



ANDRÉS IBÁÑEZ
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I. EDUCATION

- MBA, J.L.Kellogg Graduate School, Northwestern University
("Presidential Scholarship") 1989
- Commercial Engineering, Pontificia Universidad Católica de Chile 1984
- PCLP Harvard Business School
- Senior Management Program, Harvard University-Omnicom Group
- Several short programs at Kellogg, Babson, Stanford, Texas Austin,
- Schulich-York University, Tsinghua and ISB (India), Anderson School, UCLA

II. ACADEMIC POSITIONS

- Associate Dean Executive Education & International Affairs 2012 - Present
- Dean, School of Business, 2009 - 2012
- Executive Director of the Entrepreneurship Program at PUC
(EMPRENDE UC) 2007 - 2009
- MBA-UC Director 1997 - 2007
- Associate Academic Dean 1995 - 1997
- Pontificia Universidad Católica de Chile, School of Business
Professor of Marketing since 1989. Associate Professor. 1986 - Present
- Visiting Professor at Pau University, France
- Visiting Professor at Torcuato di Tella, Argentine
- Visiting Professor at Mendoza School, Notre Dame University, USA

III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Marketing
- Main Courses: Tópicos de Marketing, Negocios Internacionales, Estrategia de Precios, Dirección Comercial, Mercados I, Gestión del Valor del Cliente

IV. RESEARCH

1. Books and Books Chapters



- Editor: Manual de Decisiones Difíciles: Ética para jóvenes profesionales, Ediciones UC, 2006.
- La ética con los Consumidores, Cap. 6, Ética Empresarial, Generación Empresarial, Ediciones El Mercurio, 2006.

2. Published Cases

- Banco Estado, E-Mat, Agrosuper, Soquimich, Derco, Andes Wines, etc.

V. BOARD MEMBERSHIPS

- Member of the Board, UC Online UC 2019 - Present
- Member of the Board, Grupo Lagos 2018 - Present
- Member of the Advisory Board Samsung Chile 2018 - present
- Member of the Board, English-UC 2014 - Present
- Member of the International Advisory Board,
Getulio Vargas Business School, Brazil. 2012 - Present
- Member of the Advisory Board, DATA-UC (Consulting & Research Co.) 2011 - Present
- Member of the Board, AIRLIFE Co. (Industrial Company) 2009 - 2012
- Member of the Board of Cruzados SA (Pro-Soccer Team) 2009 - 2014
- Member of the Board, Empresas Aresti 2009 - 2011
- Member of the Alumni Advisory Board of Kellogg Graduate School 2004 - 2011
- Chairman of "Program for International Management (PIM) Network",
a network of 63 top Business Schools and 36 countries. 2008 - 2010
- Member of the executive committee, Marketing chapter, ICARE 1997 - 2011