



Dr. ÓSCAR BARROSO HUERTAS

Strategic Marketing, Customer Understanding and Marketing Intelligence
Consultant, with 25 years of experience.
Speaker, Author, Trainer and Teacher.

Basics:

Birthday: 15 NOV 1972
Nationality: SPAIN
MARRIED

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oscarbh.wordpress.com
+52 664 510 0921
+1 619 550 2486

Core Skills:

Marketing Strategy
Customer Experience
Marketing Digital Intelligence
Marketing Communications
NeuroMarketing
Leadership
Entrepreneurship

Languages:

English (Professional)
Español (Native or Bilingual)

Certifications:

Professional Certified
Marketer (AMA)
Marketing Management
Professional + Digital Marketing

Professor Doctor

Marketing Programs
Power Customer Acquisition

Academics

WES Accreditation
CONACYT
ACBSP
ECREA

Honors-Awards:

Kinsale's Awards
El Sol Awards
Lions Cannes Awards
FWA Awards

Publications:

9 Books
61 Papers and Articles

Keynote topics:

Fearless Leadership
Marketing & Sales
EmprendeHub
NeuroMarketing

DR. IN LEADERSHIP WITH MARKETING INTELLIGENCE

UNIVERSITY OF PHOENIX (ARIZONA, USA).

DR. NEW COMMUNICATIONS TECHNOLOGIES

SAN PABLO - CEU UNIVERSITY (MADRID, SPAIN).

MBA. ADVERTISING AND MARKETING ORIENTED

INTERNATIONAL ADVERTISING ASSOCIATION (NEW YORK, USA).
AND NEBRIJA BUSINESS SCHOOL (MADRID, SPAIN).

M.A. IN THE DIGITAL WORLD

NATIONAL COLLEGE OF ARTS AND DESIGN (DUBLIN, IRELAND).

B.A. IN ADVERTISING AND PUBLIC RELATIONS

EUROPEAN UNIVERSITY OF MADRID (MADRID, SPAIN).

ABSTRACT:

Dr. Barroso obtained his Bachelor's Degree from the European University of Madrid & Complutense University of Madrid, Spain. He completed his first Master's degree at the National College of Arts and Design in Dublin, Ireland; as well as an MBA with an emphasis in Marketing from the Nebrija Business School and the International Advertising Association, in New York, USA. He is Doctor in New Communication Technologies from the CEU-San Pablo University, in Madrid, Spain and has several international diplomas and certificates, such as the "International Protocol" from the Diplomatic School of Madrid, or the "Global Business Strategy" from the University of San Diego, California. He recently completed his second PhD in "Management in Organizational Leadership, Information Systems and Technology" (Business & Marketing Intelligence), in the University of Phoenix, USA.

As a business consultant, he has worked for brands such as Qualcomm, Procter & Gamble, Mercedes, Dior, Ford, Pepsi, SONY or Atlético de Madrid Soccer Club, among others. He has extensive experience in international environments. He has published several books and articles specialized in Strategic and Digital Marketing. He belongs to several International Professional Associations, in addition to having extensive experience in Academic Management, Direction and Leadership of multidisciplinary Teams. He has International Accreditations, such as the "Professional Certified Marketer" from the AMA (American Marketing Association), which certifies his ethical and professional work, and chosen, by this same institution, as member of its Academic Council. He is also Columnist for Merca 2.0 Magazine, blogger and podcaster.

But above all, the best profession and the one he likes to practice the most is to be father, husband and "learner" of life, and to explore every moment that life gives him the opportunity to feel the emotion of living it, especially through his family's eyes and through the smiles of the people he meets every day.

1. EXPERIENCE

25 years of Professional and Academic Experience

Leadership Positions: 15 years · Project Management: 22 years · Abroad Positions: 18 years

1.1. PROFESSIONAL EXPERIENCE

Co-founder and Senior External Marketing Intelligence and Customer Experience Consultant

BCB (BcauseBe) Marketing Intelligence. San Diego, CA, United States

May 2016 - Now

(4 years, 3 months)

Client Portfolio: Tech and Energy: Samsung (Samex), Qualcomm, Go Energy Group, Sky Ready Mix, Grupo Oro, Unicreto. **Sports:** Club Tijuana Xoloitzcuintles de Caliente, GymWay. **Retail:** Walmart, Smart&Final, Calimax. **Cars:** California Volkswagen Group, Renault. **Fashion:** OC&C, Dior, Rimmel London, Pungus Kids. **Education:** CETYS University, EuroBusiness School, IR Kolbe. **Health & Care:** Relived Clinic Spa, Libre Addictions Treatment Clinic, Concibo Reproductive Clinic, IECHdeBC, U-care HealthCare, Profauna Pets Hospital, Pet&Peace Funerary Services. **Non-profit Orgs:** Rotary Club International, IMIP Ensenada, International Red Cross. **Other Services:** LegendaryTravels, Museo del Vino de BC, Habitax RealEstate, BottleArt, Toys'r'us, Yez-Life, Refeers Aquariums, Santo Mitote Bistro, AuraVita Coffee, AcCountOnMe, Arch Innovations, Valiente Mezcal, Pacífica Real Estate, Bandidos Mexcal.

