

**Benigno L. Recarey**

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Office Address: Kosar/Epstein Faculty Office Wing, Room KE514

**Current Academic Rank:** Lecturer  
**Primary Department:** Marketing  
**Citizenship:** U.S.A.

**HIGER EDUCATION**

**Institutional:** University of Miami, Master of Business Administration, 1982 GPA: 4.0  
Rensselaer Polytechnic Institute, Bachelor of Mechanical Engineering, 1963

**Licensure:** Licensed Professional Engineer, Florida Board of Prof. Engineers, 1981-present  
Licensed Real Estate Associate, Florida Division of Real Estate, 1981- present

**EXPERIENCE**

**Academic:** University of Miami, Full-Time Lecturer, 1995- present  
University of Miami, Adjunct Lecturer, 1985-1995

**Non-Academic:** Recarey International, Inc., President, 1979-present  
Heading a management consulting firm specializing in international marketing

Brown Steel Contractors, Vice-President of International Sales, 1976-1978  
Responsible for the development and execution of international marketing plans for a steel plate construction firm.

CBI Co., Senior Sales Engineer, 1963-1976  
Responsible for marketing campaigns throughout the Western Hemisphere for a multinational steel plate construction firm.

**Consulting Experience:**

1979 – Present	President and Principal Consultant, Recarey International, Inc. Management consulting firm specializing in International Marketing
	Significant consulting projects:
November 2009 - February 2010	“Marketing Plan for Cooperative Insurance Company” Client: CoopSeguros, Santo Domingo, Dominican Republic
June-August 2007	“Analysis of Booking Patterns” Client: Norwegian Cruise Lines, Miami, Florida
March 2004	“Strategic Marketing for the Payment Industry” Client: Market Strategy Associates, Coral Gables, Florida

December 2003	“Developing Successful Products and Services for the Payment Industry” Client: Market Strategy Associates, Coral Gables, Florida
May – August 2002	“Analysis of Customer Feedback” Client: Norwegian Cruise Lines, Miami, Florida
April 1999	“Logistics Planning for Argentinean Provincial Seminar” Client: DevTech Systems, Washington, DC
May 1998	“Logistics Planning for Latin American Journalists Seminar” Client: The Reuter Foundation, London, England
October 1997	Marketing/Management of Seminar, “How to Succeed in the Import Export Business,” Client: North-South Center, Miami, Florida
April 1997	Marketing/Management of Seminar, “How to Succeed in the Import Export Business,” Client: North-South Center, Miami, Florida
October 1996	Marketing/Management of Seminar, “How to Succeed in the Import Export Business,” Client: North-South Center, Miami, Florida
April 1996	Marketing/Management of Seminar, “How to Succeed in the Import Export Business,” Client: North-South Center, Miami, Florida
December 1995	“Marketing Analysis of 1-Hour Photo Shops in Miami” Client: Valdes-Fauli P.A., Miami, Florida
October 1995	Marketing/Management of Seminar, “How to Succeed in the Import Export Business,” Client: North-South Center, Miami, Florida
October 1994	Marketing/Management of Seminar, “How to Succeed in the Import Export Business,” Client: North-South Center, Miami, Florida
April 1994	Marketing/Management of Seminar, “How to Succeed in the Import Export Business,” Client: North-South Center, Miami, Florida
March 1994	“Market Potential Study of French Screen Panels for Doors” Client: T.Castro and K. Mizels, Miami, Florida
October 1993	Marketing/Management of Seminar, “How to Succeed in the Import Export Business,” Client: North-South Center, Miami, Florida
June 1993	“Feasibility Study for new Miami International Trade and Exposition Center” Client: World Trade Center Miami, Miami, Florida
April 1993	Marketing/Management of Seminar, “How to Succeed in the Import Export Business,” Client: North-South Center, Miami, Florida
October 1992	Marketing/Management of Seminar, “How to Succeed in the Import Export Business,” Client: North-South Center, Miami, Florida
June 1992	“Market Potential for Cigarette Products in Cuba” Client: RJReynolds Tobacco Co., Winston-Salem, North Carolina
June 1991	“Statistical Survey of Recent Cuban Immigrants” Client: Radio Marti, Washington, DC

