

Mauricio G. Gonzalez

Vita

MAURICIO G. GONZALEZ

February 2024

EDUCATION

PhD, ORGANIZATIONAL BEHAVIOR

Tulane University
(December, 2000)

MASTER OF MANAGEMENT

Tulane University
(August, 1997)

MASTER OF INTERNATIONAL MANAGEMENT

American Graduate School of International Management
(Thunderbird)
(August, 1991)

LICENCIADO EN MERCADOTECNIA (Bachelor of Marketing)

Instituto Tecnológico y de Estudios Superiores de Monterrey
(December, 1989)

PROFESSIONAL EXPERIENCE

**Tulane University, Freeman School of Business (July 2022-)
Executive Director for Latin America, Europe and Asia Pacific
Goldring institute of International Business**

**Tulane University, Freeman School of Business (July 2020-July 2022)
Executive Director for Latin America and Europe
Goldring institute of International Business**

**ITESM (March 2017 - 2020)
Dean, School of Business, Northern Region**

**ITESM (July 2015 – March 2017)
Dean, School of Business, Social Sciences and Humanities**

**Tulane University, Freeman School of Business (July 2013-June 2015)
Interim Assistant Dean Executive Education**

**EGADE Business School, Mexico City (ITESM) (May 2012-June 2013)
Dean**

**Tulane University, Freeman School of Business (July, 2007 -May2012)
Clinical Professor
Associate Dean/Director Goldring Institute for International Business**

**Tulane University, Freeman School of Business (August, 2006- July, 2007)
Visiting Professor of Consumer Behavior**

ITESM Graduate Business School (EGADE) (May, 2005- July 2006)
Professor of Marketing

ITESM University System (March, 2000 – May, 2005)
Chief Marketing Officer

ITESM, Monterrey Campus (September, 1999 – March, 2000)
Chairman of the Marketing Academic Department

ITESM, Monterrey Campus (August, 1998 – September, 1999)
Director of Development for the School of Business (DACS)

ITESM, Monterrey Campus (October, 1992 – July, 1998)
Academic Director of the Undergraduate International Business Program

ITESM, Monterrey Campus (January, 1990 – October, 1992)
Professor of Marketing and International Business

Committees and Special Appointments Professor of International Business and Marketing

ITESM, University System (August, 1996 – August, 1997)
Coordinator of the Curricular Revision Committee for the International Business Program

ITESM, University System (August, 1994 – December, 1995)
Advisory Board Member of the Export Program *

ITESM, Monterrey Campus (February, 1993 – August, 1994)
Export Program Director*

Visiting Professor

Tulane University (August, 1997 – December, 1997)
Professor of International Business for the Undergraduate Program and Professional MBA Program teaching International Business and Trade, Technology and Competition

Adjoint Professor

Tulane University (June, 2001- July,2006)
Professor of Global Strategy and Global Marketing for the EMBA and Professional MBA Programs teaching Global Strategy and Global Marketing

Executive Training Instructor (January, 1992 - To Date)

Participant as instructor of seminar in of courses in the areas of International Marketing, Marketing, Advertising, International Business Negotiations and Cross - cultural Communications for institutions like Bancomext, Banco de Mexico, and ITESM in Mexico, Honduras, Ecuador and Bolivia.

* The export program is a complementary academic program developed with Bancomext (Mexico's EXIM Bank), the business sector and ITESM for encouraging the export spirit in the students.

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Recent Executive Training

Spring, 2019. Training program (Professor) in Global Business for Tenaris Tamsa in Mexico

Spring 2021. Executive EMBA Program at Tulane University (Professor) Global Strategy

Spring 2022. Executive EMBA Program at Tulane University (Professor) Global Strategy

Consulting Projects:

Over 25 years of experience consulting in sales and marketing strategies as well as conducting marketing research for companies in the US and Mexico among which are: Univision, Femsa Group, Vitro, World Trade Center Mexico, De Acero, Madisa, Metalsa and Grupo Industrial Saltillo.

Corporate Relations

Executive Coordinator of the relationship between Tecnológico de Monterrey and CEMEX leadership to facilitate the projects between the company and the different schools nationwide (2017-2020)

Executive Coordinator of the relationship between Tecnológico de Monterrey and Banco Santander Digital Area to coordinate the development of training programs for executives of the bank (2018-2020)

RESEARCH PUBLICATIONS AND CONFERENCES

González, M; Burke, M; Santuzzi, A; and Bradley, J (2003). The impact of group processes variables on the effectiveness of distance collaboration groups. *Computers in Human Behavior*, 19, 629-648. This article is now cited over 130 times in the Google Scholar citation engine.

González M and Burke, M (2001). Distance collaboration group effectiveness: a test of a path model with Mexican equipos. Paper presented at the 2001 EWOP conference, Prague.

González, M and Hervitz, H (1999). Computer mediated communication: Theoretical observations an US/Mexico pilot project. Paper presented at the Balas Conference, New Orleans, USA.

John F. Tanner, Jr., Mauricio Gonzalez and Salvador Trevino (1995), "Using Internet for International Interaction in Case Preparation," *Marketing Education Review*, summer, 37-43.

AACSB 2013 Latin American Conference. Panelist on Internationalization Strategies for Business Schools

AACSB Dean's Conference 2014. Panelist on the Challenges and Opportunities for Business Schools in Emerging Economies.

**PROFESSIONAL
ORGANIZATIONS**

AACSB (July 2013- September 2014)
Board Member

AACSB (July 2012- June 2013)
Member of the Latin American Advisory Council

Monterrey digital Hub
Board Member (2018-2020)

LANGUAGES

Reading, writing and speaking of English.
Spanish (native)