Average Profitability Growth: +163%; **Direct Employees:** 11 people.

Marketing Enjoyneer

DDBH Marketing Consulting. San Diego, CA, United States

Nov 2009 - Apr 2016

(6 years, 6 months)

Client Portfolio: Tech and Energy: Sonata Development Inc., SMK International, Vozatel, CallCenter Services, Xpress Restoration, Globatel, Schaeffer's Oils. **Sports:** Club Tijuana Xoloitzcuintles de Caliente, MX Fitness. **Retail:** Walmart, Smart&Final, Toys'R'us. **Cars:** BMW Tijuana, Mercedes. **Fashion:** OC&C, Rimmel London, Pungus Kids, David Jones Couture, Shys Fashion. **Education:** SorteosUABC, EuroBusiness School, Creactivation Institute. **Health & Care:** RenewVa Spa, Health Aesthetic Institute, Libre Addictions Treatment Clinic. **Non-profit Orgs:** TijuanaGreen, Grupo Altruista de Tijuana, Fronteras Unidas Prosalud, Casa Independencia Foundation, International Red Cross. **Other Services:** LegendaryTravels, FoodLovers Café, VeniceWineries, FoodLovers Café, Só Aqua, Paradise Flowers, Hotel Baja Seasons Resort, PAN, Black & Red Rooms, Expo Mamá y Bebé, EcoHomes, Argen, Hotel Resort Las Casas, A67Architecs, Xpress Solutions, El Museo Restaurant, El Capricho Spa, Be at Home, Agencia Aduanal SACE&GBA, La Taberna Española, GEN, Qualcomm Real State, Rancho Villalobos, Diario El Mexicano.

Average Profitability Growth: +21.4%; **Direct Employees:** 9 of 132 people.

Marketing Director

XOLOS Club Tijuana Xoloitzcuintles de Caliente. Tijuana, BC, Mexico

Sept 2014 - Nov 2015

(1 year, 3 months)

Functions and responsibilities: Marketing Plan 2014-2017 Design, Branding Strategy Management, Social Media Strategy Optimization, Marketing Management of 12 business' units of the Club: XoloShop, Tickets, CIX (Schools of Soccer), Xolos USA, Fut 7, XoloMagazine, XoloGirls Cheerleaders, Inferior Categories, Xolas Female Soccer Team, Fan-Customer Service and Black&Red Room (restaurant-bar).

Average Profitability Growth: +384.7%; **Direct Employees:** 16 of 524 people.

Marketing Director

David Jones Couture. Los Angeles, CA, United States

Nov 2013 - Aug 2014

(1 year, 10 months)

Functions and responsibilities: Fashion Marketing Plan 2013-2014, Sales Plan and Digitalization Concept.

Average Profitability Growth: +31.6%; Direct Employees: 3 of 113 people

Marketing Director

Onixeus Theater. Tijuana, BC, Mexico

Feb 2012 - Sept 2013

(1 year, 8 months)

Functions and responsibilities: Marketing Plan. Branding Positioning Strategy, from the naming to the Advertising Strategy, Sales Promotion off and online, Resources Management, strategies and policies' creation and supervision of stakeholders (media, politics, providers...), Crisis Communication Plan, Pricing Strategy, Sponsorship Management, Customer Service, SocialMedia and Advergaming, Viral and Guerrilla Campaigns...

Average Profitability Growth: +184.3%; Direct Employees: 5 de 28 personas.

Project Manager

EUROMEDIA Group / Quantum Leap Comunicación. Sevilla+Madrid, Spain

Nov 2008 - May 2019

(7 months)

Client Portfolio: Indesit, Proclinic, Herbalife, Exponor, SSS.

Average Profitability Growth: +11.3%; Direct Employees: 2 of 9 people.

Co-founder and Executive Creative Director

Iriem Ad Workshop. Madrid, Spain

Nov 1997 - May 2009

(11 years, 7 months)

Client Portfolio: Grupo Delaviuda, Delvico JWT Madrid, Bunrraty Mead Wines, ACS-Dragados, REO, Instituto de la Mujer, Lucas Films, J.A.Llorente & Cuenca, Pepsi, Gin Larios, Europolis Business Center, Midas, Artesanos Cordobeses, Partido Andalucista, ECU-Proyectos, Nat-Com (Environmental Consulting), Junta de Andalucía, Librería Focsa (CUBA), Sonido Klandestino, Club-B, Partido Popular (PP), Universidad Europea de Madrid, Cámara de Comercio de Bélgica y Luxemburgo, Universidad CEU-San Pablo, Cruz Roja Española, Indra, Rymsa, Codere, Enresa, Draft-FCB, At.Madrid, Universal McCann, NH Hoteles, Holmen Paper, Asoc.Asegre, Asoc.Arema, Asoc.Carpa, ADIF, Unión Progreso y Democracia (UPD), Medieval Challenge, Chocolates Valor, J&B Scotch Whisky, RedBull, Burn, CocaCola, Rimmel London, Dior, Philips Aurea, Equitecma, Salud y Comunicación Consultores, P&G, Buenavista Disney, ChupaChups, Dove, Hagen Dazs, Mercedes-Benz, El Laboratorio Springer & Jacoby, Herbalife, LucasFilms, Cerveza Mixta, Proclinic, MTV, FAD (Foundation for Aid Against Drug Addiction), Wrigley's Five Gum.

