



CURRICULUM VITAE

Claudio Esteban Guzmán Cava
Assistant Professor of the Practice, Special Track
School of Management, Pontificia Universidad Católica de Chile

I. Education

- MBA, Pontificia Universidad Católica de Chile, 2022
- BA in Business and Administration, 2000

II. Professional Experience

- Outnova Consulting – Consultant (2020–2025): Worked on branding and commercial strategy for companies such as Green Beats, Guallarauco, CIAL Alimentos, and Fundación Mustakis.
- Nestlé Chile – Commercial Manager, Savory Ice Cream (2017–2019)
- Nestlé Waters Global – Commercial Director, Paris HQ (2013–2017)
- Nestlé Waters CCU – Business Development Manager (2011–2013)
- Nestlé Chile – Corporate Sales Manager (2008–2010)
- Freudenberg Home Products – National Sales Manager (2004–2008)
- 3M Chile – Product Manager and Sales Head (2000–2004)

III. Teaching Activities

- Undergraduate: Marketing Fundamentals, Retail & Shopper Understanding, Sales Management, International Business.
- MBA: Strategic Sales, Commercial Management, Retail and Shopper Marketing, GNAM Marketing in Latin America.
- Thesis Supervision: Undergraduate and MBA students.

IV. Innovation in Teaching

- Created several new courses at undergraduate and MBA levels.
- Director, Diploma in Commercial Management Competencies (2024)
- Director, Executive Class Diploma in Digital Commercial Transformation (2022–2024)
- MOOC on Coursera: Keys to Digital Transformation for SMEs (2023–2024)



V. Executive Education and Extension

- Diplomas: Strategic Sales, Digital Marketing, eBusiness.
- Customized courses for companies and SMEs, including Pyme UC and international sessions.

VI. Institutional Service

- MBA Regional Program – Market study and program proposal for Chilean and foreign students in regions (2022)
- Corporate Development – Custom program design, UNICON representative in Canada (2022)

VII. Public Engagement & Outreach

- Class on Customer Voice for students at Universidad Peruana de Ciencias Aplicadas (2024)
- Collaboration agreement with Google (2022)

VIII. Professional Contributions

- Speaker, Annual Dermatology Event by L'Oreal (2024)
- Extensive consulting experience with Chilean companies