



CURRICULUM VITAE

Luis Hernán Palacios Correa

Associate Teaching Professor, Special Track

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I. Education

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

II. Academic Positions

- Full-time Professor, School of Management, PUC Chile (1996–Present)
- Director, MBA and Executive Programs, School of Management, PUC Chile (Various roles, 1996–2023)

III. Professional Experience

- Corporate Account Executive – Citibank N.A. (1988–1989)
- Commercial and Marketing Manager – Forshop (1994)
- Commercial Manager – Curauma Real Estate (1995–1996)
- Various executive roles in retail and health industries (1992–1995)

IV. Teaching Experience

- Undergraduate: Marketing Fundamentals, Product and Brand Strategy, Omnichannel Strategy
- MBA: Commercial Strategy (Chile and Central America), Product and Brand Strategy
- Other Graduate: Business Analytics, GNAM program, Coursera Digital Strategy Course

V. Research and Publications

- Articles in Revista Economía y Administración on retail, marketing strategy, and distribution
- Teaching materials and case studies including 'Problems in Microeconomics for Business'



VI. Conferences and Public Engagements

- Speaker at conferences in Chile, Peru, Colombia, Ecuador, Costa Rica, and Guatemala
- Guest expert in media: Canal 13, Diario Financiero, El Mercurio, América Economía

VII. Institutional Service

- Director of multiple diploma programs (Marketing, Executive Education)
- Participant in strategic committees, events, and seminars at PUC Chile

VIII. Outreach and Consulting

- Advisor: Innovation Center UC, Universidad de Concepción, Disagro Guatemala
- Board member in companies including Mok, Bioamérica, Lampro, and AES Gener

IX. Awards and Scholarships

- Fulbright Scholarship and Duke University Department of Economics Scholarship (1989–1991)

X. Languages

- Spanish (native), English (fluent)