Average Profitability Growth: +7.3%; Direct Employees: 12 of 12 people.

Young Professionals Chapter, Person In Charge

IAA Spain Chapter. International Advertising Association. New York, NY, United States / Madrid, Spain

Jan 2007 - Dec 2008 (11 months)

Functions and responsibilities: Young IAA members experience, Coordination of the event "Advertising in the Museum" at the Reina Sofía Museum, IAA Code of Ethics Project coordinator, with Fernando Ocaña Garcilaso de la Vega, President of TAPSA agency and IAA Spain.

Senior Art Director

Contrapunto (IPG Group). Madrid, Spain

Aug 1995 - Nov 1996

(1 year, 4 months)

Client Portfolio: Suita Sweetener, ONCE Lottery, Madrid Zoo.

Junior Art Director

McCann Erickson (IPG Group). Madrid, Spain

Jul 1993 - Apr 1995

(1 year, 8 months)

Client Portfolio: Salvation Army, J&B, Martini Rossi, Bacardi Global Brands Limited, Occidental Hotels, Lan Wineries, SSS, La Pedriza Olive Oil.

Graphic Designer

EGE Advertising Production & Design. Madrid, Spain

Aug 1992 - Nov 1993

(1 year, 4 months)

Client Portfolio: Buenavista Disney Home Video, Guppy Pets, Rymsa Satellites, University Complutense de Madrid, Europolis Industrial, Anaür Restaurant, Fuenllana Hospitality School, Pozuelo de Alarcón City Hall, Cordoba City Hall,...

1.2. ACADEMIC EXPERIENCE

CETYS UNIVERSIDAD. Baja California, Mexico

May 2015 - Now (5 years, 2 months)

Academic Coordinator of the MBA Program. CETYS Graduate School of Business.

Dec 2018 - Now (1 year, 8 months)

Professors Hiring, Process, Courses Planning, Management of Relationships and orientation of MBA Students, Student Experience, Retention and New Students strategies...

Full Professor of Strategic Marketing and Marketing Intelligence.

Dean of Academic Affairs. International Campus.

Apr 2016 - Jan 2019 (2 years, 10 months)

Management of all educational levels in Ensenada International Campus: High School, Undergraduate and Graduate degrees, as well as Head of the International Programs Areas, Library, psychopedagogical department, and 237 faculty of other areas linked to all programs.

Coordinator of Marketing B.A.

Jul 2015 - Jun 2016 (1 year)

Professor of Consumer Behavior, Market Research, Marketing Strategy (MBA), Visual Marketing, Online and Digital Marketing, Advertising and Promotion.

UC San Diego. San Diego, CA, United States

Jan 2020 - Jun 2020 (6 months)

Adjunct Professor. **Course:** Social Media Strategy.

● **AMA, American Marketing Association.** United States

Aug 2019 - Now (1 year)

Member of the Academic Council of the AMA. Research Projects Coordination. Young Partners and Marketing Professionals Consulting and Mentoring.

● **Stanford University.** CA, United States

Jan 2020 - Jun 2020 (1 year, 2 months)

Academic Consultant for Student's Broadcasting International Project.

● **National University.** SanDiego, CA, United States

Septiembre 2011 - Abril 2016 (4 years, 7 months)

Global MBA Adjunct Professor, Global Master in Business Administration. Course: E-Business.

● **Escuela de Negocios del Pacífico.** Tijuana, BC, Mexico

Oct 2014 - Aug 2015 (10 months)

Associate Professor of Strategic Marketing in the MBA Program (Master in Business Administration).

● **Xochicalco University.** Tijuana, BC, Mexico

Jan - May 2012 (5 months)

Professor of Comprehensives Projects Design.

● **CESUN University.** Tijuana, BC, Mexico

Jan 2011 - Jan 2012 (1 year)

Professor of International Strategy, Advertising and Sales Promotion, and Multimedia Design.

● **CUT Universidad de Tijuana.** Tijuana, BC, Mexico

Jan 2011 - Jan 2012 (1 year)

● **Professor of Marketing Strategy, International Marketing and Digital Design.**

● **Director of Planning and Academic Development**

Management of all educational levels in Campus Tijuana: High School, Undergraduate and Graduate Programs, Library, and of the 237 faculty linked to all programs.

● **University of Phoenix.** Phoenix, AR, United States

Feb-Nov 2010 (10 months)

Digital Marketing Professor.

● **Universidad IberoAmericana.** Tijuana, BC, Mexico

Mar - Jul 2010 (4 months)

Professor of Graphic Design and New Media.

