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To whom it may concern,

I am writing to apply to the 2018 NBER Digitization Tutorial. I am a third year Ph.D. student in the Economics Department at Stanford University with a strong interest in the Economics of Digitization. My main field of research is Industrial Organization and my advisor is Liran Einav.

Regarding coursework, I have completed the Industrial Organization and Financial Economics sequences at Stanford. In addition to these two fields, I have also taken classes in Development Economics and Behavioral Economics. Besides my Economics training, I have also taken classes in Machine Learning, as I am an avid proponent that these methods will change the future of Economic research. During my Masters in Economic Theory, I took Machine Learning, while at Stanford, I took Machine Learning and Causal Inference with Susan Athey and audited Reinforcement Learning with Emma Brunskill.

My research agenda focuses on understanding value of data in the economy. I am currently working on a project, joint with E. Glen Weyl (Microsoft Research), Jaron Lanier (Microsoft Research), and Imanol Arrieta Ibarra (Stanford). The project is part of a larger set of research products on the Digital Economy that has gotten some attention in the media.[1] We are writing a small article that will be presented in the AEA meetings in January. We hope to write a longer version that will be submitted to a peer-reviewed journal.

The motivation for this project comes from the fact that in many different settings, ranging from target advertising to self-driving cars, the usage of data and Machine Learning algorithms to produce tailor-made predictions have changed substantially the way companies reach their customer base. Simultaneously, the Computer Science literature has contributed to our understanding of how more and better data translates into better predictions. However, we know very little about how the increase in prediction performance translates into revenue for companies. To give a sense of the stakes, we know that successful tech companies manage to raise millions of dollars – but how much of this is the value of their data?

In addition to this project, I plan to undertake research that will address how the advent of new information technologies has shaped the way firms conduct business activities. For example, several new businesses that were not possible before – ranging from Uber to peer-to-peer lending – have been created. These new businesses increase the options for consumers and thus may increase competition for the incumbent firms. Can we assess the gains from these increased alternatives? Has the market segmented? How have prices changed in each of these markets? These are a set of questions that I would love to have an answer for in the future for which this tutorial would provide invaluable feedback.

Finally, enclosed is my curriculum vitae. Please let me know if there are any other materials or information that will assist you in processing my application. Thank you for your consideration. I look forward to hearing from you. Attending the Digitization Tutorial and learning from both the faculty and the students will be a great opportunity to advance my research agenda.

Sincerely,

Diego J. Jiménez Hernández

[1] See `https://goo.gl/ZMfbmu` and `https://goo.gl/KyZC7R` for two articles written in the Economist.

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Diego J. Jiménez Hernández

Education

Ph.D. in Economics, Stanford University, [Expected] 2020
M.A. in Economic Theory, *Special Mention*, Instituto Tecnológico Autónomo de México, 2015
B.A. in Economics, *Highest Honors*, Instituto Tecnológico Autónomo de México, 2013

Research fields

Primary: Industrial Organization
Secondary: Financial Economics, Behavioral Economics

Relevant positions

2017	Research Intern, Microsoft Research New England Lab
2016-17	Research assistant for Liran Einav and Jon Levin, Stanford University
2016	Visiting researcher, Central Bank of Armenia
2014-15	Research assistant for Enrique Seira, Financial Studies Foundation (FUNDEF)
2013-14	Economist, Economic Research Division, Banco de México
2013	Research assistant for Enrique Seira, The Abdul Latif Jameel Poverty Action Lab (J-PAL)
2013	Research assistant for Enrique Seira, Centro de Investigación Económica (CIE)

Teaching experience

2011-13 Teaching assistant, Intermediate Macroeconomics, ITAM

Research

Working papers:
Mitigating the Risks of Financial Inclusion with Loan Contract Terms (with S. Castellanos, A. Mahajan and E. Seira)

Conference presentations

2017 NEUDC
2016 LACEA, CFPB Research Conference

Honors & Awards

2016	Honorary Mention, XXI Ex ITAM Prize in Research
2014-15	Academic scholarship, Graduate ITAM
2009-13	Academic scholarship, Undergraduate ITAM
2006-09	Academic scholarship, Best Talents, High-School ITESM-CCM

Computer skills

Proficient in: Stata, R, Matlab, LaTeX, Adobe Photoshop, Git VCS
Working knowledge: Mathematica, Java, Maple, Python, SAS

Languages

Spanish (native), English (fluent), French (basic)