June 1989	<p>“Advertising Campaign for Suntan Lotion”</p> <p>Client: Blasser Brothers Inc., Panama City, Panama</p>
January 1989	<p>“Marketing Plan for Cosmetics Manufacturer”</p> <p>Client: Collection 2000 Cosmetics, Miami, Florida</p>
November 1988	<p>“Opinion Poll of Registered Voters”</p> <p>Client: Fascell for Congress Campaign, Miami, Florida</p>
May 1988	<p>“Audience Recall Test of Orange Juice TV Ads”</p> <p>Client: Market Segment Research, Coral Gables, Florida</p>
September 1986	<p>“Market Research Study of the Method of Handling Bananas in the U.S.A. Market”</p> <p>Client: Turbana Corporation, Coral Gables, Florida</p>
July 1986	<p>“Market Potential in the U.S.A. Airline Industry for Rotable and Disposable Plastic Utensils”</p> <p>Client: De Ster Co., Miami, Florida</p>
May 1986	<p>“Statistical Survey of the Construction Lumber Market in the Caribbean Common Market (CARICOM)”</p> <p>Client: Essex Exports, Inc., Ft. Lauderdale, Florida</p>
February 1986	<p>“Statistical Survey of the Wood Door Market in the European Community”</p> <p>Client: Essex Exports, Inc., Ft. Lauderdale, Florida</p>
January 1986	<p>“Statistical Survey of the Hardwood Door Market in the U.S.A.”</p> <p>Client: Essex Exports, Inc., Ft. Lauderdale, Florida</p>
December 1982	<p>“Potential Markets in Latin America for Surplus and Obsolete Equipment”</p> <p>Client: Florida Power &amp; Light Co., Miami, Florida</p>
November 1978	<p>“Market Survey of Latin America”</p> <p>Client: Pittsburgh Des Moines Steel Co., Neville Is., PA</p>
June 1978	<p>“Feasibility Study for Management Information Center for Abu Dhabi National Oil Co.”</p> <p>Client: Booz, Allen &amp; Hamilton Intl., Abu Dhabi, United Arab Emirates</p>

**PROFESSIONAL**

**Professional and Honorary Organizations:**

Senior Member, Florida Engineering Society  
Senior Member, National Society of Professional Engineers  
Member, American Society of Mechanical Engineers (Past Chairman, Miami Section)

**Honors and Awards:**

BETA GAMMA SIGMA National Business Honor Society  
PHI KAPPA PHI Honor Society

**Presentations at Seminars / Conferences:**

August 2017	Seminar, Master in Business Administration, CENTRUM University (Peru) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Penetrate the U.S. Market," Miami, Florida
October 2016	Seminar, Master in Business Administration, Fundacao Getulio Vargas (Brazil) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Penetrate the U.S. Market," Miami, Florida
August 2016	Seminar, Master in Business Administration, CENTRUM University (Peru) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Penetrate the U.S. Market," Miami, Florida
June 2016	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
November 2015	Seminar, Master in Business Administration, CENTRUM University (Peru) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Penetrate the U.S. Market," Miami, Florida
October 2015	Seminar, Master in Business Administration, Fundacao Getulio Vargas (Brazil) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Penetrate the U.S. Market," Miami, Florida
June 2015	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida

November 2014	Seminar, Master in Business Administration, CENTRUM University (Peru) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Penetrate the U.S. Market," Miami, Florida
October 2014	Seminar, Master in Business Administration, Fundacao Getulio Vargas (Brazil) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Penetrate the U.S. Market," Miami, Florida
June 2014	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
November 2013	Seminar, Master in Business Administration, Fundacao Getulio Vargas (Brazil) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Penetrate the U.S. Market," Miami, Florida
October 2013	Seminar, Master in Business Administration, Fundacao Getulio Vargas (Brazil) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Penetrate the U.S. Market," Miami, Florida
September 2013	Seminar, Master in Business Administration, CENTRUM University (Peru) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Penetrate the U.S. Market," Miami, Florida
June 2013	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
February 2013	Seminar, Master in Business Administration, CENTRUM University (Peru) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Penetrate the U.S. Market," Miami, Florida
January 2013	Seminar, Master Program, The Citadel, The Military College of South Carolina School of International Studies, University of Miami Topic: "Analyzing International Markets and Strategy: Business Opportunities in Latin America," Miami, Florida
June 2012	Seminar, Master in Business Administration, CENTRUM University (Peru) McLamore Executive Education Center, School of Business Administration, University of Miami

