



Nunzia Auletta



Professor at IESA's Marketing Center and Center for Entrepreneurship.

Areas of expertise: Innovation, Marketing and Entrepreneurship.

Education

PhD in Political Sciences

Dissertation on Low Income Consumer Behavior
Universidad Simón Bolívar
Caracas, Venezuela (2002)

MBA (Master in Business Administration), Major in Marketing

Instituto de Estudios Superiores en Administración (IESA)
Caracas, Venezuela (1995)

Finance Specialization

Universidad Metropolitana
Caracas, Venezuela (1989)

B.A. in Political Science (International Studies)

Università La Sapienza
Roma, Italia (1987)

Case Study Writing Seminar

Harvard Business School (2012)

Global Colloquium in Participant Centered Learning

Harvard Business School (2010)



Experience

Full Professor. Marketing Centre. IESA

Taught Innovation and Entrepreneurship, New Product Development, New Venture on the Internet and Marketing in the MBA, EMBA and Executive Training programs.

Coordinated the Global Monitor Entrepreneurship (GEM) team in Venezuela

Coordinated the STEP (Successful Transgenerational Entrepreneurship Practices) team in Venezuela.

Coordinated the Red Enlaces (7 LatAm Business Schools) Innovation Project in Venezuela

Designed and coordinated programs for small business owners and entrepreneurs, among with Emprende.edu.ve.

Coordinated the Entrepreneurship Ecosystem in Venezuela (www.enevenezuela.org)

Associate Director – Entrepreneurship Center

2009-2013

Visiting Professor

Universidad ESAN (Lima, Peru) 2009 - Present

Universidad Sergio Arboleda (Bogota, Colombia)

Taught Innovation, Entrepreneurship and New Product Development in the BA and MBA programs.

Member of the board of directors at IESA, Farmahorro, Pharsana, Dividendo Voluntario para la Comunidad, Member of the Entrepreneurs Committee of VENAMCHAM (Venezuelan-American Chamber), Member of the Editorial Council of Debates IESA. (2008-present)

Professor - IESA's Marketing Center

Taught Consumer Behaviour, Marketing Management, Innovation and Entrepreneurship, New Product Development, Internet Marketing, in the MBA, EMBA and Executive Training programs.

Utilized a variety of participant centered learning techniques such as case studies, simulations, games, role playing and others. (2008 - present)

Editorial director

Agorà Magazine (www.agoramagazine.it), Auletta's entrepreneurial venture, an on-line daily magazine. (2007- present)



Experience

Associate/adjunct professor of Business Administration, John Cabot University, Rome

Taught and designed courses in International Marketing, New Product Management, Small Business Management, Advertising and Consumer Behavior.

Developed curriculum for new BA in Marketing approved in December 2007. (2004-2007)

Visiting Professor, Assistant Professor and Researcher. Master of Marketing program Director. Chair of IESA's Marketing Center.

Taught Marketing Management, Strategic Marketing, Strategic Management, Decision Making, International Marketing and Consumer Behavior courses in the MBA program and in Executive Training programs.

Conducted computer simulation games on strategic and international marketing.

Coordinated graduate programs and Executive Training in marketing.

Promoted and implemented marketing consulting for major national and multinational firms. (1995-2007)

Academic Director - Unimeur.it (Roma, Italia)

Developed the academic project and curricula for a new on-line university to be presented to the MIUR.

Contributed to the development of the e-learning project using Moodle and Breeze (virtual classroom).

The project ceased due to the lack of approval by MIUR (Italian Education Minister). 2004-2005

Senior partner- StratCom, Marketing Communications

Consulting projects in Marketing Strategy and Communications for medium and small business. Marketing research and analysis. 2002-2008

Project manager - Promedia (Roma, Italia)

Managed the start-up project of a call center outsourcing for American Express. Participated in strategic outlines for telemarketing campaigns. Analyzed performance indicators and campaigns results. 2000-2002

Assistant Editor – Revista Gerente, (www.gerente.com)

Edited the monthly edition of a leading management publication in Venezuela.

