



# Carlos Valdez, Ph.D.

## Senior Lecturer and Lead Faculty

Integrated Business Department | College of Business | University of Central Florida

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*Research-active Senior Lecturer, SoTL researcher, author, and creator of AI-integrated educational products*

*for B2B sales education in the age of AI*

## ACADEMIC PROFILE

Carlos Valdez, Ph.D., is a Senior Lecturer in the Integrated Business Department at the University of Central Florida and Lead Faculty for MAR 3407 - Integrated Professional Selling. His teaching, research, and instructional design work focus on B2B sales education in the age of AI, Scholarship of Teaching and Learning (SoTL) in marketing and sales education, personal branding on LinkedIn, career readiness, and assurance of learning. He is the author and creator of the textbook and eBook Integrated Professional Selling: B2B Sales in the Age of AI and the creator of the Integrated Professional Selling Lab, an AI-powered simulation and practice platform designed to support student practice, role-play, feedback, applied learning, and career-ready B2B sales skills.

## EDUCATION AND PROFESSIONAL CERTIFICATION

- Professional Certified Marketer in Digital Marketing, American Marketing Association, 2019-present.
- Ph.D. in Business Administration, Major: Marketing, EGADE Business School, Monterrey, Mexico, 2005. Dissertation included 24 graduate credits at the University of Florida, Advertising Department.
- Master in Marketing, Major: Marketing Communications, EGADE Business School, Monterrey, Mexico, 1999.
- Master in Business Administration, Major: Marketing, EGADE Business School, Monterrey, Mexico, 1996.
- Bachelor of Science in Communications, ITESM, Monterrey, Mexico, 1992.

## ACADEMIC EXPERIENCE

**Senior Lecturer and Lead Faculty**, Integrated Business Department, University of Central Florida. *January 2015-present*

- Lead Faculty for MAR 3407 - Integrated Professional Selling.
- MAR 3407 carries both the High-Impact Course - Integrated Learning Experience designation and the Career Foundation Course designation, reflecting its emphasis on applied learning, professional skill development, career readiness, and student preparation for the workplace.
- Courses: MAR 3407 Integrated Professional Selling and MAR 6416 Sales and Marketing Strategies.

**Former Program Director**, Master of Science in Management - Integrated Business Track, University of Central Florida. *January 2023-May 2026*

- Provided academic leadership for the MSM-IB Track, including program coordination, student support, faculty collaboration, and program development during the January 2023-May 2026 period.

**Lecturer**, Department of Marketing, University of Central Florida, Orlando, FL. *August 2010-2016*

- Taught undergraduate marketing courses, including Principles of Marketing, Digital Marketing; Integrated Marketing Communications; Marketing Strategy; Services Marketing; Marketing Management and Contemporary Selling.

**Adjunct Instructor**, Department of Communication, Florida State University, Tallahassee, FL. *August 2009-May 2010*

- Taught graduate courses in Hispanic Marketing and Multicultural Marketing.

**Assistant Professor of Marketing/Management and Chair, Business Department**, Keiser University, Tallahassee, FL. *May 2006-August 2010*

**Visiting Professor**, Center for Hispanic Marketing Communications, Florida State University. *August 2005-May 2006*

**Online Assistant Professor of Marketing**, ITESM, Monterrey, Mexico. *August 2003-May 2008*

**Assistant Professor of Marketing**, ITESM, Monterrey, Mexico. *August 2001-August 2003*

**Adjunct Marketing Instructor**, ITESM, Monterrey, Mexico. *January 1997-July 2001*

## RESEARCH AND INSTRUCTIONAL INNOVATION

### Research Agenda

- Scholarship of Teaching and Learning (SoTL) in marketing and sales education.
- B2B sales education in the age of AI.
- AI-integrated instructional design, student practice, role-play, feedback, and sales simulations.
- Assurance of learning in professional selling and business education.
- Personal branding on LinkedIn and career readiness for business students.

### Textbook, eBook, and Educational Products

Valdez, C. (2026). [\*Integrated Professional Selling: B2B Sales in the Age of AI\*](#). Textbook and eBook. ISBN: 979-8-9922667-7-1. Library of Congress Control Number: 2026910855. Copyright © 2026 Carlos Valdez, Ph.D.

