

# Jorge Gutiérrez Villarreal

Professor at the Marketing Management Department  
President of the Board of Governors of UP-IPADE



## Academic Degrees

- PhD in Economics, North Carolina State University.
- MSc in Agricultural Economics Science, Texas A&M University.
- Advanced Management Program (AD-2), IPADE Business School.
- BA in Economics, Universidad de Nuevo León.

Relevant courses:

- International Marketing Management Course, Organization of American States.
- International Teachers Programme, Manchester Business School.
- Strategic Marketing Management Program, Harvard Business School.

## Managerial Background

- Economic Advisor, Secretaría de Comercio.
- Economic Advisor, Secretaría de la Presidencia.
- Member of the Board of Directors, Banco Internacional, S.A.
- Member of the Advisory Committee, Comisión Nacional de Inversiones Extranjeras.
- Consultant for the following companies: Pepsi Cola, S.A.; Industrial Eléctrica, S.A.; Damon, S.A.; Grupo Alfa; Industrias Resistol, S.A.; Grupo Laresgoiti; Rassini Rhem, S.A.; Vitos de México, S.A.; Grupo Arga, S.A.; Consorcio Manufacturero, S.A.; Grupo Cydsa; Grupo Condumex; Albany International; Kellogg de México; AMAP; Gallup; Calimax; Holcim-Apasco.

Formerly:

- President, Universidad Panamericana-IPADE, 2005-2011.
- Head of the Marketing Management Department, IPADE, 1981-2008.
- Dean of IPADE, 2002-2005.
- General Director of the Executive Education Programs, IPADE, 1988-2002.
- Director of the MBA Program, IPADE, 1980-1988.
- Member of the Senior Council.
- Member of the Chancellor Board.
- Member of the Board of Directors.

## Professional Activities

- Achieving Breakthrough Service, Harvard Business School.
- Professor, Public Finance Fiscal Policy, Macroeconomics and Monetary Theory, Instituto Tecnológico Autónomo de México (ITAM).
- Founding Director Economics Department, Universidad Autónoma Metropolitana Azcapotzalco.
- Second Workshop on Policy for Public Enterprise in Developing Countries, Harvard University, Boston, Mass., EUA.
- Research Assistant and Teacher Assistant, Texas A&M University and North Carolina State University.
- Guest Professor: PAD Escuela de Dirección, Peru; INALDE, Escuela de Dirección y Negocios, Colombia; Instituto Internacional San Telmo, Spain; IAE Business School, Argentina; Richard Ivey School of Business, Canada; The Catholic University of America; University of Dallas; AESE-Escola de Direção e Negócios, Portugal; Instituto Superior da Empresa, Brazil; IESE Business School, Spain; Timoney Leadership Institute, Ireland; United Nations World Data Forum, Kiev, Ucrania.