

# Professional Credentials

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**HÉCTOR GÓMEZ MACFARLAND, Ph.D.**

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## PROFESIONAL PROFILE

Firm devoted to education and learning, with more than 28 years of experience in teaching at undergrad and grad level around the world.

- Believer of Mandela quote, "Education is the most powerful weapon which you can use to change the world."

Accomplished, experienced and results driven business professional with more than 28 years of experience as an International Business, Business Strategic Planning and Marketing Executive in the corporate world in the Telecom industry in Mexico, and as B2B Tech Entrepreneur and Business Consultant in the US and other countries.

Recognized by President Barak Obama as one the 15 high impact Mexican technology entrepreneurs in the US.

## EDUCATION

- **Tulane University**, New Orleans, LA May, 2009  
Ph.D. in Business with specialization in Marketing
- **Tulane University**, New Orleans, LA May, 2003  
Master of Management
- **Tec de Monterrey**, Monterrey, Mexico. June, 1996  
Master of Business Administration
- **Tec de Monterrey**, Monterrey, Mexico. May, 1993  
Bachelor of Electronics and Telecomm Engineering

## PROFESSIONAL EXPERIENCE IN ACADEMIA

More than 28 years of experience as a Marketing, International Business, and Entrepreneurship professor for MBA and undergrads students, in the USA, Europe and Latin America, at universities such as Monterrey Institute of Technology (Tec de Monterrey), UT Austin, Pforzheim University, Universidad del Espiritu Santo and the ESPOL in Ecuador, among others.

<b>Tenured Associate Professor of Marketing</b> Present Huston-Tillotson University, Austin TX	April 2024 -
<b>Assistant Professor of Marketing</b> April 2024 Huston-Tillotson University, Austin TX	August 2017 -
<b>Lecturer in Marketing</b> Present University of Texas in Austin/McCombs, Austin TX	August 2021 -
<b>Lecturer Int. Bus. Mngt. and Marketing</b> Present Pforzheim University/ Industrial Engineering School, Pforzheim, Germany	Summer 2018 -
<b>Lecturer in Marketing</b> May 2022 Tec de Monterrey, Monterrey, Mexico.	August 1996 -
<b>Lecturer in International Business Management</b> St. Edwards University, Austin TX.	August 2017 - Dec. 2017
<b>TA in Mktg. Classes, and Mktg Sim. SW Developer</b> Tec de Monterrey, Monterrey, México.	August 1994 - Jul 1996

## PROFESSIONAL EXPERIENCE IN BUSINESS

<b>Co-owner/Founder/Entrepreneur</b> OHEL Technologies, LLC ( <a href="http://www.oheltechnologies.com">www.oheltechnologies.com</a> ), an Industrial Internet Of Things (IIoT) and Artificial Intelligence (A.I.) solutions provider in Austin, TX. with customers in the Military, Aerospace and Semiconductor Industries Worldwide.	April, 2018-Present
<b>Co-owner/Founder/Entrepreneur</b> Biztram, LLC. <a href="http://www.biztram.com">www.biztram.com</a> ) a company offering an online training platform and business consulting services.	September, 2013-Present

**Entrepreneurs' mentor/trainer at Orion Startups** August, 2020-2022  
Orion (<https://www.orionstartups.com/>) is an investment fund/tech startups business accelerator promoted by the Tec de Monterrey, with operations in Mexico and Dominican Republic.

**Co-founder and CCO** May 2005- April, 2018  
IDZ Technologies, Inc. (<http://www.idztechnologies.com>), an RFID Solution Provider for the business market in Mexico and the US

**Different positions at AT&T Mexico (now Axtel)** August 1998- April, 2005  
Axtel (<https://www.axtelcorp.mx>), is a Mexican telecommunications company headquartered in San Pedro, near Monterrey. It offers telephone, internet, and television services through FTTH in 45 cities of Mexico as well as IT Services. It is the second largest landline telephone service provider and a relevant virtual private network operator.

Strategic Planning Manager May 2002 - April, 2005

V.A.R.'s Manager. August 2001 - April, 2002

New Services Dev. Manager April 2000 - August, 2001

B2B Marketing specialist. August 1998 - April, 2000

**Director of Operations** June 1996- Aug. 1998  
State of Nuevo Leon, Mexico, Art and Culture Department, in Mexico  
([www.conarte.org.mx/teatro-de-la-ciudad](http://www.conarte.org.mx/teatro-de-la-ciudad)).