	Topic: "Analyzing International Markets and Strategy: How to Succeed in the U.S. Market," Miami, Florida
June 2012	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
February 2012	Seminar, Master in Business Administration, CENTRUM University (Peru) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Analyzing International Markets and Strategy: How to Succeed in the U.S. Market," Miami, Florida
June 2011	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
August 2010	Seminar, Master in Business Administration, CENTRUM University (Peru) McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Doing Business in the U.S.: Strategic Marketing Planning for Penetrating the Market," Miami, Florida
June 2010	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
June 2009	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
June 2008	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
June 2007	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
June 2006	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
June 2005	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida

June 2004	Seminar, "Sales Meeting of Latin American Distributors," VitroCrisa Comercial S. de R.L., Monterrey, Mexico Topic: "Development of Growth Strategies," Miami, Florida
June 2004	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
June 2003	Seminar, "Certificate in Executive Logistic and Transportation Management" (CELTEM), McLamore Executive Education Center, School of Business Administration, University of Miami Topic: "Marketing Channels and Supply Chain Management," Miami, Florida
March 2003	Seminar, "Commercial Mission to Miami of Argentine Food and Beverage Exporters," Consulate General of Argentina, Topic: "Strategies for Marketing Food and Beverage Products in the USA," Miami, Florida
December 2002	Seminar, "Institute of Payments Methods," Visa International, Topics: "Development of Growth Strategies," "Customer Relationship Marketing," Miami, Florida
October 2002	Seminar, "Commercial Mission to Miami of Argentine Fashion Designers," Consulate General of Argentina, Topic: "Strategies for Marketing Fashion Products in the USA," Miami, Florida
March 2002	Seminar, "International Marketing Strategies," University of Miami SBA Executive Education Center and Uruguayan Cultural Exchange Association, Topics: "Modern Trends in Marketing," "Social and Cultural Influences in Marketing Strategy," "Advanced Marketing Research," "Value Chains," "B2B and B2C Marketing Strategies," "Marketing Channels and Physical Distribution," "The Future of Marketing," and "Electronic Commerce," Miami, Florida
December 2001	Seminar, "Latin American Bankcard Management Institute," Visa International, Topic: "Customer Relationship Marketing," Miami, Florida
November 2001	Seminar, "How to Export Food Products into the American Market," International Association of Trade Commissioners, Topic: "How to Penetrate the U.S. Market Using Marketing Strategies," Miami, Florida
November 2001	Seminar, "Hispanic Market Seminar," Greater Miami Chamber of Commerce, Topic: "Not All Hispanics Like Black Beans," Miami, Florida
March 2001	Seminar, "First Commercial Mission to Miami of the Argentine Secretariat of Agriculture, Livestock, Fisheries and Food," Consulate General of Argentina, Topic: "Penetration of International Markets," Miami, Florida
June 2000	Seminar, "First Commercial Mission to Miami of the Government of the City of Buenos Aires," Consulate General of Argentina, Topic: "Penetration of International Markets," Miami, Florida
April 2000	Seminar, "Argentine Small Business Commercial Mission to Miami," Buenos Aires Institute for Management Development and the Consulate General of Argentina, Topic: "Strategic Marketing," Miami, Florida

