



FACULTAD DE ECONOMÍA
Y ADMINISTRACIÓN
PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE

CURRICULUM VITAE

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I. Education

- BA in Economics and Business Administration, Pontificia Universidad Católica de Chile, 1984
- Ingeniero Comercial with honours, Pontificia Universidad Católica de Chile, 1985
- Master of Management, Kellogg School of Management, Northwestern University, 1989
- Exchange semester at IESE School of Business, Barcelona, Spain, 1988

II. Professional Experience

- Associate Professor, UC Chile, 1986–Present
- Director of Executive Education and International Affairs, School of Management, UC Chile
- Former Director: School of Management, MBA Programmes, Emprénde UC, and Academic Affairs
- Previous roles at Banco de Boston and Esso Chile in finance and commercial analysis

III. Teaching Activities

- Undergraduate: Marketing Fundamentals, Pricing Strategies, Customer Value Management
- MBA UC: Commercial Management, International Business (China), Pricing & Promotions, CRM
- International MBA Teaching: Mendoza College of Business (Notre Dame), Universidad de San Andrés, PAU (France)
- Designed and taught multiple online courses through Coursera and Clase Ejecutiva
- International faculty leader in GNAM, PIM, EMBAC, and TRÍADA networks



IV. Executive Education & Innovation

- Director and instructor in open and corporate programmes: Marketing, Strategy, CRM, Pricing
- Diplomas delivered for industries including retail, banking, pharma, wine, and cultural management
- Courses implemented with Harvard and Wharton simulations
- Lead designer of courses in digital, experiential, and hybrid formats

V. Student Supervision & Academic Development

- Exam board member for undergraduate Marketing for over 25 years
- Supervisor of commercial engineering theses and MBA graduation projects
- Annual speaker for first-year students and career orientation sessions

VI. Institutional Service & Governance

- Member of Faculty Council, Education Committees, Executive Education Advisory Boards
- Appointed by President to UC Lifelong Learning Commission (2024)
- Represented School in UC and global committees, including SIGEC, DATA UC, and ICARE Marketing Circle

VII. International Engagement & Public Contributions

- Chairman of PIM Network (2007–2009), Executive Committee GNAM (2014–2016)
- Invited speaker: World Marketing Summit (2020, 2021, 2024)
- Media contributor: Diario Financiero, El Mercurio, Clase Ejecutiva Portal
- Mentor for microentrepreneurs and judge for Fundación Luksic's Impulso Chileno

VIII. Professional Activities & Consulting

- Board Member: Empresas Ariztía, Grupo Aresti, La Polar, AirLife, WineHouse, Grupo Lagos
- Consulting for Chilean and international companies including Copec, Samsung, Zurich, Walmart, Deloitte, etc.
- Course delivery in Chile and abroad, across Latin America, North America, Europe, and Asia