● **UABC Autonomous university of Baja California.** Tijuana, BC, Mexico

Aug 2009 - Aug 2010 (1 year)

Professor of Strategic Marketing, Advertising, Service Marketing, Leadership and Self-Management, and Fundamentals of Marketing, in the Master of Business Administration.

● **Antonio de Nebrija University.** Madrid, Spain

Octubre 2006 - Diciembre 2009 (3 años, 3 meses)

Profesor de Comercio Electrónico, Marketing e Investigación de Mercados, y Marketing on-line (Nivel Licenciatura); y Dirección de Arte (Nivel Master).

● **Tracor Communication Arts Institute.** Madrid, España

Dec 2004 - Jan 2010 (5 months)

Professor of Strategic Marketing, Advertising, Marketing and Customer Experience, Leadership and Self-Management, and Fundamentals of Marketing, in the Master of Business Administration.

● **CEU San Pablo University.** Madrid, Spain

Sept 2003 - Sept 2008 (5 years)

● **Founder and Director of “The USP-CEU Advertising Agency”**

Laboratory of Professional Practices of the students of the Degree in Advertising and Public Relations, with real clients. Coordination and Strategic and Creative Project Supervision; Customer Management; Counseling, Coaching and Mentoring of Students; and Management of Extra Training and Control of Inventories, Scholarships and Compensations.

● **Member of the Committee of Experts of the CEU San Pablo University**

Spokesperson of the University in the Mass Media, as an expert in Current Issues of Advertising and Marketing.

● **Full-time Professor**

Professor of Advertising Production and Realization, Advertising Creativity, New Media, and Public Relations (Undergraduate Level); and Creativity (Graduate Level).

● **Delaviuda Group.** Madrid, Spain

Dec 2006 - May 2007 (5 months)

In-Company Course Design, Production and Management of Packaging for Food companies.

● **California State University.** Los Angeles, CA, United States

Oct - Dec 2004 (3 months)

Visiting Professor of New Trends in WebDesign. Marketing Master Degree.

● **Higher School of Advertising.** Madrid, Spain

Jan 2001 - Jul 2004 (5 months)

Professor of Advertising Design and Corporate Image

● **Impulso de Comunicación.** Madrid, Spain

Mar - Dec 2000 (10 months)

Professor of Communication and Technology Training Course for Managers.

● **Universidad Europea de Madrid.** Madrid, Spain

Jan 2001 - Jul 2004 (5 months)

● **Creator, Founder and Director of the Student Advertising Agency**

Director and Creative Supervisor of Advertising Campaigns of the University.
Management of Human Resources and Materials of the Agency.

● **Director of Double Degree Program in Advertising + Fine Arts**

Creation and Program design. Faculty hiring and Student Admission.

● **Technical Director of the Scientific Digital Magazine “Binaria” (ISSN 1579-1300)**

Graphic Design, Layout, Website Design and Development.

● **Technical Director of the “Communication Observatory”**

Graphic Design, Layout, Website Design and Development.

● **Coordinator of the Graphic and Digital Design Studio**

Control and Supervision of the equipment and the Multimedia Design classroom.

● **Full-time Professor**

Professor of Graphic Design and Multimedia, Advertising Creativity, Advertising Writing, Web Design, Direct Marketing for Tourism Companies, Advertising and Public Relations.

2. UNIVERSITY EDUCATION

Doctor in the Field of Marketing and New Communication Technologies

Doctorados: 2 · Master Degrees: 3 · Certificates: 4 · Diplomas: 2 · Higher Courses: 2

Jan 2017 - Mar 2020
(3 years, 3 months)

Doctorate of Business and Marketing Intelligence (PhD)

Majors: Management of Organizational Leadership, Information Systems and Technology
University of Phoenix (United States)

Status: Graduated (Final grade: SUMA CUM LAUDE)

Oct 2000 - Jul 2006
(5 years, 10 months)

Doctorate of New Communications Technologies (PhD)

Majors: Technological Growth and Sociocultural Renewal
CEU San Pablo University (Spain)

Status: Graduated (Final grade: SUMA CUM LAUDE unanimously)

Jan 2020 - Oct 2020
(10 months)

Master of Business Administration Digital Marketing Oriented (MBA)

Majors: Digital Marketing Strategy Expert
PowerMBA (Spain)

Status: In Progress

Oct 2005 - Jul 2006
(10 months)

Master of Business Administration Advertising Oriented (MBA)

Majors: Expert in Advertising Strategy, Planning and Creativity
Nebrija Business School (Spain)

Status: Graduated (Final grade: 97)

