

Curriculum Vitae



Carlos Valdez, Ph.D.

Lead Faculty for Contemporary Selling
Integrated Business Program
Lecturer at the Marketing Department
College of Business Administration
University of Central Florida

Phone: (407) 823-5577
E-mail: carlos.valdez@ucf.edu
Office: BA2-308E UCF Orlando
<https://business.ucf.edu/person/carlos-valdez/>
<https://www.linkedin.com/in/carlosvaldezphd>

EDUCATION

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

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

<http://egade.itesm.mx/english/>

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)

<http://egade.itesm.mx/english/>

Major: Marketing Communications

• **Masters in Business Administration (1996)**

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

<http://egade.itesm.mx/english/>

Major: Marketing

• **B. S. in Communications (1992)**

ITESM at Monterrey Mexico (SACS accredited)

ACADEMIC EXPERIENCE

- Lead Faculty for the Contemporary Selling Course at the brand new Integrated Business Program at University of Central Florida in Orlando, FL, USA (January 2015 to Present)
Undergraduate courses: Contemporary Selling.
- Lecturer at the Department of Marketing at University of Central Florida in Orlando, FL, USA (August 2010 to Present) 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. (2006). 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). Retrieved January, 2016 from Florida State University, Center for Hispanic Marketing Communications Web site:
<http://hmc.sitemgr.cci.fsu.edu/files/2012/02/2007-Hispanic-Marketing-Annotated-Bibliography.pdf>

Non-referred Publications

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

Referred Publications

- 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

- 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 Presentation

- 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

- Academic Advisor of the business student organization “Professional Development Association (PDA)” at UCF West and UCF Osceola (Since December 2014 to present).
- 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

- 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

- 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), 2006-2015.
- American Academy of Advertising (AAA), since 2003 to 2009.