



Curriculum Vitae



Carlos Valdez, Ph.D.

[Associated Lecturer and Lead Faculty
for Integrated Marketing and Sales](#)

Integrated Business Department
College of Business Administration
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EDUCATION

- **Professional Certified Digital Marketer (2019 to present).**

American Marketing Association

- **Ph.D. in Business Administration (2005).**

EGADE, School of Business, Monterrey, Mexico (SACS and AACSB accredited).

<https://egade.tec.mx/en>

Major: Marketing

(24 graduate credits earned in the University of Florida in the Advertising Department).

- **Masters in Marketing (1999)**

EGADE, School of Business, Monterrey, Mexico (SACS and AACSB accredited).

<https://egade.tec.mx/en>

Major: Marketing Communications



- **Masters in Business Administration (1996).**

EGADE, School of Business, Monterrey, Mexico (SACS and AACSB accredited).

<https://egade.tec.mx/en>

Major: Marketing

- **B. S. in Communications (1992).**

ITESM at Monterrey Mexico (SACS accredited).

<https://tec.mx/en>

ACADEMIC EXPERIENCE

- Program Director of the Master of Science in Management-Integrated Business track (January 2023 to present).
- Associated Lecturer and Lead Faculty for the Integrated Marketing and Sales course at the Integrated Business Department at the University of Central Florida in Orlando, FL, USA (January 2015 to present). Undergraduate courses: [Contemporary Selling](#), [Integrated Marketing and Sales](#), and [Sales and Marketing Strategies](#).
- Lecturer at the Department of Marketing at the University of Central Florida in Orlando, FL, USA (August 2010 to 2016.) Undergraduate courses: Principles of Marketing, Digital Marketing, Integrated Marketing Communications, Services Marketing, and Marketing Strategy.
- Adjunct Instructor at the Department of Communication at Florida State University in Tallahassee, FL, USA (August 2009 to May 2010). Graduate courses: Hispanic Marketing and Multicultural Marketing.
- Assistant Professor of Marketing/Management at Keiser University in Tallahassee, FL, USA (May 2006 to August 2010). Undergraduate courses: Introduction to Marketing, Marketing Strategy, Health Care Marketing, Customer Relationship Management, Entrepreneurship, Sales and Sales Management, and Integrated Studies Capstone Course.



- Visiting Professor at the Center for Hispanic Marketing Communications at Florida State University in Tallahassee, FL, USA (August 2005 to May 2006) Undergraduate courses: Hispanic Marketing Communications.
- Online Assistant Professor of Marketing at ITESM in Monterrey Mexico (August 2003 to May 2008) Undergraduate courses: Introduction to Advertising, Advertising Campaigns and Integrated Marketing Communications.
- Assistant Professor of Marketing at ITESM in Monterrey, Mexico (August 2001 to August 2003) Undergraduate courses: Introduction to Advertising and Advertising Campaigns.
- Adjunct Marketing Instructor at ITESM in Monterrey, Mexico (January 1997 to July 2001). Undergraduate courses: Introduction to Advertising, Advertising Campaigns, and Sales Promotions. Graduate courses: Integrated Marketing Communications.

RESEARCH

Published Manuscripts

Books contributor of Chapters

- Valdez, C. Korzenny, F. and McGavok, H. (2010). Marketing Assumptions or Reality? Testing Key Hypotheses about US Hispanic Consumer Behavior. In M. Hinner (Ed.), *The Interface of Business and Culture* (pp.317-339). Frankfurt: Peter Lang.

Annotated Bibliography

- Inglesis, M., Korzenny, F., McGavock, H., Moldovan, M., Reta, A., Sarkar, M. and Valdez, C. (2007). *Hispanic Marketing: An Annotated Bibliography (1978-2005)*.

Non-referred Publications

- Hervitz, H., Valdez, C. and Carranza, A. (2005). *Integrated Marketing Communication in Latin America*. *Comunicazioni Sociali*, 27, 133-138.



