

Gabriela Alvarado Cabrera

Professor at the Marketing Management Department

Academic Degrees

- Doctorate in Business Administration, IE Business School, Spain 2008 – 2011
Major: Strategy; Minor: Corporate Governance
- MBA, ITAM, Mexico 1994 – 1996
- BS in Actuarial Science, ITAM, Mexico 1988 – 1992

Relevant courses:

- Diploma in E-Business, ITAM, Mexico 2000 – 2001
- Colloquium on Participant-Centered Learning, Harvard Business School, USA 2000
- Diploma in Marketing, ITAM, Mexico 1993 – 1994
- Diploma in Applied Statistics, ITAM, Mexico 1992 – 1993

Managerial Background

- Director of the Business Intelligence Center, ITAM 2001 – 2019
- Associate Dean of the Master's in Business programs, ITAM 2003 – 2017
- Publisher of Segmento, ITAM's marketing magazine 1999 – 2010
- Marketing Academic Coordinator, ITAM 1998 – 2003
- Marketing Research Coordinator, ITAM 1995 – 1998
- Adjunct Executive of Quality Control, A.C. NIELSEN COMPANY 1992 – 1993

Professional Activities

- Professor of Marketing, ITAM 1993 – 2019
- Key speaker at international conferences
- Founder and leader of the “Latin America Scholars Community”, a network of researchers focused on developing content about the region
- Member of the European Foundation for Management Development Research Committee
- Member of the Fulbright Scholarships Committee for graduate students in business
- Member of the jury of the Effie Awards on effective marketing communications strategies
- Former member of the marketing board of Domino's Pizza

Publications:

- Alvarado, G., Thomas, H., Thomas, L., & Wilson, A. 2018. Latin America: Management Education's Growth and Future Pathways. Emerald Publishing.
- Alvarado, G. 2018. The Global Expansion of Televisa. In S. Iñiguez & K. Ichijo (Eds.), Business Despite Borders: Companies in the Age of Populist Anti- Globalization. Palgrave Macmillan.

Areas of Interest

- Marketing Strategy / Branding /Marketing Research
- Management Education / Business Schools' Reputation / Accreditations and Rankings