



CLAUDIO GUZMÁN
cguzmaca@uc.cl

I. EDUCATION

- Commercial Engineer, Pontificia Universidad Católica de Chile. 2000

II. ACADEMIC POSITIONS

- Assistant Professor of the Practice , School of Business Administration, Pontificia Universidad Católica de Chile 2020
- Part time Professor , School of Business Administration, Pontificia Universidad Católica de Chile 2011 – 2014

III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Marketing and eCommerce and Digital Marketing.
- Main Courses: Marketing I, Retail and Shopper Understanding
- UC eBusiness Program Director

IV. PROFESSIONAL EXPERIENCE

- DELCO FOODS, Founding Partner and Executive Director 2020 – Present
- NESTLE CHILE, Marketing and Trade Marketing Manager SAVORY ICECREAM 2017 – 2019
- NESTLE WATERS (PARIS HQ), Global Commercial Director 2014 – 2017
- AGUAS CCU-NESTLE SA., Business Development Manager 2011 – 2014
- NESTLE CHILE SA., Business Development Manager 2008 – 2010
- FREUDENBERG HOME PRODUCTS LTDA., National Sales Manager 2004 – 2008
- 3M CHILE SA., Product Manager and Head of Sales Office and Health Care Channel 2000 – 2004

V. OTHER RELEVANT POSITIONS AND ACTIVITIES

Conference Speaker:

- “Omni-shopper International Retail conference” (París, Nov 2016)
- “Executing Shopper Insights Conference” (London, Feb 2017)

VI. ADITIONAL STUDIES

- “Digital Strategies for Business”, Columbia University. 2020
- “Advantage Sales and Marketing”. Rive Reine Nestle, Switzerland. 2017
- “Innovation Diploma”. Universidad Adolfo Ibáñez. 2012
- “Ontological coach”. Pontificia Universidad Católica de Chile. 2011
- “Category Development Program”. Walmart, Bentonville. 2009
- “Advance Negotiation”. Harvard Business School. 2002