

# Silvia Cacho-Elizondo

## Professor

Chair of the Marketing Management Department  
In-Company Programs Academic Director



**IPADE**  
BUSINESS SCHOOL  
UNIVERSIDAD PANAMERICANA

## Academic Degrees

- PhD in Management, specialization Marketing, HEC Paris, France.
- M.Sc. in Marketing and Strategy, Université Paris-IX Dauphine, France.
- FT MBA, IPADE Business School, Mexico.
- M.Sc. in Management of Technology, University of Sussex, England.
- Bachelor of Electronic Systems Engineering, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Monterrey Campus, Mexico.

### Other Studies:

- Global Colloquium on Participant-Centered Learning (GloColl), Harvard Business School, USA.
- Academic Exchange Program, specialization in Marketing, HEC Paris, France.
- Marketing and International Commerce Certificates, ITESM Campus Morelos, Mexico.

## Managerial Background

### Currently:

- Chair of the Marketing Department & In-Company Programs Academic Director.
- Consultant/Advisor in Business & Marketing Strategy, Branding, Digital Transformation & Growth Strategies.
- Member of Corporate Boards.
- Participation in Advisory Boards and Editorial Boards.
  - Advisory Council of CompuSoluciones.
  - Advisory Council of the Marketing bachelor at Universidad Panamericana Guadalajara.
  - Editorial Board of the Economic Studies Bulletin (BEE) of Deusto Business School, Spain.
  - Editorial Board of Journal of Marketing Trends (JMT).

### Previously:

- Associate Academic Director at IPADE.
- Coordinator of International Accreditations (AACSB, AMBA, EQUIS) and Assessment of Learning.
- Board Member, Colegio Montefalco.
- Member of the Peñón-Montefalco Superior Council.
- Advisor-shareholder at e-Médicis, a startup specialized in Mobile Health Services, France.
- Assistant Brand Manager, Procter & Gamble, Mexico.
- Researcher & Commercial Engineer at the Instituto de Investigaciones Eléctricas (IIE), Mexico.
- Chief Project Manager, Sistemas, Informática y Control, S.A., Mexico.
- Founding Partner, Bocach (Selling of accessories and information management services), Mexico.
- Full-time Professor at ITESM Campus Morelos.

## Professional Activities

- Researcher / Case Writer / Key Speaker at national and international conferences.
- Research Professor at French Business Schools: EBS Paris, ISC Paris, HEC Paris, EDC, EAP-ESCP, ACI-NEGOCIA, ISCID, EPSCI-ESSEC, ESCE.
- Visiting Lecturer at International Universities and Business Schools: Universidad de Deusto & Universidad de León (Spain), IDE (Ecuador), KEDGE (France), BARNIA (Dominican Republic), ISE (Brazil).

### Other Qualifications:

- Member of the Mexican National Research System (SNI), 2009-2013, Mexico.
- Accreditation as *Maître de Conférence*, 2009-2012, France.
- Member of International Marketing and Management Associations: AFM, EMAC, ACR, AMA and NACRA.

## Areas of Interest

- Marketing Strategy / Value Creation / Strategic Mentoring to Business Leaders and Entrepreneurs
- Branding / Growth Strategies / Creativity & Communication Strategies
- Consumer-Brand Relationships / Customer Experience Management and Enhancement / CRM
- Digital Marketing / eCommerce / Online & Mobile Services / AI Applications
- Social Networks / Multi-side platforms / Adoption Processes of New Technologies & Products and Services
- Innovation Processes / Management of Technology / Digital Transformation
- Consumer Behavior / Market Research / Commercial Intelligence & New Market Trends / Commercial Intelligence
- Sustainable Development and Tourism / Corporate Social Responsibility (CSR) / Social Marketing