

Curriculum Vitae

JAVIER FLORES ZAMORA

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PRESENT

- **Doctor of Economics and Management Sciences.** PhD with Distinction and European Mention. Universidad Complutense de Madrid. (September 2010)
- **Assistant Professor. Full-time.** Department of Marketing (Departamento de Comercialización e Investigación de Mercados) (Universidad Complutense de Madrid). www.ucm.es/info/marketing.
- **Researcher of the Marketing Research Group MARKCO2:** Academic Research Group in Marketing Modeling, and Consumer Behavior Research. www.ucm.es/info/markco2.
- **Professor in Sawyer Business School of Suffolk University (Boston, MA):** Conferences and Seminars in Marketing and Strategy.
- Member of the Faculty of Business and Economic's **International Relations Committee.** Universidad Complutense.
- **Co-director. Master's Degree in Strategic Business Consulting** (12^a Edition) UCM.

EDUCATION

- **Bachelor of International Business Administration.** Hogeschool van Utrecht - University of Applied Sciences Utrecht. Netherlands
- **Bachelor of Business Administration and Marketing.** ITESO-Universidad Jesuita in Guadalajara, Mexico.
- **Postgraduate degree in "Data Analysis in Marketing and Social Research".** Universidad Complutense. Madrid, España
- **Postgraduate degree in "Theory of Communication and Design".** Universidad de Buenos Aires, Argentina.

ACADEMIC AND WORK EXPERIENCE

- **Co-Writer. Book: "Marketing Turístico 5º Edición." (Marketing For Hospitality and Tourism)** with Philip Kotler (2011) published in Spanish by Pearson Educación.
- **Technical Edition. Book "Principios de Marketing. 12º ed." (Principles of Marketing)** with Philip Kotler and Gary Armstrong (2008) published in Spanish by Pearson Educación.
- **Papers presented and published** on Consumer Behavior, in Academic International Conferences.
- **Visiting Researcher** at Real Colegio Complutense in Harvard University (Cambridge, MA) and in the University of Westminster (London, UK).
- **Doctoral Scholarship Granted** by Universidad Complutense 2006-2009.
- **Courses and seminars taught** on Marketing, Market Research, Cross-cultural management in English and Spanish to graduate and postgraduate students Spanish, Latin-American, English, German and American universities.
- **Visiting Professor** (Teaching Staff). University of Westminster (London, United Kingdom). March 2011.
- **Marketing Manager and Coordinator:** Branding, Sales, Market Research and Communication in different organizations in Spain, Mexico and Argentina.