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ALONSO MARTINEZ
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ACADEMIC EXPERIENCE

Columbia Business School

Adjunct Professor (2011 – 2012)

Senior Lecturer (2013 – 2019)

Senior Lecturer in Practice (2019 – present)

- Teaches Catching Growth Waves in Emerging Markets course to MBA and EMBA students.
- Teaches Winning Strategic Capabilities to MBA and MS students and in Executive Education (including the Africa Business School in Morocco)
- Directs the MS in Marketing Science program
- Teaches and advises in ECLA (Entrepreneurship and Competitiveness in Latin America) and EC Africa Executive Programs
- Led MBA and EMBA Global Immersion Programs to Brazil and India

The Lauder Institute, The Wharton School, University of Pennsylvania

Project Director, Global Knowledge Lab on Consumption Patterns (2008 to 2012) – led research project on consumption patterns as countries develop and growth strategy implications, including multiple research trips with groups of Wharton/Lauder graduate students to urban and rural areas in emerging markets across the world.

PROFESSIONAL EXPERIENCE

Booz, Allen & Hamilton (1982 – 2008)

Senior Partner (Elected 2000)

- Led New York based Consumer Products Practice serving major multinationals globally (2004 – 2008)
- Led North Latin America Region based in Miami serving major multinationals and conglomerates across Latin America (2000 – 2004)

Partner (Elected 1990)

- Opened and managed Andean Region offices based in Bogota (1994 – 2000)
- Started Buenos Aires office to serve Mercosur together with Brazil (1990)

Associate, Senior Associate and Principal (1982 – 1990)

- Started Consumer Products and Media Practice based in Sao Paulo, Brazil and extended it across Latin America
- Was part of Booz Allen Acquisition services team doing global M&A assignments
- Led multiple assignments in steel, construction materials and energy industries

Mr. Martinez has served on the Board of Booz, Allen & Hamilton and several corporate and advisory boards

Intellectual leadership:

Author or coauthor of several Columbia Caseworks cases, including:

- OCP Africa: improving the economic outcomes of small holder farms
- ABInbev: Dreaming Big,
- Walmart: From China to India
- Finding Coherence in Diversified Conglomerates: How Tata and 3M Pursue Strategic Growth

Wrote or coauthored multiple articles for Strategy & Business, including:

- Big Impact in a Small Format (November 15, 2010) on the factors driving the global rise of small retail format chains
- The Flatbread Factor (February 28, 2007) on deciphering consumption patterns in emerging markets as a basis for global growth strategies
- Multinationals vs. Multilatinas: Latin America's Great Race (Fall, 2003) on the battle for dominance in Latin America's consolidating landscape
- The Changing Face of Strategic Alliances in Latin America (September 11, 2002) on the lessons learned on cross border alliances

PAVCO S.A. (1978 - 1980), Bogota, Colombia

Leading construction materials company in Colombia

Commercial manager of tile division

EDUCATION

The Wharton School, University of Pennsylvania, Philadelphia, PA

MBA, 1982

MS in Applied Economics, 1982

Research Associate at Wharton Applied Research Center (1980 - 1982)

Fulbright Scholar

Universidad Nacional de Colombia, Bogota, Colombia

Civil Engineering degree, 1978 (highest GPA in graduating class)

Universidad Javeriana, Bogota Colombia

Business Administration degree, 1978 (highest GPA in graduating class)

OUTSIDE ACTIVITIES

Board Chair of Abilis (NGO supporting individuals with developmental disabilities in southern Connecticut)

Board member Los Andes University Foundation (NGO promoting access to higher education for talented lower income Colombians)

LANGUAGES

Fluent Spanish (mother tongue), English and Portuguese

HOBBIES

Tennis, biking and singing Broadway songs