

Pedro Palencia Alacid

[CUNEF UNIVERSIDAD](#)
Almansa 101, 28040 Madrid Spain
pedro.palencia@cunef.edu
[CUNEF Website](#)

EMPLOYMENT

Lecturer, Dept. of Business Management, CUNEF Universidad

Director of Ventury

Consultant leading various strategic consulting and business development projects

EDUCATION

Bachelor of Laws and Diploma in Business Consultancy. (ICADE – Universidad Pontificia de Comillas). 1984

Master's Degree in Business Administration. (I.E. – Instituto de Empresa). 1988

FIELDS OF INTEREST

Marketing, Sales and Innovation

PUBLICATIONS

Fundamentos de marketing sanitario. Editorial Cto Editorial S.L.
ISBN 978-84-15617-23-5

SELECTED PRESENTATIONS

CONFERENCES

Very numerous in the fields of business, academia and management.

SEMINARS

Very numerous in the fields of business, academia and management.

PROFESSIONAL ACTIVITIES

- TEACHING EXPERIENCE:

As a teacher, he is a specialist lecturer in the areas of Strategic Management, Marketing Management, Sales, Management Skills, CSR and Innovation.

In-company lecturer and guest speaker on various management topics.

He teaches both in person and online at multiple universities and business schools in Spain and Latin America.

More than 30 years of experience.

- PROFESSIONAL EXPERIENCE:

In his more than 30 years of professional experience, he has designed and implemented business development projects and marketing and sales plans in companies belonging to various sectors: household appliances, consumer electronics, heating and air conditioning, furniture and decoration, etc.

As a consultant and coach, he has led various strategic consulting and business development projects in companies in various sectors: Food (Supermercados Sol), Real Estate (Roan), Furniture (Muebles Exojo), Health (RV Alfa, Clínicas Quirón), Training (Ide-Cesem), etc. He has also been involved in business design for entrepreneurs and start-ups in the agri-food and textile sectors, among others.

Companies in which he has worked as a manager:

- Roig Cerámica Group: Managing Director
- Europa Muebles Group: Managing Director
- Electrolux Group: Vice-President of Marketing and Sales
- Ferrolli Group: Vice-President of Marketing
- Idea Electrodomésticos Chain: Director of Marketing and Franchise Manager
- Instituto Europeo de Estudios Superiores (Instituto de Empresa): Manager of Consulting and Training

Participation in conferences: Numerous professional conferences in the sectors where he has carried out his professional work.