**Co-owner/Founder/Entrepreneur** July, 1993-June 1996  
GMS, production, a startup offering creation and execution of new products launching events, in Mexico.

### **RECOGNITIONS/COLLABORATION IN THE BUSINESS FIELD**

- Recognized by President Barak Obama as one the 15 high impact Mexican technology entrepreneurs in the US and invited to work with the President and his cabinet, on a proposal to promote tech entrepreneurship and collaboration between the US and Mexico.
- Invited to the Annual Organization of Americas States (OAS) to give a conference on Latin American technology entrepreneurs in the U.S., in Brasilia, Brazil

## **PUBLICATIONS, WORKING PAPERS AND PRESENTATIONS**

As a researcher and co-author, Dr. Gomez Macfarland has published several extended abstracts and full articles in different Journals and a textbook on International Business. Some of the publications include:

Martin, L., & Gomez Macfarland, H. (2024). *Networks and internationalization of Small Medium Enterprises*. Manuscript in preparation.

Gomez Macfarland, A. C., Gomez Macfarland, H., & Thompson, R. (2022). *Motivational Factors In Entrepreneurship: Theoretical Frame- Work*. Proceedings of The Association of Collegiate Marketing Educators, 33-41.

Gomez Macfarland, Hector. (2021). B-To-B Sales Approaches. In L. Martin (Ed.), *International Business Development: A Concise Textbook Focusing on International B-to-B Contexts*. (pp. 177-195). Springer Fachmedien Wiesbaden.

Thompson, R., Carter, J. & Gomez Macfarland, H. (2020). *Examining the Relationship between Emotional Intelligence and Work Productivity during COVID-19: Multiple Regression Analysis*. SCIREA Journal of Management, Vol.4-issue 1, 1-15.

Gomez Macfarland, A. C., Gomez Macfarland, H., & Thompson, R. (2019). *Correlation between Creative Tourism and Agritourism Services Experiences: An Empirical Research in the Mexican Rural Tourism Environment*. Journal of Applied Business and Economics, 21(2).

Gomez Macfarland, H. & Antunez, J.M. (2016). *Impact of Competency Models on Technology Entrepreneur Marketing Strategy Success: An Empirical Research in the Mexican-American Business Environment*. Proceedings of The Association of Collegiate Marketing Educators, 44-46.

Gomez Macfarland, H. (2015). *Strategic Groups: A New Competition Definition Based on Market Commonalities and Resource Equivalence*. Proceedings of The Association of Collegiate Marketing Educators, 66-68.

Gomez Macfarland, H. (2014). *From an Entrepreneurial Strategy to Business Models: A Comparative Model from Practitioners' Perspective*. Proceedings of The Association of Collegiate Marketing Educators, 108-110.

Gomez Macfarland, H. (2013). *The Risk-Adjusted Differential Metric: Definition, Properties, and Correlation with Advertising Budget and Intangible Value Creation*. Proceedings of The Association of Collegiate Marketing Educators, 84-87.

Gomez Macfarland, H. (2012). *I.T. Small Business Competing in a Highly Concentrated Environment: Going Back to Marketing Basics in the U.S. Aerospace Industry*. Proceedings of The Association of Collegiate Marketing Educators, 84-87.

Dr. Gomez Macfarland has also participated in numerous conferences, forums and discussion panels related to Entrepreneurship, Marketing and Innovation In the US, Mexico and Brazil. Some of the conference presentations include:

- The Austin Start Up Week: The University's Role in Entrepreneurial Ecosystems a Discussion Forum
- World Affairs Council Austin/ Americas IT Forum: Austin as a Technology Gateway to Latin America: A discussion panel at the Second Annual Texas- Latin America Business Summit
- South X South West (SXSW): A Wall or Not a Wall: Leading Mexican Technology in the US.

**IN THE TECHNOLOGY INNOVATION FIELD:**

- Co-inventor of a "System and method for inferring the presence of objects by means of identification and detection" (2024).  
<https://patents.justia.com/inventor/hector-g-mez-macfarland>
- Dr. Gomez Macfarland is an inventor of a "method for locating objects" (2009) and
- He is also the author of customizable Business/Marketing Simulations Software, [www.Biztramsimulations.com](http://www.Biztramsimulations.com) (2013)