



LUIS HERNAN PALACIOS
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I. EDUCATION

- M.A. in Economics, Duke University, USA 1989 – 1991
- Commercial Engineer, Major in Economics, Universidad de Chile 1983 - 1988

II. ACADEMIC POSITIONS

- Full-Time Professor, School of Business Administration, Pontificia Universidad Católica de Chile 2000 - Present
- Director Marketing Diploma 2001 - Present
- Visiting Professor, International Executive MBA, El Salvador and Guatemala Marketing Strategy, Distribution Channels, Product Strategy and Pricing Strategies. 2002 - Present
- Visiting Professor, Doing business in Latin America, University of Saint Gallen, Switzerland 2010 - 2018
- Director of the MBA Program 2011 - 2013
- Visiting Professor, University of Saint Gallen, Switzerland, Doing Business in Latin America 2010 - 2013
- Director of the International MBA Program 2007 - 2013
- Visiting Professor, ESAN, Lima, Perú, Product Management. 2011
- Director Certificates in Marketing, Human Resources. 2008
- Visiting Professor, Marketing Plan, Universidad de Arequipa, Perú General Management, Finance, Operation and Logistics 2006 - 2007
- Director Certificates in Marketing, Human Resources, General Management, Finance, Operation and Logistics 2006-2007
- Visiting Professor, Marketing Leadership Development Program (3M). Chile, Argentina, Perú, Venezuela, Colombia, México, Puerto Rico, South Africa and Brazil. Marketing Plan, Universidad de Arequipa, Perú 2004 - 2007
- Director Executive Education Programs 2003 - 2005
- Director of the Executive MBA Program 2000 - 2003
- Visiting Professor, Pau University, Bayona, France. 2001
- Marketing in Latin America 2001
- Visiting Professor, Universidad Peruana de Ciencias Aplicadas. Distribution Channels 2000
- Visiting Professor, Telephone Company Peru. Distribution Channels 2000
- Visiting Professor, Marketing Diploma, El Salvador, Central America 2000
- Director of the Extension School, Pontificia Universidad Católica de Chile. 1996 - 2000



III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Marketing
- Main Courses: Product and Brand Strategy, Distribution Channels' Strategy and Sales, Markets I, Commercial Management, International Marketing.

IV. SELECTED SCIENTIFIC PRESENTATIONS

- Seminar "Babson Entrepreneurship & Innovation Symposium for Red Emprendia Fellows", Babson, Boston (2015)
- Marketing Services Conference, Guatemala (2012)
- Consumer Behavior Conference, Guatemala (2011)
- Retail Marketing, Philips (electronic appliances) Caracas, Venezuela
- Retail Marketing Congress Lima-Perú
- Retail Marketing Congress Bogotá-Colombia
- Marketing Plan, Lima-Perú
- Retail Marketing Congress, Guayaquil-Ecuador
- Marketing Strategy, Costa Rica
- Consumer Behavior, Guatemala
- Marketing Services, Guatemala

V. CONSULTING EXPERIENCE

- Transexpress (courier company). Developing the Marketing Strategy for 2001
- Lever Chile (laundry industry analysis)
- CCU (brewery and drink company), Cadbury Schweppes brands analysis (Pepsi versus Coke)
- Polpaico (cement company) Distribution Strategy
- Iansa (sugar company) Brand Valuation
- Judgment expertise: Almacenes París vs Consorcio Nacional de Seguros (2003), Philip Morris v/s Chiletabacos (2003), Battery case vs SESMA (2005), Danone vs Soprole (2006), Bayer S.A. vs Anasac (2010), Joint Venture Soprole-Nestlé (2010-2011), Inverlink vs BBVA (2010-2011), Walmart vs Parque Arauco (enero 2013), Banco Santander (March 2013), Linzor Capital-Caso Cascadas (May 2014), AFP Provida vs PwC (November 2014), AFP Capital vs Larrain Vial Brokers (2016)

VI. BOARD MEMBERSHIPS

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|---|----------------|
| - Board Member AES Gener | 2016 - Present |
| - Board Member Campos Chilenos (sugar company) | 2011 - 2014 |
| - Board Member MTS (hardware retailer) | 2011 - 2013 |
| - Board Member Fleischmann group
(electrical products and service assistance) 2011- 2103 | |
| - Board Member Jemo Group | 2003 - 2011 |
| - Board Member of the Marketing Association | 2001 - 2008 |



VII. GRANTS AND AWARDS

- Economics Department Scholarship, Duke University 1989 - 1991
- Fulbright Scholarship 1989 - 1991

VIII. OTHER RELEVANT POSITIONS AND ACTIVITIES

- Real Estate & Marketing Manager,
Inmobiliaria Curauma S.A. (Holding CB) 1994-1996
- Marketing Manager, Shoe Express (Hush Puppies Holding), 1993-1994
- Sales and Marketing Manager D&S,
(supermarket chain, U\$1.1 billion sales) 1991-1993
- Analyst Corporate Bank, Citibank N.A. 1988-1989

IX. CUSTOMIZED PROGRAMS (IN COMPANY)

- Telefónica; Marketing Strategy (value proposition oriented to market, consumer behavior, segmentation and positioning, product, price, distribution and communication strategy)
- Grupo BBVA; Marketing Strategy (value proposition oriented to market, consumer behavior, segmentation and positioning, product, price, distribution and communication strategy)
- Provida (Pension Funds Company); Marketing Strategy (value proposition oriented to market, consumer behavior, segmentation and positioning, product, price, distribution and communication strategy)
- Mall Plaza; Retail Marketing (value propositions different retailers, retail strategy, channel conflict, merchandising, services in the distribution channels, private labels, location strategy, communications in the channel, category management)
- Nestlé; Retail Marketing (value propositions different retailers, retail strategy, channel conflict, merchandising, services in the distribution channels, private labels, location strategy, communications in the channel, category management)
- Telefónica Chile y Perú; Marketing Strategy and Branding (value proposition oriented to market, consumer behavior, segmentation and positioning, brand strategy, personality and brand identity, brand extension)
- Precisión Hispana (industrial firm); Product Strategy and Distribution Channels (product innovation, line extension, price strategy by product and distribution channels, channel conflict, promotion strategy)
- Abmatic (industrial firm); Product Strategy and Distribution Channels (product innovation, line extension, price strategy by product and distribution channels, channel conflict, promotion strategy)
- Indura; Retail Marketing (value proposition to different kind of retailers; channel conflict, merchandising, service strategy, private label, category Management)
- Banco de Chile; Marketing and Sales (competitive analysis, consumer behavior, product innovation, line extension, marketing productivity).
- 3M; Marketing Strategy (competitive analysis, consumer behavior, product innovation, line extension, price strategy and channel strategy).



- Polpaico: Marketing and Sales (competitive analysis, consumer behavior, product innovation, line extension, marketing productivity).