

Miguel de la Colina Rincon

Professor at the Marketing Management Department
ADE Executive Program Director



IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

Academic Degrees

- Global Colloquium on Participant-Centered Learning, Harvard Business School, 2022.
- Executive Management Program, IPADE Business School, 2017.
- MBA, IMEDE (currently IMD), Lausanne, Switzerland, 1987.
- BSC, Industrial and Systems Engineering, Instituto Tecnológico y de Estudios Superiores de Monterrey, Estado de México Campus, 1983.

Managerial Background

- Managing Director, MSD Animal Health Mexico (Merck & Co.), 2005-2018.
- Commercial Director Mexico, Monsanto Company, 2003-2005.
- Marketing Director Latin American North Region, Monsanto Company, 2001-2003.
- Regional Director Central America & Caribbean, Monsanto Company, 1995-2001.
- Engagement Manager, Associate Consultant, McKinsey & Company, 1988-1992. Temporary transfer to the Madrid office.
- Consultant, Management Information Consulting Division Arthur Andersen & Co. (Currently Accenture), 1983-1986.

Professional Activities

- Mentor and judge, MassChallenge, Startups accelerator, Mexico City.
- Professor, Master in Commercial Strategies, Universidad Panamericana, Mexico City, 2018.

Areas of Interest

- Value based Pricing
- Brand strategic management
- Distribution channels
- Salesforce management