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PROFESIONAL EXPERIENCE

2008 – TO DATE EGADE Business School -- Monterrey, N.L.

Organizational & Consumer Behavior Professor

Responsibilities: Coordinate the PhD program of the Monterrey site as well as teaching advanced courses on and advising doctoral students regarding research design and the use of qualitative and quantitative techniques such as Participant Observation, In-depth Interviews and Social Network Analysis. Teach master's level courses on Consumer Behavior and the use of Ethnographic Approaches to Marketing Research.

2000 – TO DATE Grupo Internacional de Inversiones -- Monterrey, N.L.

Board Member & Financial Advisor

Responsibilities: Advice and supervise the firm's top management team. Lead technical committees responsible for the financial supervision of real-estate development projects. Some of the projects include "Saqqara Residences", "Torre KOI & torres Liu", "Céntrica Residencias," "Plaza Céntrica," "Las Lajas," "Privada Acueducto," "Hotel Quinta Real Monterrey," "Torre Dataflux," "VAO Oficinas," and "Liu Residences" among others.

2006 – 2008 Grupo IDM -- México, D.F.

Senior Consultant

Responsibilities: Methodological and research design advisor for complex market research projects. Some clients included "Montepío Luz Saviñón," "Grupo Proa," "Grupo Bimbo," "Manpower Mexico," "Sky TV," and "HSBC," among others.

2000 – 2002 Universidad de Monterrey -- Monterrey, N.L.

Social Sciences Professor

Responsibilities: Teach introduction to anthropology and social research methods courses and advice on the curricular design of International Studies and Political Science programs.

1995 – 1999 University of Florida -- Gainesville, Florida

Research & Teaching Assistant

Responsibilities: Teach introduction to Social and to Biological Anthropology undergraduate courses, as well as assist the research needs of several professors.

1991 – 1994 Innovación, S.A. de C.V. -- Monterrey, N.L.

Data Analyst

Responsibilities: Design and statistically validate an instrument to detect the training needs of mid-level managers.

EDUCATION

2021 *Carlos Alvarez College of Business, University of Texas -- San Antonio, Texas*

Bridge to Data Analytics Program

Research oriented academic training program designed to aid the transition into data science research fields to academics trained in non-business Ph.D. programs.

2009 *Freeman School of Business, Tulane University -- New Orleans, Louisiana.*

Post-Doctoral 'Bridge to Business'

Research oriented academic training program designed to aid the transition into organizational and marketing research fields to academics trained in non-business Ph.D. programs.

2007 *Instituto Panamericano de Alta Dirección de Empresa (IPADE)*

MEDEX (Executive MBA)

The program is based on the "case method" and oriented towards the development and perfecting of higher management skills. Financial analysis skills for strategic decision making were developed.

2000 *University of Florida -- Gainesville, Florida.*

Ph.D. Anthropology

How demographic and ecologic conditions of resource poor peasant producers in the Peruvian Andean influence their resource use and increased participation in the national market economy was studied. Also considered was how these processes influence their cultural understandings of their economic and ecological resources. The research was fully funded by the National Science Foundation.

1996 *University of Florida -- Gainesville, Florida.*

M.A. Anthropology

The economic and social coping strategies of Central American migrants to the United States were studied via in-depth interviews and archival research.

1992 *Universidad de Monterrey -- Monterrey, N.L.*

B.A. Human Resource Management

As an "honors thesis" the working conditions of maquiladora working women were analyzed.

PUBLICATIONS

2018 With Arturo Briseno & Bryan Husted "Methodological problems in research on the diffusion of management practices." *Contaduría y Administración* 64(1):80

2011 "Consejos de administración, gobernanza corporativa y economía política del capitalismo en México." *Revista Mexicana de Sociología* 73(2):261-295

2012 "Business Groups as Hierarchical Clique Structures: A conceptual and methodological discussion as it applies to the Mexican experience." *British Journal of Management* 23(3):291-306

2011 "Agricultural intensification, market participation, and household demography in the Peruvian Andes." *Human Ecology* 39(5):555-568

2005 "Measuring Traditional Ecological Knowledge: An example from peasants in the Peruvian Andes." *Field Methods / Sage Publications* 17(4):356-372

2004 "Red Social y Prestigio en Programas Doctorales: Antropología, Sociología, y Ciencia Política." *Revista Internacional de Derecho y Ciencias Sociales* 1(5):5-20

- 2004 "Cambios en la percepción de los recursos naturales como resultado de la participación en la economía de mercado. Una comunidad campesina de los Andes Peruanos." *Antropológica* # 22: Pontificia Universidad Católica del Perú
- 2003 "Investigación Cualitativa en las Ciencias Sociales: Aplicaciones a la Medicina." *Revista de Salud Pública y Nutrición. Special Issue* (2):3-12.
- 2002 "El uso y abuso del concepto de cultura." *Antropológica* # 20: Pontificia Universidad Católica del Perú.
- 2002 "Reflexiones sobre la filosofía de la ciencia: El debate con las humanidades." *Revista Internacional de Derecho y Ciencias Sociales*. 1(1):73-84.
- 2001 "Using emergy analysis in ethnographic field research." *Field Methods / Sage Publications* 13(3):244-262.
- 2000 "Las comunidades campesinas en los andes peruanos." En *Sociología*. R. Gelles and A. Levine, eds. México DF: McGraw Hill
- 2000 "La intensificación agrícola: Evaluación de factores económicos y demográficos. Primer Foro de Investigación UDEM Vol. 1, pp. 55-65.
- 2000 with Kenneth Sturrock, "A multidimensional stress evaluation table." *Field Methods / Sage Publications* 12(1):49-60.
- 1996 "Rationality, culture and decision making." *Research in Economic Anthropology*. Ed. Barry Isaac. Vol. 17:13-41. Greenwich, CT: JAI Press.
- 1993 "Nietzsche y Foucault." *Revista Oficio*. 37(4):7-19
- 1992 "La mujer en el sector privado." *Revista Oficio*. 35(3):4-18
- 1991 "Materialismo e idealismo en la teoría antropológica." *Revista Oficio*. 24(2):6-20

OTHER ACTIVITIES

Social Research Methods classes have been taught in invited seminars at several institutions, among them the Pontificia Universidad Católica del Perú, the Universidad Autónoma de Nuevo León, and the Instituto Mexicano del Seguro Social.

Member of the *American Anthropological Association (AAA)*, the *International Society for Social Network Analysis (INSNA)*, the *Society for Cross-Cultural Research (SCCR)*, and the *Academy of Management*. Founding member of the *Society for Anthropological Sciences*, a section at the AAA.