Oct 2004 - Jul 2005 (10 months)	<p>Master of Arts in the Digital World (M.A.) Majors: Graphic and Multimedia Design National College of Arts and Design, Dublin (Ireland-Eire) Status: Graduated (Final grade: 100, with honor mention)</p>
Feb 2016 - May 2017 (1 year, 3 months)	<p>PCM Marketing Management Certificate Majors: Professional Certified Marketer AMA, American Marketing Association (United States) Status: Graduated</p>
Feb 2016 - May 2017 (1 year, 3 months)	<p>PCM Digital Marketing Certificate Majors: Professional Certified Marketer AMA, American Marketing Association (United States) Status: Graduated</p>
May 2015 - Jun 2016 (1 year, 2 months)	<p>Global Business Strategy Certificate Majors: International Business Strategy University of San Diego (United States) Status: Graduated</p>
Oct 2009 - Jun 2010 (9 months)	<p>Teaching Sciences Specialized Certificate Majors: Academic Teaching Skills and New Technologies UC San Diego Extension (United States) Status: Graduated</p>
Jan - Jun 2002 (6 months)	<p>Diploma of Creation of Interactive Interfaces Majors: Web and Multimedia Development and Design CICE Comprehensive Center for Specialized Courses (Spain) Status: Graduated</p>
Sept 1997 - Jun 1998 (1 year, 4 months)	<p>Diploma of Communication, Branding and Corporate Image Majors: Identity, Image and Corporate Reputation Management Universidad Complutense de Madrid (Spain) Status: Graduated</p>
Oct 1997 - Jun 1998 (1 year, 3 months)	<p>Diploma of Diplomatic and Corporate Protocol Expert Majors: International Protocol, Diplomatic, Treatments, Precedents and Rules of Etiquette. Escuela Diplomática de Madrid (Spain) Status: Graduated</p>
Jan-Jun 2005 (6 months)	<p>Superior Course of Spokesperson Majors: Treatment and Institutional Relations with the Media Universidad CEU San Pablo (Spain) Status: Graduated</p>
Sep 1992 - Jun 1997 (4 years, 10 months)	<p>B.A. of Advertising and public relations Majors: Communication Sciences Universidad Complutense de Madrid (Spain) Universidad Europea de Madrid (Spain) Status: Graduated (Final grade: 97)</p>

3. RESEARCH

- Sept. 2016/17** **BECA Stanford University. Global Projects Center. San Francisco, CA (USA) + British Columbia University, BC (CAN).**
Virtual Reality Broadcasting Network. Research on Applications of Virtual Reality 24/7.
- 2009/17** **UCSD fellowship (University of California in San Diego) + CocaCola + McDonalds. San Diego, CA (USA).**
Neuromarketing Next Step. Neuroscientific, Psychological and Marketing Research.
- 2000/today** **Self-funded research. Spain, Ireland, France, Austria, Germany, Argentina, Chile, Mexico and USA.**
Incidents of Graphic Design, as a Marketing variable, in Wine sales.
- 2009/10** **ANUIES fellowship (National Assoc. of Universities and Higher Education Institutes). Baja California (Mexico).**
The Graphic and Web Design of the wines of Baja California (Mexico) and its impact on sales and Tourism in this region.
- 2009/10** **AECID fellowship (Spanish Agency for International Development Cooperation). Spain + México + USA.**
Communication, NeuroMarketing and User Experience in New Technologies.
- 2008/09** **Think-tank Group Complutense. Spain.**
Neural Communication and Empathy with the User.
- 2006/07** **BSB Advertising/Renault Spain.**
Consumption of Renault's Corporate and Institutional Communication on the Internet.
- 2005/07** **Spanish Red Cross.**
Design and implementation of Style Guide for Advertising and Publications.
- 2003** **ACdP (Catholic Association of Propagandists). Spain+Italy.**
Image and Corporate Identity Study

4. PUBLICATIONS

4.1. BOOKS

- BARROSO HUERTAS, O. (2021) **What's Next? The Future of Marketing is Intelligent.** Marketsign. San Diego (USA)
- BARROSO HUERTAS, O. (2021) **Wineketing: Marketing de Seducción en el Vino.** Marketsign. San Diego (USA)
- BARROSO HUERTAS, O et Alter. (2021) **Emprende•Hub: Emprendiendo a Aprender.** Marketsign. San Diego (USA)
- BARROSO HUERTAS, O. et Alter (2020) **Fearless Leadership: Liderazgo Eficiente de Alto Impacto.** Marketsign. San Diego (USA)
- BARROSO HUERTAS, O. (2020) **Brand Cook Book.** Marketsign. San Diego (USA).
- D'GARAY, J. and BARROSO HUERTAS, O. (2020) **Building Bridges: Relaciones Públicas que construyen"** Marketsign. San Diego (USA).
- BARROSO HUERTAS, O (2019) **Merkasutra: 69 formas de hacer el Amor con las Marcas.** Marketsign. San Diego (USA)

BARROSO HUERTAS, O. (2016) **NeuroJumping!: Una Visión Estratégica del NeuroMarketing**. Marketsign. San Diego (USA)

BARROSO HUERTAS, O. (2007) **Nuevas Tendencias en el Diseño de Sitios Web Corporativos**. Universitas. Madrid (Spain).

