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He is the Entrance Director for the Business School Undergraduate programs at Tecnológico de Monterrey in Santa Fe. Previously he was the Director of the Bachelor's program in International Business (LIN) and its international version (BIB) at the same University. He is also a member of the editorial board of the Business section of the Reforma newspaper in México City.

Previously, he served as the Marketing Director at Souk Mercadotecnia y Comunicación, a company specializing in strategic market planning, market research, branding, advertising, public relations, and sales promotion. This agency is located in the city of Toluca.

Before that, he worked as the Marketing and Sales Manager at Conceptos Corporativos, the exclusive distributor of the renowned furniture brand Knoll. He was also the Director of the Marketing program at the Tecnológico de Monterrey Campus Toluca, the Brand Manager for Clase Premier and Salón Premier at Aeroméxico, and the Head of the Strategic Supply Department for Flexible Packaging at Procter & Gamble in Mexico.

Manuel has been an instructor for various courses at Tecnológico de Monterrey, Istituto Lorenzo de Medici in Florence, Italy, University of Applied Sciences in Bern, Switzerland, University of Nariño in Colombia, Universidad Autónoma de Nicaragua in León, Autonomous University of the State of Mexico, and University of Valle de Toluca.

He has collaborated on projects for companies such as FIRA – Banco de México, Unilever, Blue Pure Loyalty (a pioneer in loyalty programs), Nissan Mexicana, Mexico's Tourism Promotion Council, ProMéxico, ExportAR Foundation (an agency of the Argentine government), Sopexa (a French organization promoting food and beverages), CANACINTRA, COMECI (an expert in trade with Asia), ProChile, ProEcuador, among other organizations.

His research interests are: International Business Strategy, Multinational Enterprises and its subsidiaries, Sustainable Development Goals, Emerging Markets and Deglobalization.