July 1999	Seminar, "How to Penetrate the U.S. Market," University of Monaco, Miami, Florida
June 1997	Seminar, "Industrial Management," University of Miami Innovation and Entrepreneurship Institute and Russian Trade and Travel, Inc., Topic: "Aggressive Marketing Strategies," Miami, Florida
April 1997	Seminar, "Agro-Industrial Management," University of Miami Innovation and Entrepreneurship Institute and Russian Trade and Travel, Inc., Topic: "Aggressive Marketing Strategies," Miami, Florida
November 1996	Seminar, "Industrial Management," University of Miami Innovation and Entrepreneurship Institute and Russian Trade and Travel, Inc., Topic: "Aggressive Marketing Strategies," Miami, Florida
October 1996	Seminar, "International Trade and Investments in the Caribbean Basin," Organization of American States, Topic: "The Strategic Marketing Process in International Trade," Miami, Florida
June 1996	Seminar, "Industrial Management," University of Miami Innovation and Entrepreneurship Institute and Russian Trade and Travel, Inc., Topic: "Aggressive Marketing Strategies," Miami, Florida
September 1995	Seminar, "Central American and Caribbean Seminar on Commercial Relations, Integration and Management of International Business," Organization of American States and the Chamber of Commerce and Industry of El Salvador, Topic: "How to Market Products in the United States," San Salvador, El Salvador
August 1995	Seminar, "Commercial Relations of Central America," Organization of American States, Topic: "Strategies for Exporting," Guatemala City, Guatemala
April 1995	Seminar, "Industrial Management," University of Miami Innovation and Entrepreneurship Institute and Russian Trade and Travel, Inc., Topic: "Aggressive Marketing Strategies," Miami, Florida
April 1995	Seminar, "Latin America/Caribbean Executive Forum," American Express Travelers Cheques Group, Topic: "Global Marketing Leadership," Cancun, Mexico
July 1995	Seminar, "International Trade and Investments in the Caribbean Basin," Organization of American States, Topic: "Marketing Strategies," Miami, Florida
October 1994	Seminar, "Central American and Caribbean Seminar on Business Management and Export Promotion," Organization of American States, Topic: "International Markets," Santo Domingo, Dominican Republic
September 1994	Seminar, "XIII International Banking Seminar (INTERBAN)," University of Miami International Business Center, Topic: "The Relationship Between Service Strategy and Marketing of International Banking," Miami, Florida
July 1994	Seminar, "Marketing Strategies for International Banking," American Express Travelers Cheques Group, San Jose, Costa Rica
July 1994	Seminar, "International Trade and Investments in the Caribbean Basin," Organization of American States, Topic: "Marketing Strategies," Miami, Florida



July 1994	Seminar "The Strategic Marketing Process and the Search for Opportunities in Foreign Markets," Universidad del Norte Santo Tomas Aquino, Tucuman, Argentina
June 1994	Seminar, "Inter American Seminar on Management of International Business," Organization of American States and Bolsa del Comercio de Mar del Plata, Topic: "International Marketing and Exporting Strategies," Mar del Plata, Argentina
June 1994	Seminar, "Central American and Caribbean Seminar on Business Management and Export Promotion," Organization of American States, Topic: "Export Strategies," Panama City, Panama
May 1994	Seminar, "Export Marketing Workshop," Organization of American States Interamerican Trade Center (CICOM) and the Trinidad and Tobago Export Development Corporation, Topic: "Strategic Marketing Process," Port of Spain, Trinidad and Tobago
November 1993	Seminar, "Export Marketing Development," Organization of American States Interamerican Trade Center and the Barbados Investment Development Corporation, Topic: "Marketing Strategies for the United States Market," Bridgetown, Barbados
October 1993	Seminar, "Inter American Seminar on International Marketing Channels," Organization of American States Interamerican Trade Center (CICOM), Topic: "International Marketing Strategies," Salvador, Bahia, Brazil
September 1993	Seminar, "XII International Banking Seminar (INTERBAN)," University of Miami International Business Center, Topic: "The Relationship Between Service Strategy and Marketing of International Banking," Miami, Florida
July 1993	Seminar, "International Trade and Investments in the Caribbean Basin," Organization of American States, Topic: "Marketing Strategies," Miami, Florida
July 1993	Seminar and Workshop for Sales and Support Staff, Lexmark International, Inc., Topic: "Preparation and Use of Flow Charts," Miami, Florida
June 1993	Seminar, "International Marketing," Catholic University of Cuyo, San Juan, Argentina
June 1993	Seminar, "International Banking," Russian Trade and Travel, Inc., Topic: "Marketing of Banking Services," Miami, Florida
April 1993	Seminar, "Meeting of Sales Representatives," Lexmark International Inc., Topic: "How to Use Inventory Control to Increase Sales," Miami, Florida
March 1993	Seminar, "Latin American Distributors Meeting," Lexmark International, Inc., Topic: "Competitive Strategies," Miami, Florida
November 1992	Seminar, "Inter American Seminar on Export Marketing Development," Organization of American States Interamerican Trade Center (CICOM), Topic: "Marketing Strategies for the United States Market," Bridgetown, Barbados
November 1992	Seminar, "In Search of Excellence: Latin American Reunion of Publicity Sales," Editorial America, S.A., Topic: "Competitive Strategies," Miami, Florida