Coordinated the editorial staff.

Designed and launched three new financial and international trade publications. Caracas, Venezuela.



Publications

“Bridging for Resilience: the role of Family Business Social Capital in Hostile Environment”, (Coauthor: A. Rodriguez, P. Monteferrante), Chapter in E. Elgar Book on Family Business. 2013.

Miss Venezuela: Algo más que Belleza (coauthor M.H. Jaén). Academia. Revista Latinoamericana de Administración, Volumen 26, número 3. 22 de noviembre 2013

“Disrupción móvil: el impacto de los dispositivos personales en los negocios”, Debates IESA, Vol. XVIII N°3 julio-septiembre 2013 pp. 12-16

“Bienestar del consumidor: un recorrido por la salud, el hedonismo, la espiritualidad y las relaciones” (coauthor Dakduk, S.), Debates IESA, Vol.XVIII N°2 abril-junio 2013 pp. 10-14

“Adjusting the Competence Model in Entrepreneur Training”, (Coauthor: A. Rodriguez, P. Monteferrante), working paper, proceedings, Cladea Conference, 2012.

“Going International: drawing the map for family business”, (Coauthor: A. Rodriguez, P. Monteferrante), working paper, proceedings, Cladea Conference, 2012.

GEM Executive Report Venezuela 2011-2012. (Coauthors A. Rodriguez, E. Ojeda), GEM – IESA.

“Web 2.0: A fad or a sound marketing strategy for Venezuela Firms?”. (Coauthor: S. Esqueda), proceedings, LARC Conference, New Orleans, March 2011.

“Aspiration to growth: BOP Entrepreneurs in Venezuela”, working paper on GEM, (Coauthor: R. Puente, M. Cervilla) (2011-2013)

“Miss Venezuela”, Case Study (2011) (Coauthor M. H. Jaén), Best Case Award in Balas Conference 2012.

“Slim Fast: a case of repositioning”, Case Study, 2012, European Case Clearing House.

“Venezuela Entrepreneurial Ecosystem”, in Debates, April 2011. Caracas: IESA, Venezuela. (Coauthor: C. Rivera).

GEM Executive Report Venezuela 2009-2010. (Coauthors A. Rodríguez, R. Vidal), GEM – IESA.



Publications

“Entrepreneurs and Innovators”, in Debates, April 2010. Caracas: IESA, Venezuela. (Coauthor: R. Puente).

“Daring to Open Innovation”, in Debates, April 2010. Caracas: IESA, Venezuela. (Coauthor: L. Lara).

“Customer Driven Innovation: a BOP consumer study”, proceedings Society for Marketing Advance, 2009. (Coauthor: R. Puente).

“Internet Marketing in Venezuela”, in Debates, October 2009. Caracas: IESA, Venezuela

“Virtual communities: a new life for viral marketing”, in Debates, October 2008. Caracas: IESA, Venezuela. (Coauthor: R. Vallenilla).

“A world of tribes: the young consumers”, in Debates, April 2008. Caracas: IESA.

“The ethnographic method in consumer studies: from segments to tribes”, working paper (2005), IESA.

“Needs satisfaction in poor consumers”, in Debate IESA, January-March 2003. Caracas: IESA.

“A comprehensive model for Low income consumers behavior” - Universidad Simón Bolívar Editions, Caracas, 2002.

“Qualitative Methods on Consumer Studies”, Revista Argos, n. 32, Universidad Simón Bolívar, June 2000.

“Marketing Management in Venezuela: a conceptual model”, in BALAS Conference Proceedings. USA: 2000, Business Association of Latin American Studies.

“Venezuelan and Colombian markets: integration Opportunities”, in Mercosur and Beyond, Mike Kotabi. Austin, USA: 1996, University of Texas at Austin.

“Relationship Marketing: focusing on the customer”: in Debate IESA, April-June 2000. Caracas: IESA.

“Total Marketing”, interview to Philip Kotler, in Debates IESA, May 1997, Caracas.