

# Luis A. Sánchez Villa

## ACADEMIC QUALIFICATIONS

MBA, Instituto de Empresa / Master in Marketing, ESEM /Bachelor in Marketing, URJC / Degree in marketing and commercial management, ESIC

## CAREER TO DATE

- CEO / Señales de Humo / 2003-16
- European Marketing Director / Deluxe Media / 1998-2003
- Senior consultant / Elan 1994-1998
- Marketing and Sales Director / BH / 1990 -1994
- Marketing and Sales Director / Thorn emi / 1985- 1990
- Brand manager /Wiggins Teape 1979-1985

## TEACHING

- ESIC: Several marketing units (UG and PG / 2002-18)
- Shanghai University: Marketing management and strategic marketing 2009-2018
- USIL (Peru): Product and services management (2007-2018)
- CESA (Colombia): Product and services management (2012-2018)
- Wiesbaden international university (Germany): International marketing (2007-2009)

## EVENTS AND CONFERENCES

- Chamber of Commerce (Madrid)
- Quingdao University (China)
- Nanjing College (China)
- Others

## ACREDITATIONS

- Senior Fellow, Higher Education Academy

## PUBLICATIONS

- Product and Services management (ESIC Publishing,2005)

## OTHER RELEVANT INFORMATION

MIM Director in ESIC