**Integrated Professional Selling Lab.** AI-powered simulation and practice platform created by Dr. Carlos Valdez to accompany his textbook and eBook, *Integrated Professional Selling: B2B Sales in the Age of AI*. The lab includes 11 AI-integrated interactive student practice activities aligned with the textbook chapters and designed to support role-play, feedback, applied learning, and career-ready B2B sales skills. [integratedprofessionalselling.com](https://integratedprofessionalselling.com)

### Refereed Publications (Peer-Reviewed)

- Valdez, C., Villegas, J., & Penn, D. (2024). A Blueprint for Marketing Faculty About How to Teach Personal Branding on LinkedIn Using Impression Management Behaviors. *Journal for the Advancement of Marketing Education*, 32(2), 18-42. Published online: Feb. 4, 2025.
- Leo, C., Halloran, T., Valdez, C., Martinou, I., Connell, L., & Morin, J. (2024). The LinkedIn Effect: Building Personal Brands, Enhancing Self-esteem and Job Search Behaviors for the Next Generation. *Marketing Education Review*, 1-14. Published online: Apr. 2, 2024.
- Valdez, C., Creque, C. A., & 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. Published online: Dec. 21, 2023.
- Valdez, C., Villegas, J., & 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., & Valdez, C. (2010). Marianismo and Machismo: The Portrayal of Females in Mexican TV Commercials. *Journal of International Consumer Marketing*, 22, 327-346.

### Book Chapters

- Valdez, C., Korzenny, F., & McGavock, 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., & Valdez, C. (2007). *Hispanic Marketing: An Annotated Bibliography (1978-2005)*.

### Non-Refereed Publications

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

### Published Abstracts

- Valdez, C., Villegas, J., & Penn, D. (2023). Personal Brand Equity in LinkedIn: Impression Management as an Antecedent and Behaviors as Consequences. *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. *Proceedings of the Association of Marketing Theory and Practice*.
- Valdez, C., Villegas, J., & Penn, D. (2022). The Effects of Brand Logos on LinkedIn Profiles on Personal Branding. *Proceedings of the Society of Marketing Advances Annual Conference*.
- Valdez, C., & Villegas, J. (2022). Building a Personal Brand Using Impression Management in Social Networks. *Proceedings of the Association of Marketing Theory and Practice*.
- Valdez, C., Creque, C., Penn, D., & Gallo, J. (2022). The Perceptions and Experiences of HR Recruiters Regarding LinkedIn as an Online Personal Branding Representation of Recent Business Graduates. *Proceedings of the Association of Marketing Theory and Practice*.
- Valdez, C., Connell, L., Leo, C., & Morin, J. (2022). Professional Networking and Personal Branding with LinkedIn During the COVID-19 Pandemic: Personality, Impression Management, and Dirtiness in Digital Contexts. *Proceedings of the Association of Marketing Theory and Practice*.
- Villegas, J., Lemanski, J., & Valdez, C. (2009). Marianismo and Machismo: The Portrayal of Females in Mexican TV Commercials. *Proceedings of the American Academy of Advertising Annual Conference*.

## CONFERENCE PRESENTATIONS

- Valdez, C. (2026). From Idea to AI Agent: How to Build Your First AI Agent - And What It Means for Your Students. Sunshine State Teaching & Learning Conference. March 16-17, 2026.

