

FABIÁN RUIZ LOMBANA

Part-time faculty | Marketing Area

Joined the School in 2015

ACADEMIC BACKGROUND

2016-2012	Specialization in Professional Coaching, University of California Irvine Extension, United States (Online).
2012-2022	MBA, Universidad de los Andes School of Management, Bogotá, Colombia.
2017-1999	Specialization in Marketing Management, Universidad del Rosario. Bogotá, Colombia.
1999-1993	Bachelor in Electrical Engineering, Universidad Nacional de Colombia. Bogotá, Colombia.

TEACHING EXPERIENCE

Courses Taught in Recent Years

Undergraduate Level

Marketing Management

Graduate Level

B2B Marketing and Sales Strategies

Marketing Management

ACADEMIC ACTIVITIES

2015 – to date	Part-time faculty, Universidad de los Andes School of Management Bogotá, Colombia.
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OTHER PROFESSIONAL EXPERIENCE

2012-To date	National Distribution Manager and Sales Manager - Siemens S.A. Bogotá, Colombia.
2007-2012	Business Development & Marketing Manager - Siemens S.A. Bogotá, Colombia.
2006-2007	Industry Marketing Manager - Siemens Andina. Bogotá, Andean Region.
2006-2007	Regional Manager Business Unit - Siemens Andina. Bogotá, Andean Region.
1999-2000	Product Engineer - Siemens Andina. Erlangen, Germany.
1993-1999	Product Engineer - Siemens S.A. Bogotá, Colombia.

PUBLICATIONS

2018 Ruiz, F. (2018) "Tu marca personal en acción". 2nd. Bogotá, Colombia: LID Editorial.