

## ***CURRICULUM VITAE***

**DANIEL ANTONIO HERRERA GONZÁLEZ, DBA**

Mobile: (52) 3331709250

Email: [danielherrera03@hotmail.com](mailto:danielherrera03@hotmail.com)

Junior Researcher according Colombia Government

### **1. Professional Profile:**

Expert in the marketing area with more than 20 years of experience in the application of analytical marketing strategies. Specialist in quantitative and qualitative research processes to discover new insights in target markets. Skills in data analysis and strategies, Big Data, Business Intelligence, and predictive models. With a high knowledge of digital transformation processes. Knowledge of digital marketing and e-commerce strategies for global brand positioning. High capacities in Geo-referenced data analysis. Consultant in the marketing area with skills in new marketing trends with sustainability. Consultant and researcher in the area of marketing with skills in new sustainable and regenerative marketing trends. Management skills to create and propose marketing strategies based on innovation and purposeful brands in order to create new frontiers in target markets. Experience of more than ten years in consulting in companies from various sectors of the economy. Teacher and researcher at various universities in Colombia and Mexico at the undergraduate and postgraduate level.

### **2. Academic Achievements:**

**Doctor in Strategic Business Administration, DBA** (double degree) CENTRUM Graduate Business School – Pontifical Catholic University of Peru and Maastricht School of Management of the Netherlands, 2020 (Double degree in Latin America and Europe).

**Master of Philosophy.** Maastricht School of Management in the Netherlands, 2018

**Masters in international business and international Relations.** Macquarie University, Australia, 2008.

**Master of Business Administration** – Executive MBA. University of the Andes, Colombia, 2005.

**Diploma in marketing.** University of the Andes, Colombia, 1998.

**Systems Engineer.** Catholic University, Colombia, 1996

### **3. Executive Education**

- Certificate in Core Research Methods for Business and Economics, Structural Equation Modeling (SEM). Maastricht School Management – 2018
- EAN Core Competences - Analysis of statistical data with SPSS – EAN University – 2017

- EAN Core Competences – Expert in data analytics – EAN University - 2021
- Certificate in digital transformation- Emeritus - MIT Sloan School of Management – 2020

#### **4. Teaching experience:**

##### **TECNOLÓGICO DE MONTERREY – Guadalajara Mexico / February 2023 – to date**

Academic units taught at the undergraduate level:

- Market intelligence for the generation of consumer insights – SPSS data analytics
- Marketing Metrics using Tableau and problem case
- Integrative marketing seminar using MarkStrata simulator
- Marketing Leadership – Business Challenges
- Construction of solutions for the market – National Challenge Coordinator
- Sustainable management of marketing projects
- Marketing strategies and differentiation (taught in English)
- Digital innovation for the creation and management of CX and UX
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##### **EAN UNIVERSITY – Bogota Colombia / July 2016 – January 2023**

Postgraduate Level: Specialization in Marketing Management / Specialization in Business and Marketing Intelligence / MBA / Digital Master / Doctorate

- Strategic Marketing (Doctoral Level)
- Comprehensive Marketing Management
- Marketing planning and audit
- Geo Marketing and commercial strategy
- Fundamentals of marketing and buying behavior
- Geo Marketing and Digital Transformation
- Research seminar
- Fundamentals of Marketing (taught in English)
- Strategic Management
- International Marketing (taught in English)
- Consumer behavior

##### **POPULAR AUTONOMOUS UNIVERSITY OF THE STATE OF PUEBLA – Mexico October-December 2017**

Postgraduate: Master's degree in management and marketing

- Digital Marketing, Consumer Behavior ((taught in English)

#### **5. Intellectual Production:**

5.1 Tesis Doctoral. Título: Intrinsic and extrinsic factors that influence consumers' intention and purchase behavior: The case of eco-labeled dairy products. Ubicada en el repositorio de la Universidad PUCP en Perú. <https://tesis.pucp.edu.pe/repositorio/handle/20.500.12404/16740c>

5.2 Influence of Variables to Reduce the Intention and Behavior Purchase Gaps in Eco-Label Food Products. Multidisciplinary Business Review Journal. DOI: <https://doi.org/10.35692/07183992.13.1.7>

5.3 Variables Associated with the Intention to Purchase Yogurt with an Ecological Label: a descriptive study. CEA magazine indexed in publindex. <https://doi.org/10.22430/24223182.1808>

5.4 Sustainable Segmentation for Ecological Personal Care Products in the Hard Discount format. Revista Científica Cuadernos de Administración Universidad del Valle. Revista indexada en publindex. DOI: <https://doi.org/10.25100/cdea.v37i71.10679>

5.5 The profile of the buyer in front of a sustainable housing: descriptive study. Architecture Magazine Catholic University of Colombia. Journal indexed in publindex DOI: 10.14718/REVARQ.2023.25.4182

## **6. Work experience:**

**Whilst Professor of Marketing and Analytics at the business school – Tecnológico de Monterrey - campus GDL Feb 2023 to date**

- Professor under the new TEC21 and TEC25 model.
- Consolidation with training partners for the courses of the new model
- Consulting with companies in Guadalajara Mexico
- Focus on the development of analytical market courses.
- Coach for the Best Mexican Companies program in alliance with the consulting firm Deloitte.

