

Gabriela Alvarado Cabrera

Marketing Management Professor



IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

Academic Degrees

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

Relevant courses:

- Executive Program Boards in Action, IPADE Business School, Mexico, 2025.
- 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

- Associate Director of Research and Academic Processes, IPADE Business School, 2020-Present.
- 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.
- Adjunct Executive of Quality Control, A.C. NIELSEN COMPANY, 1992-1993.

Professional Activities

- Professor of Marketing, IPADE Business School, 2020-Present.
- Professor of Marketing, ITAM, 1993-2019.
- Speaker at global conferences and board member of international organizations.
- Member of the jury of the Effie Awards on effective marketing communications strategies.
- Former member of the Marketing Committee of Domino's Pizza.

Publications:

- Alvarado, G. 2025. *Promoting Gender Equity in Business Schools and Corporate Leadership: A Latin American Perspective*. In E. Cornuel, N. Kleyn, H. Thomas & M. Wood (Eds.), *Women In, and Beyond, Business Schools*. Routledge.
- Alvarado, G., & Iñiguez, S. 2021. *The MBA Is Dead: Long Live the MBA*. In S. Iñiguez & P. Lorange (Eds.), *Executive Education after the Pandemic: A Vision for the Future*. Palgrave Macmillan.
- Alvarado, G. 2020. *The four key challenges facing management education in Latin America*. ISTMO.
- 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