

Alejandro Fernández Villa

Professor at the Marketing Management Department

Member of the Superior Council at the Universidad Panamericana and IPADE

Member of the Board of Governors at the Universidad Panamericana and IPADE

Academic Degrees

- Executive Officers Management Program (AD-2), IPADE Business School.
- BS in Civil Engineering, Universidad de Guadalajara.

Managerial Background

- Executive President of the Superior Council, Universidad Panamericana and IPADE, 2010-2013.
- Deputy General Manager, IPADE Business School, 2008-2010.
- Director, IPADE Business School Monterrey Campus, 1978-2008.
- Member of the Board, Universidad Panamericana and IPADE; CFE Calificados (Consejero Independiente); Grupo Soporte General, AQUOR; GP Vivienda; Grupo Vigía S.A., Termo Gas; Bioparque Estrella; Instituto de Capacitación de Mandos Intermedios (ICAMI).
- Founder Director of the Instituto de Desarrollo Personal para Operarios, 1968-1977.
- Founder Director of the Instituto de Capacitación de Mandos Intermedios (ICAMI), 1967-1977.

Professional Activities

- Guest Professor:
 - IDE, Escuela de Dirección de Empresas, Ecuador, from 1992.
 - PAD Escuela de Dirección, Peru, 1988-1993.
 - INALDE, Escuela de Dirección y Negocios, Colombia, from 1987.

Areas of Interest

- Product marketing development
- Global brands
- International Marketing
- Marketing strategies
- Price strategies
- Distribution channel strategies
- Marketing positioning