4.2. NOVELS

BARROSO HUERTAS, O. (2018) **Las Guerras de Dios**. Lide. Madrid (Spain)

BARROSO HUERTAS, O. (2003) **La Carta de Piedra**. Lide. Madrid (Spain)

4.3. PAPERS, OPINION COLUMNS...

- MERCA 2.0. MARKETING MAGAZINE. MEXICO.**
Jan.2020 **"InnovAcción en Marketing con Inteligencia"** (Mkt InnovAction with Intelligence).
- MERCA 2.0. MARKETING MAGAZINE. MEXICO.**
Feb.2020 **"Juguemos a la Infidelidad. ¿Te atreves?"** (Let's play to Infidelity).
- INTN'L CONF. ON 'ONGOING RESEARCH IN MANAGEMENT & IT. INDIA.**
Jan.21st, 17 Paper: **"The Effect of *Business Neurointelligence* on Marketing Management"**.
ISSN-23200065
- ICERI. SPAIN.**
Nov.19th, 15 Paper: **"The Learning Brain: Neuronal Applications to persuasive Learning theory, through Sensorial Empathy"**.
- ICERI. SPAIN**
Nov.19th, 15 Paper: **"Online Learning 3.0 Social Media Revolution. The experience of the real online learning interaction"**.
- ICERI. SPAIN**
Nov.15th, 13 Paper: **"G-Learning. The playful face of online learning"**.
- THINKCOM COMPLUTENSE. SPAIN**
Apr. 2008 Paper: **"El Cerebro Social: Aplicaciones Neuronales a la Teoría e Historia de la Comunicación. El Caso de la Empatía"** (The Social Brain: Neural Applications to the Theory and History of Communication. The Case for Empathy).
- QUÉ! JOURNAL (PRISA GROUP). SPAIN**
Feb.22nd 08 Paper & Interview: **"Análisis de campañas políticas"** (Political campaign analysis).
- RE-PRESENTACIONES JOURNAL. UNIVERSIDAD SANTIAGO DE CHILE (CHILE)**
Feb. 2008 Paper: **"Del Portal en la Comunicación Empresarial a la Web 2.0. La carrera por la empatía con el usuario"** (From the Portal in Business Communication to Web 2.0. The race for empathy with the user). ISSN: 0718-426.

- Apr. 2009** **LA RADIO DE LA PUBLICIDAD. GRUPO INTERECONOMÍA.** SPAIN
Paper & Interview: **“El Consumidor, actor de la Publicidad”** (The Consumer, actor of Advertising)
- Jun.15th 07** **INTERECONOMÍA TV.** TV SHOW “LA LLAVE”. SPAIN
Paper & Interview: **“Publicidad Engañosa”** (Misleading Advertising).
- May 2007** **IDEAS Y NEGOCIOS JOURNAL.** SPAIN
Paper: **“Marketing y Comunicación Universitaria. ¡A por ellos!”.** (University Marketing and Communication)
- Jan.15th 07** **ANTENA 3 TV.** SPAIN
Interview: **“El Precio como variable del Marketing y percepción del consumidor de Vino”** (Price as a variable of Marketing and consumer perception of Wine).
- Jan.2007** **RE-PRESENTACIONES JOURNAL.** UNIVERSIDAD SANTIAGO DE CHILE (CHILE)
Paper: **“Importancia Portal o Sitio Web en Comunicación Empresarial o Corporativa”** (Importance Portal or Website in Business or Corporate Communication).
ISSN: 0718-426.
- Dec. 31st. 06** **QUÉ! /EL PAÍS/ABC/... OTHER MEDIA.** SPAIN
Paper & Interview: **“El primer anuncio ya no da la campanada”** (The first announcement no longer the best)
- Jun. 15th. 06** **NEGOCIO & ESTILO DE VIDA JOURNAL.** SPAIN
Paper & Interview: **“Detalles que crean una identidad”** (Details that create an identity)
- Oct.2006** **VII CATHOLIC AND PUBLIC LIFE CONGRESS . USP-CEU.** MADRID (SPAIN)
Paper: **“La Influencia de la Publicidad en la Familia”** (The Influence of Advertising on the Family) ISBN: 84-861-1754-0.

4.4. LECTURES

- Sep. 11-15. 19** **AMA ACADEMIC MARKETING COUNCIL ORIENTATION.** CUERNAVACA, MEXICO.
“Understanding Complexity, Transforming the Higher Education Marketplace”.
- Sep. 12-14. 19** **NESTLÉ PROFESSIONAL ENCOUNTER.** CDMX, MEXICO.
“Fearless Leadership: High Impact Strategic Leadership”.
- Jul. 18-21. 19** **CANADEVIBC.** BAJA CALIFORNIA, MEXICO.
“Real Estate Marketing: 27 Strategic Marketing Tips and Ideas”.
- Jun. 17th 19** **DELOITTE NATIONAL CONVENTION.** TIJUANA, MEXICO.
“Fearless Leadership: High Impact Strategic Leadership”.
- Apr. 3rd 19** **INBOUND LEADERS 2019.** MADRID, SPAIN.
“INBOUND DOES NOT EXIST ...: This is Inbound”.

