

María Isabel Rodríguez de Gómez

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EDUCATION

Manchester Business School, University of Manchester (United Kingdom)

Doctor of Business Administration

Kellogg School of Management, Northwestern University (United States)

Kellogg Executive Scholar: Certificate of Professional Achievement in Marketing and Sales Management

Pontificia Universidad Católica de Chile

Master of Business Administration

Universidad del Valle de Guatemala

Chemical Engineering

PROFESSIONAL EXPERIENCE

2015 to date

International Professor for MBA Program at campus in Barranquilla, Colombia

Professor of Strategic Marketing

Prime Business School – Universidad Sergio Arboleda (Colombia)

2013 to date

Professor of Entrepreneurship

School of Business – Universidad Francisco Marroquín (Guatemala)

2007 to date

International Professor for MBA Program at campus in Bogotá, Colombia

Professor of Strategic Marketing

Prime Business School – Universidad Sergio Arboleda (Colombia)

2003 to date

Director of Marketing School of Business

School of Business – Universidad Francisco Marroquín (Guatemala)

2003 to date

Professor of Strategic Marketing

Professor of Integrated Marketing Communications

School of Business – Universidad Francisco Marroquín (Guatemala)

2003 to date

Independent Consultant

Consulting to Entrepreneurial Ventures on Marketing, Branding and Business Modeling (Guatemala)

1998 to 2002

Associate Consultant

Consulting Firms focused on Entrepreneurial Ventures (Guatemala and El Salvador)

1989 – 1997

Marketing Director (interim)

Category Manager

Procter & Gamble Central America

ACADEMIC ARTICLES AND DOCTORAL THESIS

De Gómez, María Isabel & Kang, Jikyeong. **Entrepreneurial Identity Brand Management: A Brand Management Model for SME's**. Article presented at the 2012 Academy of Marketing Science Annual Conference in New Orleans, USA (May 2012).

De Gómez, María Isabel & Kang, Jikyeong. **Entrepreneurship: A Dynamic Co-creation of Role Identity and Social Identity**. Article presented at the 2014 Global Marketing Conference in Singapore (July 2014).

De Gómez, María Isabel. **Doctoral Thesis presented at University of Manchester (2016): Key Roles Enacted By Entrepreneurs When Developing Their Firm: Identification, Measurement And Relationship With Firm Performance**.

Thesis Advisor: Prof. Jikyeong Kang (President and Dean - Asian Institute of Management, Philippines).

Currently working on academic article, co-authored with Prof. Jikyeong Kang, to be submitted to Entrepreneurship Theory and Practice Journal.