

Martha Rivera Pesquera

Professor at the Marketing Management Department

Member of the Board, Research Center for Women in Senior Management (CIMAD)



Academic Degrees

- PhD in Business and Economic Sciences, specialized in Marketing, IESE Business School, Spain.
- MBA, IPADE Business School. Exchange Program, Haut École de Commerce (HEC), France
- BS in Biochemistry Engineering, and Management in Food Processing, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM).

Relevant courses:

- Advanced Management Program in Media and Entertainment, IESE, New York, USA.
- Customer Insights, Miami University, USA.
- Managing Customers vs. Managing Brands: Striking the Balance, INSEAD, France.
- Does Marketing Measure Up?, London Business School, UK.
- Does Marketing Need Reform?, Bentley College, USA.
- Colloquium on Participant-Centered Learning, Harvard Business School, Boston, USA.

Managerial Background

- Consultant in Marketing Strategy in several firms, 1995 up to date.
- Public Relations Coordinator, XV Annual Conference de Strategic Management Society, 1994-1995.
- Special Projects. Feasibility Study to install national distribution centers, Grupo Editorial Planeta, S.A. de C.V., 1993.
- Manager, Quality Control and Research, UNILEVER, Zwanenberg de México, S.A., 1989-1992.
- Manufacture Manager, Unión de Productores de Leche de Querétaro, 1987-1989.
- Member of the Board of Directors in several firms.
- Member of the Marketing Science Institute.
- Member of the American Marketing Association.

Professional Activities

- Visiting Research Scholar, Babson College, USA.
- Guest Professor: IESE Business School, Spain; IAE Business School, Argentina; INALDE Business School, Colombia PAD Escuela de Dirección, Peru; Instituto Internacional San Telmo, Spain; IDE Business School, Ecuador; Instituto de Capacitación de Mandos Intermedios (ICAMI).
- Guest Professor, “Barcelona Activa-Generalitat de Catalunya,” Barcelona, 2000.

Publications

- Entrepreneurial Selling: The Facts Every Entrepreneur Must Know (2017). Business Experts Press.
- Re-Evolución Digital: Lidera el Futuro Digital de Tu Empresa... Antes de que Desaparezca (2017). Penguin Random House.
- Emprender y Vender: Lo que todo emprendedor debe saber (2018). IPADE Publishing - LID

Areas of Interest

- Marketing Strategy
- Sales Force Management
- Entrepreneurial Selling
- Multichannel Customer Management
- Digital Marketing
- e-commerce
- Experiential Marketing
- Women Leadership
- Women Entrepreneurs
- Women in Corporate Boards