

# Miguel de la Colina Rincon

## Professor at the Marketing Management Department

### Alumni Director



### Academic Degrees

- Executive Management Program, IPADE Business School, 2017.
- MBA, IMEDE (currently IMD), Lausanne, Switzerland, 1987.
- BSc. Industrial and Systems Engineering, Instituto Tecnológico y de Estudios Superiores de Monterrey, Edo. de México Campus, 1983.

### Managerial Background

- Managing Director, MSD Animal Health Mexico (Merck & Co.), 2005-2018.
- Commercial Director Mexico, Monsanto Company, 2003-2005.
- Marketing Director Latin American North Region, Monsanto Company, 2001-2003.
- Regional Director Central America & Caribbean, Monsanto Company, 1995-2001.
- Engagement Manager, Associate Consultant, McKinsey & Company, 1988-1992. Temporary transfer to the Madrid office.
- Consultant, Management Information Consulting Division Arthur Andersen & Co. (Currently Accenture), 1983-1986.

### Professional Activities

- Mentor and judge, MassChallenge, Startups accelerator, Mexico City.
- Professor, Master in Commercial Strategies, Universidad Panamericana, Mexico City, 2018.

### Areas of Interest

- Value based Pricing
- Omnichannel marketing
- Brand strategic management
- Distribution channels
- Salesforce management