Referred Publications

- Valdez, Carlos, Villegas, J. and Penn, D. (2024), "[The Perceptions and Experiences of Human Resources Recruiters regarding LinkedIn as an online Personal Branding representation of recent business graduates](#)," *International Journal of Technology Marketing*, 18(1), 20-33.
- Valdez, Carlos, Villegas, J. and Gallagher, E. (2011), "Marketing's Influence as an Antecedent of Differences of Sales-Marketing Thought Worlds in Mexican Companies," *International Business: Research, Teaching and Practice*, 5(2), 48-59.
- Villegas, J., Lemanski, J. and Valdez, C. (2010). "Marianismo and Machismo: The Portrayal of Females in Mexican TV Commercials." *Journal of International Consumer*, 22, 327-346.

Published Abstracts

- Valdez, C., Villegas, J., and Penn, D. (2023). "[Personal Brand Equity in LinkedIn: Impression Management as an Antecedent and Behaviors as Consequences](#)." *The Proceedings of the Association of Marketing Theory and Practice*.
- Leo, C., Halloran, T., Valdez, C., Connell, L., Morin, J. (2023). "[Brand Me: How LinkedIn Training Improves Personal Branding by Influencing Self-esteem and Job Search Self-efficacy by Generating an All-Star Profile](#)." *The Proceedings of the Association of Marketing Theory and Practice*.
- Valdez, C., Villegas, J., and Penn, D. (2022). "[The Effects of Brand Logos on LinkedIn Profiles on Personal Branding](#)." *The Proceedings of the Society of Marketing Advances Annual Conference*.
- Valdez, C. and Villegas, J. (2022). "[Building a Personal Brand Using Impression Management in Social Networks](#)." *The Proceedings of the Association of Marketing Theory and Practice*.



- Valdez, C., Creque, C., Penn, D. and Gallo, J. (2022). "[The Perceptions and Experiences of Human Resources Recruiters Regarding LinkedIn as an Online Personal Branding Representation of Recent Business Graduates.](#)" *The Proceedings of the Association of Marketing Theory and Practice.*
- Valdez, C., Connell, L., Leo, C. and Morin, J. (2022). "[Professional Networking and Personal Branding with LinkedIn During The COVID-19 Pandemic: Personality, Impression Management, and Dirtiness in Digital Contexts.](#)" *The Proceedings of the Association of Marketing Theory and Practice.*
- Villegas, J., Lemanski, J. and Valdez, C. (2009). "Marianismo and Machismo: The Portrayal of Females in Mexican TV Commercials." *The Proceedings of the American Academy of Advertising Annual Conference.*

Conference Presentations

- Valdez, C., Villegas, J., and Penn, D. (2023). "[Personal Brand Equity in LinkedIn: Impression Management as an Antecedent and Behaviors as Consequences.](#)" Association of Marketing Theory and Practice Annual Conference Annual Conference, Hilton Head, SC. March.
- Leo, C., Halloran, T., Valdez, C., Connell, L., Morin, J. (2023). "[Brand Me: How LinkedIn Training Improves Personal Branding by Influencing Self-esteem and Job Search Self-efficacy by Generating an All-Star Profile.](#)" Association of Marketing Theory and Practice Annual Conference Annual Conference, Hilton Head, SC. March.
- Valdez, C., Villegas, J., and Penn, D. (2022). "[The Effects of Brand Logos on LinkedIn Profiles on Personal Branding.](#)" Society of Marketing Advances Annual Conference, Charlotte, NC. November.
- Valdez, C. and Villegas, J. (2022). "[Building a Personal Brand Using Impression Management in Social Networks](#)". Association of Marketing Theory and Practice Annual Conference, Destin, FL. March.



- Valdez, C., Creque, C., Penn, D. and Gallo, J. (2022). ["The Perceptions and Experiences of Human Resources Recruiters Regarding LinkedIn as an Online Personal Branding Representation of Recent Business Graduates"](#). Association of Marketing Theory and Practice Annual Conference, Destin, FL. March.
- Valdez, C., Connell, L., Leo, C. and Morin, J. (2022). ["Professional Networking and Personal Branding with LinkedIn During The COVID-19 Pandemic: Personality, Impression Management, and Dirtiness in Digital Contexts"](#). Association of Marketing Theory and Practice Annual Conference, Destin, FL. March.
- Valdez, C., Villegas, J., and Gallagher, E. (2011). *"Marketing's Influence as an Antecedent of Differences of Sales-Marketing Thought Worlds in Mexican Companies."* International Business Research Conference at the University of North Florida, Jacksonville, FL. February.
- Villegas, J., Lemanski, J. and Valdez, C. (2009). *Marianismo and Machismo: The Portrayal of Females in Mexican TV Commercials.* Academy of Advertising Annual Conference, Cincinnati, OH. March.

