

Silvia Cacho-Elizondo

Professor

Chair of the Marketing Management Department

In-Company Programs Academic Director



IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

Academic Degrees

- PhD in Management, specialization Marketing, HEC Paris, France.
- M.Sc. in Marketing and Strategy, Université Paris-IX Dauphine, France.
- FT MBA, IPADE Business School, Mexico.
- M.Sc. in Management of Technology, University of Sussex, England.
- Bachelor of Electronic Systems Engineering, ITESM Monterrey Campus, Mexico.

Other studies:

- Global Colloquium on Participant-Centered Learning (GloColl), Harvard Business School, USA.
- Academic Exchange Program, specialization in Marketing, HEC Paris, France.
- Marketing and International Commerce Certificates, ITESM Campus Morelos, Mexico.

Managerial Background

Currently:

- Chair of the Marketing Department & In-Company Programs Academic Director.
- Consultant/Advisor in Business & Marketing Strategy, Branding, Digital Transformation & Growth Strategies.
- Member of Boards and Advisory Committees in different companies.
- Member of Editorial and Academic Boards.
 - Editorial Board of the Economic Studies Bulletin (BEE) of Deusto Business School.
 - Advisory Council of the Marketing bachelor at Universidad Panamericana Guadalajara.
 - Superior Council of the El Peñón and Montefalco schools.

Previously:

- Associate Academic Director at IPADE.
- Coordinator of International Accreditations (AACSB, AMBA, EQUIS) and Assessment of Learning at IPADE.
- Board Member, *Colegio Montefalco*.
- Advisor-shareholder at *e-Médicis*, a start-up specialized in Mobile Health Services, France.
- Assistant Brand Manager, Procter & Gamble, Mexico.
- Researcher & Commercial Engineer at the Instituto de Investigaciones Eléctricas (IIE), Mexico.
- Chief Project Manager, Sistemas, Informática y Control, S.A., Mexico.
- Founding Partner, Bocach (Selling of accessories and information management services), Mexico.
- Full-time Professor at ITESM Campus Morelos.

Professional Activities

- Consultant / Researcher / Case Writer / Key Speaker at national and international conferences.
- Research Professor at French Business Schools: EBS Paris, ISC Paris, HEC Paris, EDC, EAP-ESCP, ACI-NEGOCIA, ISCID, EPSCI-ESSEC, ESCE.
- Visiting Lecturer at International Universities and Business Schools: Universidad de Deusto & Universidad de León (Spain), IDE (Ecuador), KEDGE (France), BARNA (Dominican Republic), ISE (Brazil).

Other Qualifications:

- Member of the Mexican National Research System (SNI), 2009-2013, Mexico.
- Accreditation as *Maitre de Conférence*, 2009-2012, France.
- Member of International Marketing and Management Associations: AFM, EMAC, ACR, AMA and NACRA.

Areas of Interest

- Marketing Strategy / Value Creation / Strategic Mentoring to Entrepreneurs
- Branding / Growth Strategies / Creativity & Communication Strategies
- Consumer-Brand Relationships / Customer Experience Management and Enhancement / CRM
- Digital Marketing / eCommerce / Online & Mobile Services
- Social Networks / Multi-side platforms / Adoption Processes of new technologies & products/services.
- Innovation Processes / Management of Technology / Digital Transformation.
- Consumer Behavior / Market Research / Commercial Intelligence & New Market Trends.
- Sustainable Development / Corporate Social Responsibility (CSR) / Social Marketing.