- FEARLESS NEXT GENERATION LEADERS.** SAN DIEGO, USA.
Jan. 25-26. 19 “Intelligent Leadership”.
- 17TH INTERNATIONAL MARKETING TRENDS CONFERENCE.** PARIS, FRANCIA.
Jan. 18-20. 18 “Marketing Intelligence: Buyer Retention Renewed”.
- 2º CONGRESO INTERNACIONAL DE ADMINISTRACIÓN Y MARKETING.**
 BARRANQUILLA, COLOMBIA.
Sep. 22nd 17 “Marketing en la Era Global” (Global Era Marketing).
- 2017 BC ECONOMIC SUMMIT - MAKING WAVES.** BRITISH COLUMBIA. CANADA.
Jun. 13rd 17 “Augmented Business Reality: The 24 hours Virtual Marketing Broadcasting”.
- INTERNATIONAL CONFERENCE ON ‘ONGOING RESEARCH IN MANAGEMENT & IT.**
 PUNE, INDIA.
Ene. 21st 17 “The Effect of *Business Neurointelligence* on Marketing Management”.
E-ISSN-2320-0065
- SHOPPER BRAIN CONFERENCE.** CHICAGO, USA.
Jun. 23rd 16 “NeuroJumping: Strategic NeuroMarketing in Action”.
- CROSS CULTURAL POLITICAL AND ECONOMIC DIMENSION OF GLOBAL BUSINESS CONGRESS.** MEXICO+INDIA.
May. 27th 16 “The Effect of *Business Neurointelligence* on Marketing Management”.
- NEUROMARKETING WORLD FORUM.** DUBAI, UAE.
Jun. 23rd 16 “NeuroJumping: Strategic NeuroMarketing in Action”.
- ANNUAL WINE MARKETING CONFERENCE.** NAPA VALLEY. SAN FRANCISCO, USA.
Mar. 23rd 16 “NeuroMarketing and Wine Business”.
- 10TH INTERNATIONAL TECHNOLOGY, EDUCATION AND DEVELOPMENT CONFERENCE.** VALENCIA, SPAIN.
Mar. 7-9. 16 “NeuroMarketing Impact in Learning Optimized Process”.
- 8TH INTERNATIONAL CONFERENCE OF EDUCATION, RESEARCH AND INNOVATION. IATED.** SEVILLA, SPAIN.
Nov. 18th 15 “The Learning Brain: Neuronal Applications to persuasive Learning theory, trough Sensorial Empathy”.
- 8TH INTERNATIONAL CONFERENCE OF EDUCATION, RESEARCH AND INNOVATION. IATED.** SEVILLA, SPAIN.
Nov. 18th 15 “Online Learning 3.0 Social Media Revolution. The experience of the real online learning interaction”.
- 6TH INTERNATIONAL CONFERENCE OF EDUCATION, RESEARCH AND INNOVATION. IATED.** SPAIN.
Nov. 15th 13 “G-Learning. The playful face of online learning”.

- CONGRESS OF THE MEXICAN ASSOCIATION OF REAL ESTATE PROFESSIONALS.**
TIJUANA (BC) MEXICO
- Mar. 26th 13** “Social Media and the Real Estate Sector: Expanding our Circle of Influence”.
- III INTERNATIONAL CONGRESS OF OENOLOGY.** ENSENADA (BC) MEXICO
- Ago. 08th 10** “Wine Marketing”.
- MORE & MORE LOVEMARKS. UCSD.** SAN DIEGO (USA)
- Apr. 12nd 10** “Emotional Digital Marketing: Loveholders.com”.
- IV DESIGN CONGRESS OF THE UNIV. IBEROAMERICANA.** TIJUANA (BC) MEXICO
- Mar. 21st 10** “Marketing 3.0 for brands that live like Alice behind the mirror”.
- XII ADMINISTRATION AND MANAGEMENT WEEK. UABC.** ENSENADA (BC) MEXICO
- Oct. 21st 09** “New Trends in Marketing Strategy”.
- IV MARKETING CONGRESS “VIVE MKT” UABC.** TIJUANA (BC) MEXICO
- Oct. 10th 09** “Marketing 3.0”.
- VII MARKETING CONGRESS. UABC.** TIJUANA (MEXICO)
- Ago. 08th 09** “Marketing del Vino: LoveWines”.
- INTERNATIONAL WEB DEVELOPMENT.** AARHUS UNIVERSITY (DENMARK)
- Ago. 24th 07** “Design and emotional systems development”.
- I INTERNATIONAL DESIGN CONGRESS “MADINSPAIN”. UEM.** MADRID (SPAIN)
Co-organizer together with Grupo Dmstk*

4.5. BLOGS

- 2017/today** OBSERVATORY OF MARKETING. oscarbh.wordpress.com
- 2016/today** LOVESMARKETING. THINKING SOBRE MARKETING. lovesmarketing.wordpress.com
- 2015/today** OBSERVATORIO DEL MARKETING. URL: oscarbh.wordpress.com

4.6. PODCASTS

- Ago. 20/today** **FIVE MINUTES OF ROTARY ACTION. WEEKLY.**
Interviews, Rotary Club Intn'l News, Rotary Quote of the week, Rotary Club in Action.
- Dec. 19/today** **MERKASUTRA: 69 STRATEGIES TO ATTRACT AND SEDUCE YOU WITH MARKETING.**
Quote of the Week, Anecdote of my Marketing Life, Marketing between friends, Strategies, Tactics and Tips of Efficient Marketing.

