advertising of Genetic Testing Kits.” DTC Genetic Testing Workshop , Georgetown University, Washington DC, September 2019.
- “Marketing and Economics Research on Personalized Medicine,” 11th Triennial Invitational Choice Symposium, Cambridge MD, May 2019.
- “Markets for Developing Pharmaceutical Drugs,” Nexos Life Sciences Conference, George Washington University, George Washington University, Washington DC, December 2018.

Note: the above list does not include presentation by coauthors.

MEDIA
PRESENCE

Interviews on Covid-19 Vaccine Branding

- *Slate*: “How Pfizer Became the Status Vax,” September 2021.
- *The Fashion Law*: “Consumers’ Focus on Brands is in Full Force Amid Covid-19 Vaccine Roll Outs”, April 2021.
- *Quarz*: “Vaccine brand ‘comparison shopping’ presents a critical public health challenge,” March 2021.

“Does Bad Medical News Reduce Preferences for Generic Drugs?”

- *Pharmacy Times*: “Patients Are Less Likely to Buy Generics After Receiving Bad News About Their Health,” June 2023.
- *JHU Carey*: “Generic vs. brand name and the cost of bad news”, May 2023.

- *American Marketing Association*: “Bad Medical News Causes Patients to Choose Brand Name Drugs over Generics, Costing Billions,” May 2023.

“Rushed Innovation: Evidence from Drug Licensing”

- *ACRP Clinical Researcher*: “Negative Shocks May Hit Twice in Pharmaceutical Development,” December 2020.
- *PharmExec.com*: “The Impact of Accelerated Drug Development,” August 2020.
- *Bioprocess online*: “The Compounded Risk Of Early-Stage Biopharma Licensing Deals,” June 2020.
- *National Affairs*: “Distant Healthcare,” May 2020.
- *JHU Carey*: “Drugs ‘Rushed’ into Development to Refill Pharma Pipelines Are Less Likely to Succeed,” April 2020.
- *INSEAD Knowledge*: “Don’t Let Time Pressure Dictate Your Options,” December 2018.

“Can Emerging Markets Tilt Global Product Design? Impacts of Chinese Colorism on Hollywood Castings”

- *Hindustan Times*: “How China plays on inter-race ties in the US,” May 2021.
- *Axios*: “Study: Hollywood casts more light-skinned actors for Chinese market,” September 2020.
- *National Affairs*: “Globalist winners and losers,” March 2018.
- *Marginal Revolution*: “The further influence of China on Hollywood,” February 2018.

“Therapeutic Translation of Genomic Science: Opportunities and Limitations of GWAS”

- *Voxeu.org*: “Therapeutic Translation in the Wake of the Genome,” March 2018.

“Does Consumer Demand Pull Scientifically Novel Drug Innovation?”

- *Kellogg Insight*: “Pharma Companies Argue That Lower Drug Prices Would Mean Fewer Break-through Drugs. Is That True?” September 2020
- *The New York Times*: “Can the US repair its health care while keeping its innovation edge?,” August 2017.

“La renegociación de contratos de concesión de obras públicas y la nueva ley”

- *El Mercurio, La Tercera, CIPER* (Chilean news outlets), August-September 2008.

SERVICE TO
THE FIELD

Editorial Role. Associate Editor, Health Care Management Science (2023-Present).

Reviewing for Academic Journals. Management Science (Marketing, Innovation & Entrepreneurship, Business Strategy, and Operations areas), Marketing Science, Marketing Science: Frontiers, Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Economics Management & Strategy, Organization Science, Information Systems Research, RAND Journal of Economics, Research Policy, Journal of Public Economics, European Economic Review, Review of Industrial Organization, American Journal of Health Economics, International Journal of Health Economics and Management, JAMA Health Forum, Value in Health.

Reviewing for Agencies. Marketing Science Institute, FONDECYT (Chilean scientific funding agency), FONDEF (Chilean translational science funding agency), Research Grants Council of Hong Kong.

Organizing. Marketing Science Conference Special Session Organizer, sessions: “Understanding Choices between Brand-name and Generic Drugs” (2022) , “Healthcare Marketing” (2020 and 2021).

Scientific Committee. 2023 RIDGE Workshop in Health Economics, 2024 International Choice Modelling Conference.

PUBLIC SERVICE	U.S. Congressional Budget Office (technical evaluator for a framework that simulates pharmaceutical innovation impacts derived from endowing CMS with bargaining power) (2020).	
SERVICE AT JHU CAREY	Annual Faculty Evaluation and Promotion Workgroup	2022
	Faculty Search Committee (Marketing)	2021-2022
	Faculty Search Committee (Management & Organizations)	2021
	Curriculum Subcommittee for Management & Entrepreneurship	2020-Present
	Marketing Seminar Series Co-Organizer	2019-2022
	Grade Appeals Committee	2018-2021
	Faculty Search Committee (Marketing)	2017-2018
	MBA Curriculum Review Committee	2017-2018
	Curriculum Subcommittee for Marketing	2016-2019
	Parent Coaching Services Committee	2016-2017
	Faculty Search Committee (Business of Healthcare)	2015-2016
	IT Improvement Committee	2014-2016
SERVICE AT JHU	Mentor, Hopkins Business of Health Initiative (HBHI) Graduate Institute	2022
TEACHING AT UIC	Marketing Analytics (undergraduate)	2023-Present
	Marketing Research (undergraduate)	2023-Present
TEACHING AT JHU CAREY	Customer Analytics (MS, MBA)	2019-2023
	Marketing Analytics (MS, MBA)	2018
	New Product Development (MS, MBA)	2015-2017
	Entrepreneurial Marketing (MS, MBA)	2014
TEACHING AT UNIVERSIDAD DE LOS ANDES	Introductory Economics (undergraduate)	2006-2008
	Introductory Microeconomics (undergraduate)	2006-2008
	Intermediate Microeconomics (undergraduate)	2006-2008
DISSERTATION COMMITTEES	Silin Huang (PhD Economics, JHU)	2023
	Chuhan Liu (PhD Economics, JHU)	2023
	Sahan Yildiz (PhD Economics, JHU)	2022
	Shiqi Wang (PhD Economics, JHU)	2021
	Sohini Mahapatra (PhD Economics, JHU)	2017
	Tomas Wilner (MA Economics, Universidad de Chile)	2017
	Ryan Bush (PhD Economics, JHU)	2016