

EMMA GARCIA VALENZUELA

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(52) 33 3669 3000 ext 2077

Personal Interests International Marketing, Marketing Strategy, Services Marketing, Retail Strategy, Store Management, Visual Merchandising, Experience Design and Consumer Behavior

Experience **ITESM Campus Guadalajara**
Director of the Retail Center
January 2006 to date

- Academic responsibility of the Retail undergraduate minor, with 12 generations of students concluded
- Responsible of the design of the academic courses of Introduction to Retail, Visual Merchandising, Shopper Marketing and Design of Consumer Experiences.
- Responsible of the conception, design and management of Tec Store, a retailing lab for students of the retail minor and the campus store.
- Responsible of the coordination of the internships on retail, with companies such as: Farmacias Guadalajara, Liverpool, Soriana, Costco, Cloe, Squalo, Nike, Walt Disney World, Walmart, Mister Tennis and Coppel.
- Lecturer of the courses of Marketing and Creativity, Services Marketing, International Services Development, Introduction to Retail, Shopper Marketing, Visual Merchandising and Customer Experience Design in the undergraduate level.
- Professor of the executive programs of Retail Strategy, Marketing Strategy and Service Quality Disney Style.
- Consultant in Store Design and Visual Merchandising to companies such as: Magenta Stores, Baby Mart, Dionné, Cotidiano Daily Market, La Marina, Squalo, Atlética, Rigoló and Abarrotera el Duero.

Director of the Undergraduate Career of Marketing
August 2003 to December 2005

- Academic responsibility for the undergraduate program of Marketing within the School of Business with 520 students and 25 teachers
- Responsible for the creation of academic and corporate programs to enrich the students' university experience
- Responsible of the recruitment of new students, relationships with parents and design and implementation of marketing schemes
- Responsible for the design and implementation of business related exchange programs in Shanghai, China and Walt Disney World in Orlando FL, USA

ITESM Campus Sinaloa

Full Time Teacher in the areas of Marketing and International Business.

August 2000 to May 2003

- Teacher, in English, of classes in the undergraduate program of International Business.
- Development of educational materials.
- Instructor of the executive programs of Marketing for Small Companies and Retail Strategy.
- Official liaison to Bancomext for academic purposes.

Education 1998-2000 ITESM Campus Sinaloa
Master in Business Management with a Marketing Minor

1993-1997 ITESM Campus Sinaloa
Bachelor in International Commerce

Languages English 100%, French 70%

References On request