



**RODRIGO GUESALAGA**  
**[guesalaga@uc.cl](mailto:guesalaga@uc.cl)**

**I. EDUCATION**

- Ph.D. in Business Administration, specialized in Marketing  
Goizueta Business School, Emory University, Atlanta, USA 2003 - 2007
- Master of Business Administration, MBA School of Business  
Administration, Pontificia Universidad Católica de Chile  
Spent one semester at University of Texas, Austin 1999 - 2000
- Commercial Engineering, Major in Business Administration,  
Pontificia Universidad Católica de Chile 1989 - 1994

**II. ACADEMIC POSITIONS**

- Associate Professor, School of Business Administration,  
Pontificia Universidad Católica de Chile 2014 - Present
- Senior Lecturer in Marketing and Sales, School of Management  
Cranfield University 2015 - Present
- Director of the Key Account Management Best Practice Research Club  
Director of the Sales Director's Open Programme  
School of Management, Cranfield University 2015 - Present
- Visiting Professor at University of Miami 2015 - 2016
- Visiting Professor at Pontificia Universidad Católica de Chile 2015
- Member of the Practice Advisory Board for the Master of Science  
in Strategic Marketing, School of Management, Cranfield University 2015 - Present
- Director of the Strategic Sales Executive Program,  
School of Business Administration UC 2010 - 2015
- Academic Director of the Strategic Sales Executive Program  
School of Business Administration, Pontificia Universidad Católica de Chile 2010 - 2015
- Assistant Professor, School of Business Administration,  
Pontificia Universidad Católica de Chile 2009 - 2014
- Visiting Professor at University of South Florida 2012



- Adjunct Professor School of Business Administration,  
Pontificia Universidad Católica de Chile. 2002 - 2009
- Research and Teaching Assistant in Sales Management and  
Marketing Strategy, Emory University, Goizueta Business School, Atlanta 2003 - 2007

### III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Strategic marketing in business-to-business, sales and key account management, service quality and customer metrics, cultural aspects of international marketing, marketing at the bottom of the pyramid.
- Main Courses: Relationship Selling and Sales Management, Market Research, Marketing Strategy

### IV. RESEARCH

#### *Recent Publications*

- Arunachalam, S., Cem Bahadir, S., Bharadwaj, S. & Guesalaga, R. (Forthcoming). New Product Introductions for Low-Income Consumers in Emerging Markets. Journal of the Academy of Marketing Science. (WoS)
- Guesalaga, R., Gabrielsson, M. Rogers, B., Ryals, L. & Marcos, J. (2018). Which resources and capabilities underpin strategic account management?. Industrial Marketing Management, 75, 160-172. (WoS)
- Jürgensen, K. & Guesalaga, R. (2018). Young consumers' innovativeness in apparel choices: A model including consumer self-confidence. International Journal of Consumer Studies, 42(2), 255-263. (WoS)
- Marcos, J. & Guesalaga, R. (2018). Sales leadership paradoxes. Cranfield KAM & Strategic Sales Forum report (March), 1-21.
- Dimitriu, R. & Guesalaga, R. (2017). Consumers' social media brand behaviors: uncovering underlying motivators and deriving meaningful consumer segments. Psychology & Marketing, 34(5), 580-592.

#### *Working papers*

- From banning the bag to saving the turtles: Towards an understanding of systemic efforts to promote change in consumption practices, with Dr Daiane Scaraboto (Pontificia Universidad Católica de Chile, Dr Claudia Gonzales (University of Queensland) and Alison Joubert (University of Queensland).



- Determinants of recycling behavior in undergraduate students: Implications for marketing and public policy, with Dr Emel Aktas (Cranfield University).
- The influence of cultural intelligence on adaptive selling behavior in international sales, with David Kimber (Universidad Los Andes) and Professor Michael Dickmann (Cranfield University).
- The future of key account management, with Dr Sue Holt (Cranfield University).
- Sales leadership paradoxes, with Dr Javier Marcos-Cuevas.
- Your success, our failure? A framework for collaboration between Marketing and Supply Chain for effective omnichannel retailing, with Dr Hendrik Reefke (Cranfield University).
- Getting customer experience buy-in from the organisation, with Adriana Castro (Unilever).
- Generation Y and the challenge for service companies: How to engage young customers? The role of service quality, with Natalia Easton (LAN Airlines).
- Financial needs and the image of banks in subsistence marketplaces: A bottom-up analysis and implications for service management, with Pablo Marshall (Pontificia Universidad Católica de Chile).

### **Books**

- Marcos, J., Davis, M., Guesalaga, R. & Holt, S. (2018). Implementing Key Account Management: Designing Customer-Centric Processes for Mutual Growth: Kogan Page.

## **V. SELECTED SCIENTIFIC PRESENTATIONS**

- Sales Educators' Academy Conference, 2018, Birmingham, United Kingdom.  
Presented Paper: How executives (DO) learn, and how they SHOULD learn about sales.
- EMAC, European Marketing Academy Conference, Groningen, 2017, The Netherlands.  
Presented Paper: Which resources and capabilities underpin strategic account management?
- EMAC, European Marketing Academy Conference, 2016, Oslo, Norway.  
Presented Paper: The use of social media in sales: Individual and organizational antecedents, and the role of customer engagement in social media.

## **VI. CONSULTANCY EXPERIENCE**

- Pharmaceutical (Pfizer); Healthcare: Nuevo Hospital Bocagrande, Colombia; Printing: Fyrma Gráfica; Advertising: Las Últimas Noticias; Forestry: CMPC Maderas; Financial: Banco Crédito Inversiones; Retail: Falabella; Radiovisión, in Guatemala; Entertainment: Museo Interactivo Mirador; Lottery games: Polla Chilena; Wine: Concha y Toro; Sportswear: Forus; Water: Essal; Market Research (TNS & Voces Research); Automotive: Indumotora; Voluntary consultant for



Fundación Rostros Nuevos (Hogar de Cristo), Municipalidad de La Pintana, and Municipalidad de Colina (2011-2013).

#### **VII. PROFESSIONAL AFFILIATIONS**

- American Marketing Association, Academy of Marketing Science, Strategic Account Management Association, Cranfield Key Account Management Research Club, Sales Management Association, Higher Education Academy, Global Sales Science Institute, ICARE.

#### **VIII. GRANTS AND AWARDS**

- Fellow of the Higher Education Academy (2018).
- Chair for the Latin-America track, Academy of Indian Marketing Conference (New Delhi, 2010).
- “Best paper award” at the Relationship Marketing Summit (Buenos Aires, Argentina, 2007).
- Winner of the ISBM Business Marketing Doctoral Support Award Competition, provided by the Institute for the Study of Business Markets (Pennsylvania State University, 2005).
- Winner of the American Marketing Association (AMA) travel grant, (Boston, MA, 2004).