

Professional Experience

*Jan 2016-Present, August 2008-August 2014 : University of Miami Business School
Lecturer, Marketing Department*

Teaching, Research and Curriculum Development: Marketing, Statistics, and International Executive Education. **Teaching Abroad:** International Marketing and Luxury Marketing in Paris and Barcelona. **Student club sponsorship :** The Global Business Connection, Business Fashion Club and The Retail Club.

*August 2002-July 2008: Miami Dade College School of Business
Positions held during tenure: Faculty and Program Director of Workforce Force Florida Banner Center for Financial Services*

Teaching & Advising: Management, Statistics and Marketing courses. Designed and *developed innovative, technologically-infused, dynamic and intensive 'fast-track' educational programs* in working partnerships with across departments and businesses. Solicited, coordinated and implemented student-led award winning internship projects with Fortune 500. Implemented *grants* from: workforce Florida and with the Fund for the Improvement of Post-Secondary Education (jointly with the European Union Universities).

*1989-July 2001
Eli Lilly and Company Pharmaceutical Division, Account Manager -Business to Business Division*

Developed and managed broad customer relationships (including VP and C-level suite) at large National and Regional Health care accounts. Evaluated and approved grant requests for disease management programs and outcomes research studies from key customers that met NCQA standards. Consistently negotiated contracts below guidelines. Achieved optimal product availability with all key accounts. Created multiple sales "pull-thru" opportunities across all Sales divisions.

(Other Positions held in my tenure: Director of Control Diabetes Services -Miami Office, Health and Sciences Liaison, Sales Territory Manager)

*1984-1988
Burger King Corporation Corporate Headquarters, Assistant Director, Strategy & Planning*

Implemented major shift in business strategy (domestically and internationally) by infusing advanced technologies and decision support systems, which connected Marketing, Development and Operations designed to create transparency and inform senior management of the balance between risk and value creation. The implementation of these decision support tools led to quality and productivity improvements, site selection optimization, a scientific award from Management Science, and various presentations in scientific symposia.

Educational Qualifications

PhD in Organizational and Management, August 2007, Capella University
MBA in Marketing, June 1995, Nova Southeastern University
MS in Management Science, May 1984, University of Miami
BA in Mathematics, December 1980, University of Miami

Superior Proficiency in Spanish and English(speak, write, listen and read).
Intermediate (mid) proficiency of French (listen and read)

Certified Professional Education at IFM Paris: Panorama of the World of Luxury, The Brand and storytelling, Luxury Merchandising, Fundamentals of visual merchandising, The Culture of beauty east vs west, Branding and the visual identity. The Fashion product and its communication, Development of your Creative Identity.

Proficient in: Adobe CS3 Applications; JavaScript; HTML; Microsoft Office Applications; SAS; SPSS; and Course Management Systems: WebCT, Angel, and Blackboard.

Presentations at Conferences

- OECD Paris June 2018 Roundtable discussion: Global Forum on Responsible Business Conduct, Guidelines for Multinational Business Enterprises
- World trade organization Geneva- July 19 2018, Discussion: Informal group of developing countries
- Nexexplo Innovation Forum-UNESCO Paris Feb 2018, Panelist: Relation between humans and technology and the future developments
- Panelist Enterprise Digital Summit Paris 2016
- Panelist at Barcelona Global e-commerce Summit: "Trends and development, cross-border trade and Omni-channel retail" (Summer 2014)
- Media Management Association Meeting (2014) at Columbia University
- Media Management in the Cloud (2014): Impact on content distribution chain
- American Demographics Conference : "Meeting the Challenges of the Changing WorkForce" (1986).
- National Institute of Mental Health annual meetings 1989-2001
- American Psychiatric Association (1990-2000): Led Roundtable discussion regarding the updates of the treatments of depression, bulimia and psychophrenia.
- Massachussets General Roundtable discussions with residents, attending and fellow from Psychiatry (1992, 1995, 1998).
- Academy of Women's Health Poster Exhibitor (1998, 1999): Advances in the treatment of Osteoporosis.