- Valdez, C., Villegas, J., Penn, D., & Martinou, I. (2025). The Personal Branding-LinkedIn Connection: Do Established Personal Branding Theories Hold on LinkedIn? MMA Fall Educators Conference, Las Vegas, NV. September 17-19, 2025.
- Valdez, C. (2025). AI in IB (Artificial Intelligence in Integrated Business). Teaching and Learning with AI Conference 2025, UCF, Orlando, FL. May 28, 2025. Archived in UCF STARS.
- Valdez, C., Penn, D., & Willox, S. (2025). Soft Skills in Integrated Business. Research poster. UCF FCTL Winter Symposium. December 2025.
- Valdez, C., Penn, D., & Willox, S. (2025). Happily Ever After: Crafting Learning Objectives to Build Soft Skills and Business Acumen in Integrated Business. Poster. Southern Regional Faculty and Instructional Development Consortium Annual Conference, Orlando, FL.
- Valdez, C. (2024). Using AI Models to Develop Seller Scripts for Role-Play Scenarios in a Professional Selling Class. Teaching and Learning with AI Conference 2024, UCF, Orlando, FL. July 2024.
- Valdez, C., Penn, D., & Creque, C. (2024). The Integration of Learning Goals, Soft Skills, Hard Skills, Flipped Classroom, Team-Based Learning, and Active Learning for the Launch of the Integrated Business Program. Sunshine State Teaching and Learning Conference, UCF Rosen College, FL. March 2024.
- Cadwell, D., DiLiberto, S., Hubertz, M., Malendevych, I., Plate, R., & Valdez, C. (2024). Perceptions and Experiences of Interdisciplinary Faculty and Students about Incorporating Sustainability in the Classroom. Sunshine State Teaching and Learning Conference, UCF Rosen College, FL. March 2024.
- Valdez, C. (2023). The Flipped Classroom: An Alternative to Complement AI Education. Teaching and Learning with AI Conference, UCF, FL. September 2023.
- Valdez, C., Villegas, J., & Penn, D. (2023). Personal Brand Equity in LinkedIn: Impression Management as an Antecedent and Behaviors as Consequences. AMTP Annual Conference, Hilton Head, SC. March 2023.
- Leo, C., Halloran, T., Valdez, C., Connell, L., & Morin, J. (2023). Brand Me: How LinkedIn Training Improves Personal Branding. AMTP Annual Conference, Hilton Head, SC. March 2023.
- Valdez, C., Villegas, J., & Penn, D. (2022). The Effects of Brand Logos on LinkedIn Profiles on Personal Branding. Society of Marketing Advances Annual Conference, Charlotte, NC. November 2022.
- Valdez, C., & Villegas, J. (2022). Building a Personal Brand Using Impression Management in Social Networks. AMTP Annual Conference, Destin, FL. March 2022.
- Valdez, C., Creque, C., Penn, D., & Gallo, J. (2022). The Perceptions and Experiences of HR Recruiters Regarding LinkedIn. AMTP Annual Conference, Destin, FL. March 2022.
- Valdez, C., Connell, L., Leo, C., & Morin, J. (2022). Professional Networking and Personal Branding with LinkedIn During COVID-19. AMTP Annual Conference, Destin, FL. March 2022.
- Valdez, C., Villegas, J., & Gallagher, E. (2011). Marketing's Influence as an Antecedent of Differences of Sales-Marketing Thought Worlds in Mexican Companies. International Business Research Conference, University of North Florida, Jacksonville, FL. February 2011.
- Villegas, J., Lemanski, J., & Valdez, C. (2009). Marianismo and Machismo: The Portrayal of Females in Mexican TV Commercials. American Academy of Advertising Annual Conference, Cincinnati, OH. March 2009.

## TEACHING LEADERSHIP AND STUDENT-CENTERED INITIATIVES

- Lead Faculty for MAR 3407 - Integrated Professional Selling, including course coordination, instructional design, assessment alignment, and student-centered learning experiences.
- Creator of the Integrated Professional Selling instructional ecosystem, including textbook/eBook, Integrated Professional Selling Lab, AI-integrated practice activities, cases, rubrics, quizzes, exams, role-play resources, and applied sales learning experiences.
- Coordinator and leader of the annual Northwestern Mutual IB Sales Competition, connecting students with practitioner feedback, role-play practice, sales presentations, and career readiness.
- Business coach for the UCF National Champions team at the HSI Battle of the Brains in 2022.
- Course design work connects professional selling, communication, personal branding, LinkedIn, AI-supported practice, and career readiness.

## EDUCATIONAL PLATFORM AND BILINGUAL OUTREACH

**Founder and Director, MercadotecniayVentas.com.** Bilingual educational platform dedicated to practical marketing and sales education in English and Spanish. [mercadotecniayventas.com](https://mercadotecniayventas.com)

- Editor-in-Chief, Mercadotecnia y Ventas La Revista.
- Editor-in-Chief, Marketing and Sales The Magazine.
- Developer of practical educational content for students, professionals, entrepreneurs, educators, and Spanish-speaking audiences.

