



**ANDRÉS IBÁÑEZ**  
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## I. EDUCATION

- Pharmaceutical Marketing Diploma, Pontificia Universidad Católica de Chile. 2023
- MBA, J.L. Kellogg Graduate School, Northwestern University  
("Presidential Scholarship") 1989
- Commercial Engineering, Pontificia Universidad Católica de Chile 1984
- PCLP Harvard Business School
- Senior Management Program, Harvard University-Omnicom Group
- Several short programs at Kellogg, Babson, Stanford, Texas Austin,
- Schulich-York University, Tsinghua and ISB (India), Anderson School, UCLA

## II. ACADEMIC POSITIONS

- Director of Executive Education and International Affairs,  
School of Management, Pontificia Universidad Católica de Chile 2012 – To date
- Dean School of Management,  
Pontificia Universidad Católica de Chile 2009 - 2012
- Executive Director of the Entrepreneurship Program at PUC  
(EMPRENDE UC) 2007 - 2009
- MBA-UC Director 1997 - 2007
- Associate Academic Dean, School of Management,  
Pontificia Universidad Católica de Chile 1995 - 1997
- Professor of Marketing since 1989. Associate Professor. 1986 - Present
- Visiting Professor at Pau University, France
- Visiting Professor at Torcuato di Tella, Argentine
- Visiting Professor at Mendoza School, Notre Dame University, USA



### III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Marketing
- Main Courses: Topics in Marketing, International Business, Strategy of Prices, Commercial Management, Markets I, Customer Value Management.

### IV. RESEARCH

#### *Books and Books Chapters*

- Editor: Manual de Decisiones Difíciles: Ética para jóvenes profesionales, Ediciones UC, 2006.
- La ética con los Consumidores, Cap. 6, Ética Empresarial, Generación Empresarial, Ediciones El Mercurio, 2006.

#### *Published Cases*

- Banco Estado, E-Mat, Agrosuper, Soquimich, Derco, Andes Wines, etc.

### V. BOARD MEMBERSHIPS

- Member of the Board, UC Online UC 2019 – To date
- Member of the Board, Grupo Lagos 2018 – To date
- Member of the Advisory Board Samsung Chile 2018 – To date
- Member of the Board, English-UC 2014 – To date
- Member of the International Advisory Board,  
Getulio Vargas Business School, Brazil. 2012 – To date
- Member of the Advisory Board, DATA-UC (Consulting & Research Co.) 2011 – To date
- Member of the Board, AIRLIFE Co. (Industrial Company) 2009 - 2012
- Member of the Board of Cruzados SA (Pro-Soccer Team) 2009 - 2014
- Member of the Board, Empresas Aresti 2009 - 2011
- Member of the Alumni Advisory Board of Kellogg Graduate School 2004 - 2011
- Chairman of “Program for International Management (PIM) Network”,  
a network of 63 top Business Schools and 36 countries. 2008 - 2010
- Member of the executive committee, Marketing chapter, ICARE 1997 – 2011

### VI. SELECTED SCIENTIFIC PRESENTATIONS



- eWorld Marketing Summit , 2020.  
Presented Paper: Brand Purpose and the Chilean recent uprise.
- UNICON Executive Education Annual Director´s Meeting, Russia, 2019.  
Presented Paper: Executive Education in Chile & Latam
- GNAM Executive Education Meeting, Ireland, 2019.  
Presented Paper: Executive Education in Chile & Latam
- Global Network for Advanced Management, IMD, Lausanne, Suiza, 2022.