

# Silvia Cacho-Elizondo

Professor at the Marketing Management Department  
In-Company Programs Academic Director



## Academic Degrees

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

Relevant courses:

- 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:

- In-Company Programs Academic Director at IPADE.
- Consultant in Business & Marketing Strategy, Branding, Digital Marketing and Growth Strategies.
- Member of the Board of Trustees at Colegio Montefalco.
- Member of the Education Committee at IAB Mexico.

Previously:

- Associate Academic Director at IPADE.
- Coordinator of International Accreditations (AACSB, AMBA, EQUIS) and Assessment of Learning.
- Advisor-shareholder at e-Médicis, Start-up specialized in Mobile Health Services, France.
- Assistant Brand Manager, Procter & Gamble, Mexico.
- Researcher and 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.

## Professional Activities

- Key Speaker at International Conferences
- Professor-Researcher at French Business Schools: EBS Paris, ISC Paris, HEC Paris, EDC, EAP-ESCP, ACI-NEGOCIA, ISCID, EPSCI-ESSEC, ESCE
- Visiting Lecturer at Spanish Universities: Universidad de Deusto and Universidad de León
- Professor at ITESM Campus Morelos, Mexico
- Other qualifications:
- Member of the Mexican National Research System (SNI), 2009-2013, México
- Accreditation as Maître de Conférence, 2009-2012, France.
- Member of International Marketing Associations: AFM, EMAC, ACR y AMA.

## Areas of Interest

- Marketing Strategy / Value Creation / Strategic Mentoring and Advisory to Entrepreneurs
- Branding / Growth Strategies / Creativity
- Consumer-Brand Relationships / Customer Experience Management and Enhancement
- Digital Marketing / CRM / eCommerce
- Online Services / Mobile Devices / Social Networks / Multi-side platforms / New Technologies
- Innovation Processes / Management of Technology / Digital Transformation
- Consumer Behavior / Market Research
- Sustainable Development / Corporate Social Responsibility (CSR)