## SERVICE TO THE ACADEMY

- Panelist, UCF FCTL Summer Institute on Career Readiness Designation, 2026.
- UCF FCTL Winter Symposium - Panelist and Poster Presenter (Soft Skills in IB), December 2025.
- Panelist, UCF FCTL Summer Institute on High-Impact Courses, 2025.
- Faculty Excellence Advisory Committee, UCF, 2024-2025.
- Panelist, "Welcome to New Faculty" orientation, UCF FCTL, 2024.
- Career Readiness Course Designation Working Group, UCF Career Services, since 2024.
- IB Enterprise Case Competition - Co-Director, Fall 2025.

- IB Sales Competition - Emergency Director, Fall 2025.
- IB Immersion Day - Presenter, October 2025; approximately 100 high school students.
- Member, UCF Career Services and Experiential Learning Faculty and Staff Advisory Board, since 2023.
- Member, High-Impact Practices Course Designation Committee, UCF, since 2023.
- Member, Master's Program Review Committee, College of Business Administration, UCF, since 2023.
- Member, College Promotion Committee, College of Business Administration, UCF, 2023-2025.
- Chair, IB Search Committee, 2023-2024. Member, FCTL Search Committee, 2023-2024.
- Treasurer, UCF Latino Faculty Staff Association, 2021-2023.
- Coordinator, Northwestern Mutual IB Sales Competition, 2021-2025.
- Coach, IB Sales League Mentoring Program, 2021-2022.
- Coach, HSI Battle of the Brains UCF Team - 1st Place, 2022.
- Coach, HSI Battle of the Brains UCF Team - Best Business Solution, 2020.
- Leader, IB Digital Squad, UCF, 2017-2023.
- Member, Technology Committee, College of Business Administration, UCF, 2018-2021.
- Academic Advisor, Integrated Business Professional Association, UCF, 2016-2017.
- Academic Advisor, Professional Development Association, UCF West and UCF Osceola, 2014-2016.
- Ad Hoc Reviewer: Howard Journal of Communications, Spring 2013; Journal of Interactive Advertising, Spring 2011.
- Reviewer, American Academy of Advertising Annual Conference, Interactive Advertising track, 2011.
- President, Sigma Beta Delta Chapter, Keiser University, Tallahassee, FL, 2007-2010.

## PROFESSIONAL EXPERIENCE

**Former Program Director, MSM-IB Track**, University of Central Florida. *January 2023-May 2026*

**Sales Director for Latin America**, Stukent. *2014-2015*

**Chair, Business Department**, Keiser University, Tallahassee, FL. *2007-2010*

**Corporate Communications National Director**, ITESM, Monterrey, Mexico. *2000-2001*

**Corporate Communications Local Director**, ITESM, Monterrey, Mexico. *1997-2000*

**Advertising Coordinator**, ITESM, Monterrey, Mexico. *1995-1997*

**Promotional Assistant**, ITESM, Monterrey, Mexico. *1993-1995*

**Promotional Coordinator**, ITESM, Torreón, Mexico. *1993*

## AWARDS AND RECOGNITION

- 2026 - UCF AIM HIGH Certificate, Affordable Instructional Materials Initiative. Recognized by UCF President Dr. Alexander N. Cartwright and Provost Dr. John Buckwalter, February 3, 2026.
- 2024 - Teaching Incentive Program Award, University of Central Florida.
- 2023 - University Award for Excellence in Undergraduate Teaching, University of Central Florida.
- 2023 - Excellence in Teaching Award, College of Business Administration, University of Central Florida.
- 2022 - Coach, HSI Battle of the Brains, UCF team 1st Place.
- 2020 - Coach, HSI Battle of the Brains, UCF team Best Business Solution Award.
- 2017 - Promoted to Associate Lecturer, College of Business Administration, University of Central Florida.
- 2016 - Excellence in Teaching Award, College of Business Administration, University of Central Florida.
- 2015 - Teaching Incentive Program Award, University of Central Florida.
- 2011 - Best Paper, XI International Business Research Conference, University of North Florida.
- 2008 - Summer Semester Best Faculty, Keiser University, Tallahassee, FL.
- 2005 - Doctoral Dissertation Award, American Academy of Advertising.
- 2005 - Two Silver ADDY Awards, Student Competition, Gainesville Advertising Federation.
- 2002 - "Excellent Professor" Award, Marketing Generation 2002, ITESM Monterrey.
- 2000, 2001, 2002 - DAF Best Professors Award, ITESM Monterrey.

## PROFESSIONAL ASSOCIATIONS

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