



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

- Associate Teaching Professor, School of Management, Pontificia Universidad Católica de Chile 2000 – To date
- Director Marketing Diploma 2005 – To date
- Visiting Professor, International Executive MBA, El Salvador and Guatemala Marketing Strategy, Distribution Channels, Product Strategy and Pricing Strategies. 2002 – To date
- Visiting Global MBA, Universidad Americana, Paraguay. Product and Brand Strategy 2023
- 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

- Nuevos Desafíos del E-Commerce en el Retail, Chile, 2019.
Discussion of E-Commerce y Omnicanalidad
- E-commerce Innovation Summit, Chile, 2018.
- Tendencias del E-commerce, Chile, 2018
- 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

- Consulting for Centro de Innovación UC, commercial and omnichannel strategy (December 2022 to present)
- Consulting for Grupo Maisa (retail group in the clothing sector), distribution and omnichannel strategy
- Consulting for Joint Venture between Universidad Católica and Coursera (platform for online courses, diplomas, and master's programs) (2022)
- Consulting for LAMPRO, launch of online educational services platform (2020-2021)
- Consulting for Tributary Consultants Mánquez and Associates, launch of web platform for tax system (2018)
- Consulting on pricing strategy for Echeverría Izquierdo Company (2018)

Expert's Report:

- Expertise Ripley vs. Bain (August 2022)
- Expertise San José Technocontrol Construction Company (December 2021)
- Expertise Mall Independencia vs. Falabella (2021)
- Expertise Concessionaire Centro de Justicia (2019-2020)
- Expertise Fortunata Company (March 2020)
- Expertise Fortunata-Metro de Santiago (September 2019)
- Expertise Layher Company (2019)



- Expertise San José Tecnocontrol Construction Company (April 2019)

VI. BOARD MEMBERSHIPS

- Board Member Mok Group 2020 – to date
- Board Member Bioamérica 2020 – 2023
- Board Member AES Gener 2016 – 2022
- 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).
- Report Publication: The Chilean Steel Industry: A Competitive and Socio-Economic Impact Analysis of Compañía Siderúrgica Huachipato, F&K Economics, Compañía Siderúrgica Huachipato, Chile, 2023.