SERVICE TO THE ACADEMIA

- Member of the College Promotion Committee of the College of Business Administration at UCF (Since 2023).
- Member of the Master's Program Committee of the College of Business Administration at UCF (Since 2023).
- [Treasurer of the UCF Latino Faculty Staff and Association \(2021-2023\).](#)
- [Coordinator of the Northwestern Mutual IB Sales competition in 2021, 2022 and 2023.](#)
- [Coach of the IB Sales League mentoring program \(2021-2022\).](#)
- [Coach of the Hispanic Serving Institute \(HIS\) Battle of the Brains competition UCF team \(2022\). The team obtained the first place of the competition.](#)
- [Coach of the Hispanic Serving Institute \(HIS\) Battle of the Brains competition UCF team \(2020\). The team obtained the best business solution of the competition.](#)



- [Leader of the Integrated Business Digital Squad at UCF \(Since 2017 to 2023\).](#)
- Member of the Tech Committee of the College of Business Administration at UCF (Since 2018 to 2021).
- Academic Advisor of the business student organization “Integrated Business Professional Association” at UCF Main Campus (Since 2016 to 2017).
- Academic Advisor of the business student organization “Professional Development Association (PDA)” at UCF West and UCF Osceola (Since December 2014 to 2016).
- Ad Hoc Reviewer of the Howard of Journal Communications (Spring 2013).
- Ad Hoc Reviewer of the Journal of Interactive Advertising (Spring 2011).
- Reviewer of the 2011 American Academy of Advertising Annual Conference; track: Interactive Advertising.
- President of the Sigma Beta Delta (SBD) Chapter in Keiser University in Tallahassee Florida, 2007-2010.

PROFESSIONAL EXPERIENCE

- Program Director of the Master of Science in Management-Integrated Business track (January 2023 to present).
- Sales Director for Latin America at Stukent (2014-2015).
- Chair of the Business Department at Keiser University in Tallahassee Florida (2007-2010).
- Corporate Communications National Director at ITESM in Monterrey Mexico (2000-2001).
- Corporate Communications Local Director at ITESM in Monterrey Mexico (1997-2000).
- Advertising Coordinator at ITESM in Monterrey Mexico (1995-1997).
- Promotional assistant at ITESM in Monterrey Mexico (1993-1995).
- Promotional Coordinator at ITESM in Torreon Mexico (1993).



AWARDS

- [2023, University Award for Excellence in Undergraduate Teaching, at University of Central Florida, USA.](#)
- [2023, Excellence Teaching Award, College of Business Administration at University of Central Florida, USA.](#)
- [2022, Coach of the Hispanic Serving Institute \(HIS\) Battle of the Brains competition UCF team that obtained the first place at the competition.](#)
- [2020, Coach of the Hispanic Serving Institute \(HIS\) Battle of the Brains competition UCF team that obtained the best business solution award.](#)
- 2017, promoted to the rank of Associated Lecturer at the College of Business Administration at University of Central Florida, USA.
- 2016, Excellence Teaching Award, College of Business Administration at University of Central Florida, USA.
- 2015, Teaching Incentive Program Award at University of Central Florida, USA.
- 2011, Best Paper of the XI International Business Research Conference at the University of North Florida, Jacksonville, FL. USA.
- 2008, Summer Semester Best Faculty from Keiser University, Tallahassee, Florida, USA.
- 2005, Doctoral Dissertation Award from the American Academy of Advertising (AAA), USA.
- 2005, Two Silver "ADDY Student Competition" (Gainesville Advertising Federation, GAF), USA.
- 2002, Award "Excellent Professor" from the marketing generation of 2002 ITESM at Monterrey Mexico.
- 2002, 2001 and 2000, Award "DAF best professors", ITESM at Monterrey Mexico.



PROFESSIONAL ASSOCIATIONS

- American Marketing Association (AMA), 2006 to present.
- Society of Marketing Advances (SMA), 2022.
- Association of Marketing Theory and Practice (AMTP), 2022.