

Francisco Espinosa Manzo

Professor at the Marketing Management Department



IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

Academic Degrees

- **Doctorate in Business Administration (DBA)**, University of Phoenix. Thesis topic: Best Practices in Marketing Strategy as applied by Medium-sized Mexican Companies, 2018.
- **MBA**, IPADE Business School, 1985.
- **BS in Chemical Engineering**, Universidad Iberoamericana (UIA). Specialties in chemical plant design and management, 1982.

Relevant courses:

- Marketing Management Program, International Marketing Institute, Boston. Program focused on international marketing strategies, 1998.

Managerial Background

- **Entrepreneurial** experience in the following activities (1982-2019):
 - Marketing of raw materials for the plastics industry.
 - Export of containers for the water industry.
 - Commercialization of raw materials for the chemical industry.
 - Manufacture and marketing of disinfectants for the passenger transportation industry.
 - Construction and commercialization of housing.
 - Manufacture and sale of bags and other polyethylene products by extrusion and injection.
 - Management of financial investments in derivative products (FOREX).
- Experience as a **partner** in the following activities (1982-2019):
 - Retail commercial strategy for disposable plastic products for the food industry.
 - Importation of latex rubber.
 - Commercial and distribution strategies for veterinary pharmaceuticals.
 - Multi-channel marketing and distribution for wood home furnishings and accessories.
- Experience as an **advisor** in the following activities (1982-2019):
 - 3PL and 5PL logistics companies.
 - Industrial and municipal wastewater management plants.
 - Multi-channel distribution and marketing of skin care products and pharmaceuticals.
 - Commercial strategies for steel products for the construction of industrial buildings.
 - Commercial strategy for the export of groundwater detection services.
 - Organization of fundraising campaigns for non-profit educational institutions.

Professional Activities

- **Director of the Marketing area** at IPADE Business School: 2015-2017.
- **Professor** of Marketing and Business Strategy at IPADE Business School: 1992 to date.
- **Director of Integral Education** at IPADE Business School: 1992-2000 and 2010-2019.
- Chemical Engineer responsible for several projects in plant operation at ABCE, S.A., 1983.
- Plant Engineer responsible for production and quality at Fluorocarbons Works, 1986.
- Professor of Integral Calculus, Universidad Iberoamericana and Universidad Panamericana, 1986-87.

Areas of Interest

- Design and execution of commercial strategies
- Customer value identification and creation
- Pricing strategy and value extraction
- Innovation in commercial strategy
- Brand extension and market permanence
- Sales force management