5. MERITS AND AWARDS

5.1. ACADEMIC AWARDS

- Sept.2019** **Higher Education Marketer of the Year Award. AMA Foundation.**
Finalist Candidate for the American Marketing Association Foundation Award because of the Professional, Academic and Administration Profile.
- July 2008** **I Liga de la Publicidad IAA inter-universities contest. Int'l Advertising Association.**
First prize in the competition.
Role: Advisor. **Campaign:** *Sweno Mobiles*. With CEU San Pablo University students.
- May 2007** **IAA InterAd Academic Competition (International Advertising Association).**
Second Prize. Europe Level. With 68 participating teams from all over Europe.
Role: Advisor. **Campaign:** *AXE deodorants*. With CEU San Pablo University students.

5.2. MARKETING AND ADVERTISING AWARDS

- Sept.2016** **Kinsale Awards. International Festival of Creativity.**
Silver "Shark" Design International.
Role: Marketing Enjoyneer. **Campaign:** Corporate Visual Identity Design "Go Energy".
- Jun.2008** **El Sol. Ibero-American Festival of Advertising Communication.**
Gold "Sol" to Advertising Creativity on the Internet.
Role: Strat. Planner Director. **Campaign:** Viral Creative Strategy for MTV "Amo a Laura".
- Oct.2007** **Premios Eficacia. Spanish Association of Advertisers.**
Gold "Efi" to the Advertising Efficiency in Institutional Identity of an NGO.
Role: Strategic Planner Director. **Campaign:** Style Guide Advertising and Publications International Red Cross.
- Jun.2007** **Cannes Lions. International Festival of Creativity.**
Bronze "Lion" for Creative Efficiency.
Role: Strategic Planner Director. **Campaign:** Creative Strategy for "Ego" by Dior.
- Jun.2007** **El Sol. Ibero-American Festival of Advertising Communication.**
Silver "Sol" to Advertising Creativity.
Role: Creative Director. **Campaign:** Creative Strategy for HägenDazs.
- Nov.2005** **FWA Awards. Favorite Website Award 2005.**
Primer premio website "Mr.Barroso" realizado para B-Reel London (22/11/2005).
Role: WebDesigner. **Campaign:** "Dear Mr. Barroso". European Parliament.
- Oct.2005** **Premios Eficacia. Spanish Association of Advertisers.**
Bronze "Efi" to the Advertising Efficiency in Technology Category.
Role: Creative Director. **Campaign:** Movistar.

- Oct.2003** **Premios Eficacia. Spanish Association of Advertisers.**
Gold "Efi" to the Advertising Efficiency in Spirit Drinks Category.
Role: Junior Art Director. **Campaign:** Martini Man "La Dolce Vita".
- Jun.1998** **Cannes Lions. International Festival of Creativity.**
Bronze "Lion" for Creative Efficiency.
Role: Junior Art Director. **Campaign:** Graphic Campaign for Sweetener "Suita".

6. ASSOCIATIONS AND MEMBERSHIPS

6.1. PROFESSIONAL ASSOCIATIONS

- 2019/today** · **EVM** (Association of Sales and Marketing Executives).
- 2018/today** · **AMA** (American Marketing Association).
- 2017/today** · **Spanish Advertising Academy.**
- 2016/today** · **NMSBA** (Neuromarketing Science & Business Association).
- 2003/today** · **IAA** (International Advertising Association).
- 2001/today** · **DIRCOM** (Communication Directors).
- 1995/today** · **CdeC** (Art Directors Club of Spain).

6.2. ACADEMIC ASSOCIATIONS

- 2020/today** · **ECREA** (European Communication Research and Education Association).
- 2018/today** · **AMA** (American Marketing Association). Member of the Academic Council.
- 2017/today** · **NASPA** (National Association of Student Affairs Administrators).

6.3. COOPERATION AND VOLUNTEERING ASSOCIATIONS

- 2019/today** · **MKTMAN.** Founder and Member. Foundation and NGO of Marketing professionals for the protection of Childhood Health and against Child Exploitation).
- 2016/today** · **Rotary Club International.**
- 2016/today** · **"Ser Más Humano" Foundation.** Board Member (Mexico and USA).
- 2011/today** · **Grupo Altruista Tijuana** (GAT), Tijuana, Mexico.
- 2006/today** · **ACNUR** (Development NGO).
- 2003/today** · **International Red Cross.**
- 1992/today** · **Royal Guard of Spain.** **Rank:** Commander.
- 1980/today** · **OSMTH** (NGO). **Rank:** Praeceptorem. **Estatus:** Active.
- 2015/2017** · **Community Health Center "Casa Independencia".** Board Member (México)
- 2011/2013** · **TijuanaGreen** (Ecologist Movement), Tijuana, Mexico.