

EDUCATION

Harvard University

B.A., Magna cum Laude, Hispanic Studies with coursework in Economics, September 1994 – June 1998

University of Southern California, Marshall School of Business

*Master in Business Administration, August 2003 – May 2006, Dean's List, Beta Gamma Sigma Honor Society
Certificate in Food Industry Management (FIM), January – April 2002, Dean's List*

TEACHING EXPERIENCE

Associate Professor (Clinical)

University of Southern California, Marshall School of Business, Los Angeles, CA

Associate Professor of Clinical Marketing, January 2018 to present; Assistant Professor of Clinical Marketing July 2012 to December 2017; Marketing Dept. Teaching Assistant, August 2005 to May 2006

- Academic Director of the USC Marshall Online MBA Program, July 2016 to present.
- Chair, Secretary, and Member of the Marshall RTPC Faculty Committee, 2013 to present.
- Chair, Curriculum Development Sub-Committee, Online Learning Council, January 2020 to present.
- Golden Apple Teaching Awards (2014, '17, '19); Evan Thompson Teaching Innovation Award (2014); Professor of Color Award for Teaching Excellence (2015); Dean's Community Award (2017)
- Teaching Assistant for BUAD 307, August 2005 to May 2006. (Rated top Lab Instructor on end-of-semester student evaluations.)

Adjunct Professor

Azusa Pacific University, Azusa, CA

Business Department and English Department, December 2006 – May 2012

- Taught upper-division Market Research, Sales Management, and Entrepreneurship electives. Developed new curriculum and brought in guest speakers from the corporate world as well as from local small businesses. Taught Introductory Marketing mega-lectures.
- Taught Freshman Writing Seminar courses to a diverse group of undergraduates, including international students, with an emphasis on Business Writing.

Adjunct Professor

Citrus College, Glendora, CA

Business Department, June 2006 – December 2006

- Taught Marketing and Introduction to Business courses. Developed and led job interview and resume workshops open to all students on campus.

Corporate Trainer

Procter & Gamble Company; Los Angeles, CA

Intern Manager, summer 2000 to summer 2007

- Trained undergraduate and graduate interns on P&G work processes, software tools, and business concepts relevant to consumer-goods industry including marketing/promotional strategies.

Peer Trainer for P&G Account Managers, summer 1999 and March 2005

- Trained new Account Managers in "Category Management" business principles.
- Conducted Negotiation Training Workshop for fellow Account Managers in my region.

WORK EXPERIENCE

Corporate Relations

Children's Hospital Los Angeles; Los Angeles, CA

Associate Director of Corporate Relations – Grocery Retail Industry Liaison, January 2009 to May 2010

- Developed Cause-Marketing Programs that tied into So. CA grocery retailers' Consumer Marketing plans to raise \$2.5 million in annual revenues for the Hospital.

Marketing/Sales

Colgate-Palmolive Company; Diamond Bar, CA

Project Manager, November 2007 to January 2009

- Developed and executed marketing and promotional plans for key brands, with focus on Hispanic markets in the U.S. Led team of Unit Business Managers in our region to execute promotional plans.

Marketing/Sales

Procter & Gamble Distributing Company; Los Angeles, CA

Account Manager, Project Manager, Director – September 1998 to October 2007

- Consistently exceeded sales quotas for P&G products by developing and executing innovative marketing plans (customer and trade) for major East Coast and West Coast retailers.
- Developed cutting-edge Brand Marketing plans as a Marketing Project Manager in P&G's Multi-Cultural Business Development Organization, Hispanic Marketing.

Management

Harvard Student Agencies, Inc., Cambridge, MA

Agency Manager, Harvard Graphic Design Firm, February 1997 to February 1998