

Gabriel Hidalgo Moreno

Professor at the Marketing Management Department

Director of the Executive Management Program AD-2, Monterrey Campus



IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

Academic Degrees

- MBA, IPADE Business School.
- BS in Biochemistry Engineering, Universidad Autónoma Metropolitana (UAM).

Relevant courses:

- Continuous Updating Management Program, Instituto Panamericano de Alta Dirección de Empresa (IPADE Business School).
- Business Leader Program, Babson College, Boston, Massachusetts.
- Effective Leadership, Instituto Tecnológico Autónomo de México (ITAM).
- Consumer Marketing Strategy Program, Kellogg Graduate School, Chicago, Illinois.

Managerial Background

- Adviser for companies like: Escala Internacional (2007-2010); FX Morales y Asociados (2004-2010); Prendamex, S.A. de C.V. (2007-2010); HEMSA, S.A. de C.V. (2005-2007); André Badi, S.A. de C.V. (2008-2010); Colegio Americano de Monterrey (2009- 2010); Confederación Patronal de la República Mexicana (COPARMEX); and Gonac.
- Consultant for diverse companies like: CEMEX México (2007); Alsea (2008); BASF Internacional (2007-2010); Elly Lily de México (2008); USG de México (2007-2009); Mahle Componentes; Volkswagen de México (2008); Guaymex, S.A. (2007-2009); Quántica Inversiones (2007-2010); Citlalin Corporativo (2006-2010); ServiClean de México (2007-2010); Brinco, S.A. de C.V. (2007); Marcatel, S.A. de C.V. (2009); Abarrotera del Duero, S.A. de C.V. (2008).
- Country Sales Manager, Industrias Vinícolas Pedro Domecq, 1996-1998.
- Strategic Planning Sub Director, Casa Pedro Domecq, 1994-1996.
- Sales Sub Director, Casa Pedro Domecq, 1988-1994.
- Chief Executive Officer Assistant, Cía. Editorial, 1986-1987.
- General Manager, Acabados Electrolíticos, S.A. de C.V., 1985-1986.
- Financial Management Executive, Grupo Condumex, 1984-1985.
- Sales Director, Cadena Electrocentro del Hogar, 1980-1982.

Professional Activities

- Speaker in topics related to Marketing for diverse public and private organizations, 2004 to date.
- Professor of Marketing, Universidad Panamericana (UP), 1981.
- Professor of Industrial Projects Development, Universidad Autónoma Metropolitana (UAM), 1980.

Areas of Interest

- Commercial Strategy
- Marketing
- Convenience stores and modern channels
- Franchises
- Telemarketing
- Distribution Channels
- Promotion and BTL
- Business Accelerators
- PYME (SMB) / Marketing