October 1992	Seminar, "Inter American Seminar on International Marketing Channels," Organization of American States Interamerican Trade Center (CICOM), Topic: "International Marketing Strategies," Rio de Janeiro, Brazil
September 1992	Seminar, "XI International Banking Seminar (INTERBAN)," University of Miami International Business Center, Topic: "The Relationship Between Service Strategy and Marketing of International Banking," Miami, Florida
August 1992	Seminar, "Marketing Management," Central American Institute of Business Administration (INCAE), San Pedro Sula, Honduras
July 1992	Seminar, "International Trade and Investments in the Caribbean Basin," Organization of American States, Topic: "What is Marketing? Strategic Marketing and International Trade," Miami, Florida
September 1991	Seminar, "X International Banking Seminar (INTERBAN)," University of Miami International Business Center, Topic: "The Relationship Between Service Strategy and Marketing of International Banking," Miami, Florida
July 1991	Seminar, "International Trade Services," Organization of American States, Topic: "What is Marketing? Strategic Marketing and International Trade," Miami, Florida
September 1990	Seminar, "IX International Banking Seminar (INTERBAN)," University of Miami International Business Center, Topic: "The Relationship Between Service Strategy and Marketing of International Banking," Miami, Florida
July 1990	Seminar, "International Trade Services," Organization of American States, Topic: "What is Marketing? Strategic Marketing and International Trade," Miami, Florida

## TEACHING

### Teaching Specialization (courses taught):

- A. University of Miami, Graduate School of Business:
  - Advanced Marketing Management
  - Marketing Management
  - International Marketing Management
- B. University of Miami, Undergraduate School of Business:
  - Foundations of Marketing
  - International Marketing
  - New Product Development
  - Marketing Research
  - Small Business Management
- C. University of Miami, School of Continuing Education:
  - Public Speaking
- D. Organization of American States, Washington, D.C.:
  - International Trade Services
  - How to Penetrate U.S. Markets
  - International Marketing
- E. INCAE, San Jose, Costa Rica:
  - Marketing Strategy
- F. International Banking Institute, Miami, Florida:

- Marketing of Financial Services

### **Thesis and Dissertation Advising:**

Jan-April 2016	<p>Thesis Advisor, Master of Science in Business Administration Graduate School of Business Administration, University of Miami</p> <ul style="list-style-type: none"> <li>• Carlos Llarena, Thesis: “Marketing Plan for a Residential Real Estate Investment Company”</li> </ul>
Jan-June 2015	<p>Thesis Advisor, Master of Science in Professional Management (MSPM) Graduate School of Business Administration, University of Miami</p> <ul style="list-style-type: none"> <li>• Martha Beatriz Trejo, Thesis: “Marketing Plan for a Lottery in the University of Puebla, Mexico”</li> </ul>
Feb-Dec. 2010	<p>Thesis Advisor, Master of Science in Business Administration Graduate School of Business Administration, University of Miami</p> <ul style="list-style-type: none"> <li>• Enrique Gutierrez, Thesis: “Marketing Plan for a Construction Company in Peru”</li> <li>• Carlos Llarena, Thesis: “Marketing Plan for LOGIMPEX Corp., a 3PL (Third Party Logistics Company)”</li> <li>• Edgar Ovalles, Thesis: “Marketing Plan for Cellmark in Guatemala”</li> <li>• Arturo Belmont, Thesis: “Marketing Plan for UM MSPM-MBA in Peru”</li> </ul> <p>Thesis Advisor, Master of Science in Professional Management (MSPM) Graduate School of Business Administration, University of Miami</p> <ul style="list-style-type: none"> <li>• Gilma Mendez, Thesis: “Marketing Plan for TELMEX Colombia’s Virtual Assistant product”</li> </ul>
Feb.-Aug 2009	<p>Thesis Advisor, Master of Science in Business Administration Graduate School of Business Administration, University of Miami</p> <ul style="list-style-type: none"> <li>• Oscar Orellana, Thesis: “Marketing Plan for a Real Estate Agency in Guatemala”</li> <li>• Mauricio Arana, Thesis: “Marketing Plan for Introduction of WalMart Visa Credit Card in Nicaragua”</li> <li>• Aitor Ibarreche Egana, Thesis: “Marketing Plan for Expansion of Mexican Pastries in California”</li> <li>• Luz Natalia Ramirez, Thesis: “Marketing Plan for Medical Clinic in Canada”</li> </ul>
Feb.-July 2009	<p>Thesis Advisor, Master of Science in Professional Management (MSPM) Graduate School of Business Administration, University of Miami</p> <ul style="list-style-type: none"> <li>• Mauricio Arana, Thesis: “Marketing Plan for Introduction of WalMart Promerica Credit Card in Costa Rica”</li> </ul>
Feb.-May 2008	<p>Thesis Advisor, Master of Science in Professional Management (MSPM) Graduate School of Business Administration, University of Miami</p> <ul style="list-style-type: none"> <li>• Olga Vanessa Arana, Thesis: “Marketing Plan for Banco Comercial in Nicaragua”</li> <li>• Aitor Ibarreche Egana, Thesis: “Marketing Plan for Introduction of Mexican Pastries in California”</li> <li>• Mauricio Martinez Swanberg, Thesis: “Marketing Plan for retailer Almacenes LINEA, Guayaquil, Ecuador”</li> </ul>

- Luz Natalia Ramirez, Thesis: “Marketing Plan for an Online Dating Service in Colombia”
  - Santiago Trujillo, Thesis: “Marketing Plan for Titanium Sternal Fixation System in South America”
- Feb.-May 2007      Thesis Advisor, Master of Science in Professional Management (MSPM)  
Graduate School of Business Administration, University of Miami
- Antonio Catale, Thesis: “Definicion de Estrategia de Mercado Para Vehiculos TIO”
  - Dario Kaplan, Thesis: “Zabala Park – Parque de Servicios en Uruguay”
  - Alberto Moran, Thesis: “Marketing Plan for a Service Firm in Mexico”
  - Karen Salas, Thesis: “Estrategia de Expansion de Multiphone a Mexico”
- Feb.-May 2006      Thesis Advisor, Master of Science in Business Administration  
Graduate School of Business Administration, University of Miami
- Wanda Martinez-Fuster, Thesis: “Plan de Mercadeo de la Compania Xander Security Solutions”
- Feb.-September 2004      Thesis Advisor, Master of Science in Professional Management (MSPM)  
Graduate School of Business Administration, University of Miami
- Harvey Barrios, Thesis: “Control Logistico Virtual Cerro Matoso S.A.”
  - Yamil Bechara, Thesis: “Bucaramanga Telephone Co. Marketing Plan”
  - Oscar Morales, Thesis: “Marketing Plan for the Chicken Anemia Vaccine in the Heavy Breeders Brazilian Market.”
  - Tiziana Polesel, Thesis: “Aciertos y Desaciertos en el Proceso de Internacionalizacion de Empresas Venezolanas de Comunicacion.”
- Feb.-September 2003      Thesis Advisor, Master of Science in Professional Management (MSPM)  
Graduate School of Business Administration, University of Miami
- Benito Abad, Thesis: “ELECTRODOM Marketing Plan”
  - Alain Mendivil, Thesis: “Alliance Inc. Marketing Plan 2003”
  - Eduardo L. Santiago, Thesis: “INtelligent Marketing Plan”
  - Hector Vivanco, Thesis: “Marketing Plan for ISCSA”

#### **Executive Education Teaching:**

- University of Miami, Master of Science in Professional Management program (MSPM)
- University of Miami, Master in Business Administration (Add-on MBA)

## **SERVICE**

#### **Community Activities:**

- Director and Vice-President, National Association of Cuban American Educators
- Director, Peruvian American Chamber of Commerce
- Director and Treasurer, Ruston-Baker Educational Institution