**Whilst Associate Professor / Director of Marketing Programs (2018-2019) – Universidad EAN July 2016 – Jan 2023**

- Co-designer of the new MBA program under law 1330
- Director of graduate and undergraduate programs in marketing
- Leader in obtaining qualified registration for the programs in charge.
- Responsible for teaching undergraduate and postgraduate classes.
- Director of master's and doctoral theses.

**Whilst Director of Continuing Education and Consulting - UNIPANAMERICANA April 2015- Dec 2015**

- Lead the area of continuing education to offer training programs and continuing education to companies and graduates.
- Responsible for obtaining the ISO 9001 quality certification for the continuing education and consulting unit.
- Responsible for the creation of face-to-face, virtual, or mixed academic programs with the faculties of the university for graduates and companies, following the guidelines of ISO 9001.

**Whilst Director of Educational Services for Government/Business – Universidad Politécnico Grancolombiano April 2014 – September 2014**

- Responsible for the national sales team (10 people) and the marketing area.
- Create long-term relationships with different clients from the government/private business sector, the contacts are with the development and training directors of the companies.
- Lead the development of strategies to achieve the objectives of \$15,000 million for the business and government education services unit.
- In charge of forming a commercial team at a national level of high performance.
- Guarantee business with an EBITDA of 25% for the organization.

**Whilst Marketing and Commercial Director - Sphera Productions (agency BTL) Jul 2013 – Feb 2014**

- Responsible for the target sales of \$15.000 million for 2013 and growth of 5% for 2014
- In charge for preparing and executing the marketing plan
- Led the growth in the short, medium and long term of the agency at the national level.

**Whilst Director, Sustainable Trade, Colombia**

**Feb 2007 – Jun 2013**

- In charge of the research area to understand free trade agreements from sustainability and corporate social responsibility between developing and developed countries
- Led new models in sustainable marketing strategies to conquer foreign markets.
- Responsible for knowledge ethics consumption in developed countries around the world in order to create successful international marketing strategies.
- Co-ordinated the development, design and implementation of strategies for international markets focusing on the United States of America, Australia, Canada and the European Union
- Led new national market segmentation based on socioeconomic levels, channels, purchasing power and product
- Developed a business plan to conquer new customers in the whole country.

**Whilst Channel Marketing Manager, Coca-Cola Company, Colombia  
Jul 2006 – Dec 2006**

- Exceeded targets by 2%; generating an additional US\$34M in revenue
- Developed business plan to incorporate US\$36M investment in channel keeping net sales objectives
- Co-ordinated the development, design and implementation strategies for the new sales force to cater to new products
- Led new national market segmentation based on socioeconomic levels, channels, purchasing power and product

- Innovatively implemented Customer Loyalty Programs in trade clients, representing 40% of the total budget
- Propelled growth from 55% to 63% by changing the Share of Visibility index in the two biggest supermarket chains
- Significantly increased the McDonald's account by 10%
- Collaborated with human resources to introduce sales incentives to ensure the success of new product growth strategy, resulting in significant short-term business growth and revenue of US\$126M
- Analyzed emerging competitor brand and effectively reduced their market penetration to 4% from the expected 10%

**Whilst Project Director, LOGYT, Mexico / Coca Cola Company  
Jan 2006 – Jun 2006**

- Implemented the “Go to Marketplace” operational and supply chain strategy for new beverages in Coca-Cola Colombia
- Innovatively created strategic business model and designed business plan for supermarkets and diamond clients, representing 80% of new beverage business
- Led a multi-functional team to undertake market analysis for a new beverage business model
- Co-led with key account managers, the implementation of new business model for key supermarket

**Whilst West Regional Manager, Kellogg Company, Colombia Jan 1991 – May 2005**

- Exceeded budget sales by 9%, resulting in sales generation of US\$6.5M in 2005, and exceeded net sales by 1% in 2004
- Collaboratively led growth penetration/market share activities with other companies to generate savings of US\$50k
- Redesigned commercial conditions in distributors, resulting in savings of US\$100k per year
- Developed initiatives to increase numeric distribution, with region reaching 70%, setting best practice levels
- Led annual trade agreement negotiations for main accounts in supermarket, representing 65% growth in trade
- Led and managed a sales team of 17 people to KPI achievement distinction, representing 43% of total country sales
- Rescued, managed and enhanced a key supermarket relationship, representing 22% of total company revenue
- Initiated strategies against home brands, resulting in 6 point recovery in market share with strategies regionally implemented