

# Carlos Chávez Solís

Professor at the Marketing Management Department  
Director of the In-company Programs

## Academic Degrees

- MBA, Instituto Panamericano de Alta Dirección de Empresa (IPADE Business School).
- BS in Chemical Engineering, Universidad Nacional Autónoma de México (UNAM).

Relevant courses:

- Colloquium on Participant-Centered Learning, Harvard Business School, 2008.
- Strategic Marketing Management Program, Harvard Business School, 1992.

## Managerial Background

- Marketing, Planning and Promotion Director, Banco del Atlántico.
- Commercial Banking Assistant General Director, Banco del Atlántico.
- Assistant General Director, Banca Cremi.
- Business Consultant to several companies like: Aceros Camesa, Asociación Mexicana de Agencias de Publicidad, Athlete's Foot, Atún Tuny Grupo Marindustrias, Avantel, Bancomer, Carl's Jr. Hamburguesas, Cementos Apasco, Domino's Pizza, Grupo Alsea, GNC Tiendas de Nutrición, Hielo Fiesta, Ingersol Rand, Joyerías Bizarro, Laboratorios Médicos Chopo, Laboratorios Pisa, Leche Boreal, Mexinox, Praxair, TSS, Prendalana Casas de empeño, Seguros BBVA Bancomer, Volkswagen de México, Leche San Marcos, Gelatinas D'GARI, Burger King, Coca Cola Femsa, SportCity, Laboratorios GSK, Ilusión y Peñaranda.
- Member of the Board of Directors of several companies.

Formerly:

- Director of the Executive Officers Management Program (AD-2), IPADE, 2008-2009.
- Director of the Advanced Management Program (AD), IPADE, 2006-2008.
- Director of the MBA Program, IPADE, 1999-2006.

## Professional Activities

- Guest Speaker in several Business Schools.
- Jury and Member of the EFFIE Award Committee, to Advertising Effectiveness of the Asociación Mexicana de Agencias de Publicidad AMAP.

## Areas of Interest

- Marketing
- Commercial Strategy
- Sales
- Public relations
- Advertising
- Brand Building
- Market Research
- Customer Satisfaction
- Online Marketing