Publications

- Book Publication: October 2018-*Silk through the ages, the textile that conquered luxury*. New York, NY: LID Publishing.
- *PhD Dissertation 2007: "Mainstream social science faculty uses and attitudes toward information technologies"*

Committee/Taskforce Participation

- World Economic Forum 2015, 2016 (on Latin America)
- OECD Meeting 2016 Panelist Disruptive Innovation Latin America
- Babson Entrepreneurship Forum 2014
- Participated in Leadership Academy at Cannes Festival of Creativity (Summer 2014, 2015, 2016)
- European Media Management Educational Association: Digital transformation (2013, 2014)
- Participated in the development Bachelors of Applied Supervision and Management at Miami Dade College.
- National Institute of Mental Health and Eli Lilly collaboration: Standards of Care.
- American Psychiatric Association and Eli Lilly collaboration on DSM IV publication.
- Promotional Materials for the Launch of Evista (women's health), treatment/prevention of osteoporosis.
- Physician Diagnostic Tools for the recognition and diagnosis of depression at Eli Lilly.
- World Class Competitive Selling tools and program implementation at Eli Lilly.
- HMO Taskforce: California and Florida.

Book Reviews

- Elementary Statistics, 8 Ed, Bluman (2009).
- Student's solutions supplement to Probability and Statistics, Walpole and Myers (2004).
- Fundamentals of Management, 2nd edition by Lussier (2005).
- Modern Management Concepts and Skills, 13th edition, Certo (2014).
- Direccion de Marketing, Duodecima Edicion, Kotler and Keller (2004).

Grants Collaboration

- AvMed Healthcare Diabetes Quality Improvement initiative (1999). A 30k grant aimed at disseminating the DCCT standards of care to the diabetic AvMed member population target to improve control, improve quality of life and cost-effectiveness.
- HIP of Florida Depression Awareness Campaign (1998). A 25K grant aimed at standardizing the use of diagnostic tools for depression in the Primary Care Physician market.
- Procured and secured over \$1 Million with the Fund for the Improvement of Post-Secondary Education (jointly with the European Union Universities).
- Program Director of Workforce Force Florida Banner Grant (100K) for Financial Services.

Teaching and Training Experience

University of Miami: Business Schoool

- Luxury Marketing (MKT 350)
- Introduction to Marketing (MKT 201/301)
- International Marketing (MKT 360)
- Business Statistics (MAS 201/202)
- Business Calculus (MAS 110)
- Marketing Research (MKT 302)
- Internet Marketing (MKT 387)

University of Miami: International Education

- Decisiones de Precios (Spanish-hybrid)-Universidad Andres Bello-Laureate-UM Partnership, Chile
- Negocios Internacionales (Spanish-hybrid)-Universidad Andres Bello-Laureate-UM Partnership, Chile
- Effective Leadership (Spanish, English and Portuguese)
- Organizational Behavior (Spanish and English)
- Business Planning (Spanish and English)
- Management and Organizational Behavior (Spanish and English)
- Marketing Planning (Spanish and English)

Miami Dade College

- International Business (lecture and hybrid)
- Introduction to Marketing (lecture and online)
- Marketing Management (lecture)
- Fundamentals of Selling (lecture, hybrid and online)
- Retail Management (lecture, hybrid and online)
- Advertising (lecture and online)
- Integrated Brand Communications (lecture and online)
- Ad CopyWriting and Layout (hybrid)
- Effective Supervision (lecture, hybrid and online)
- Leadership Challenges and Supervision
- Customer Service (lecture and online)
- Business Statistics (lecture)
- Customer Relations (lecture, hybrid and online)
- Introduction to Business (lecture, hybrid and online)
- Organizational Behavior (lecture)
- Principles of Management (lecture, hybrid and online)
- Small Business Management (lecture, hybrid and online)
- Introduction to MIS (lecture)
- Fundamentals to Speech Communication (lecture)