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Associate Professor of Practice – Marketing
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Texas Tech University
Jerry S. Rawls College of Business
Area of Marketing
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Ph.D. and Marketing expert. More than 15 years of experience includes mining, construction, education, postal services, transport, financial services and banks, retail, telecommunications, government institutions, political campaigns, non-profits organizations, and others. As an educator has taught thousands of students, workers, and executives, including undergraduate, graduate, and executive programs. His research focuses on social media, Hispanic marketing, growth marketing, and online brand communities.

EDUCATION

- 2011. **PhD in Management.** Universitat de Lleida, Lleida, Spain.
- 2007. **Diploma of Advanced Studies (DEA) in Business Management for a Global Economy.** Universitat de Lleida, Lleida – Spain.
- 2006. **Master in Communication.** Universidad Diego Portales, Santiago - Chile.
- 2002. **Social Communication in Business Management and Marketing.** Universidad Mayor, Chile

LATEST PROFESSIONAL EXPERIENCE

2015-YTD Rawls College of Business. Texas Tech University.

Associate Professor of Practice. Marketing (2016 –YTD)

- Partnerships with organizations as Bahama Buck's, Covenant Health Clinic, KCBD News Channel, Warren Caterpillar, Lubbock Aquarium, Adventure Park, Inside-Out Foundation, and others.
- Textbook Author, Integrated Marketing Communication (2 editions)
- Guided and mentoring student teams to participate in the Digital Marketing Competition, Young Lions, Hub City Advertising Competition and the Google Nonprofit Marketing Immersion (formerly Online Marketing Challenge).
- Research Grant by VentureWell to develop an integrated project for the STEM MBA program (Team member)
- Member of the Marketing Taskforce in the Rawls College of Business that oversaw the advertising agency and selection and the advertising strategy for the college.
- Partnership with TTU Innovation Hub for MBA STEM students to participate in regional I-Corps.
- Public Speaker for marketing events to recruit students to the new BA in Management for the Texas Tech University, Costa Rica Campus (in Spanish).
- Member of the admission committee for graduate programs.
- Represent Texas Tech University at two different committees at the Texas Higher Education Coordinating Board.
- Faculty advisor for the Tech Marketing Association.
- Design two online courses for the Master of Science in Marketing Research and Analytics (MSMRA). Digital Marketing Analytics and Applied Marketing Research.
- Teaching Marketing Concepts and Strategies for MBA programs.
- Undergraduate Teaching: Integrated Marketing Communication, International Marketing, Sales Management, Marketing Strategy (Capstone), Intro to Marketing, Personal Selling and Services Marketing. (4.6 student evaluation in a 5pt scale)
- Research in Online Brand Communities, Hispanic Marketing, Social Media, Marketing Communication, and others.

Visiting Associate Professor of Marketing (2015-2016)

- Teaching International Marketing and Sales Management with a teaching evaluation of 4.6 average (5pt Scale).

2012–2013 Parisi 2014, Presidential Campaign. Chile.

Campaign General Manager

- Startup and guidelines for the campaign.
- Marketing, branding and social media strategy.
- Management of a national team.
- Meeting with politicians, NGOs, journalist, embassies, World Bank, and others
- Public speaking in seminars, massive events and media.

2008–2014 CLIC. Corporate Training and Consulting. Chile.

Founder-General Manager.

- Startup of the company
- Project Examples:
 - Customer Experience Program. Fashions Park (National Retail Store)
 - Service orientation consulting and Service training. Chilean Postal Service.
 - Organizational Redesign, Competency Profiles and others. Ingeniería Civil Vicente S.A (Mining and Construction Company).
 - Balanced Scorecard deployment, Customer Experience, Team Building and others. NEXTEL Chile
 - Program design for an internal instructors training program at SUBUS (Public Transport Company),
 - Training programs design and execution for corporate managers in Strategy, Innovation, Execution, Customer Solutions, and others. GASCO (Gas Company)
 - Climate survey, Training needs detection and Leadership Training at ALSTOM.
 - Commercial Model development and training at ADECO.
 - Thousands of workers and executives trained in Customer Experience, Sales, Leadership, Strategy, KPI's, Time Management, Effective Communication and others.

PREVIOUS EXPERIENCE AND PART-TIME POSITIONS

2021-YTD	Fractional CMO. Rentadousa.com
2011-2012	MBA Professor at IEDE Business School (U. Europea de Madrid). Chile.
2008-2012	Graduate Professor at Universidad Mayor. Chile.
2007-2008	Independent Business Trainer and Consulting. Chile.
2007-2008	Undergraduate professor at Universidad Mayor.
2003-2007	Consultant Comundo. Applied Communication. Chile.
2002-2003	Consultant. Synergy. Chile.

SUMMARY OF COURSES TAUGHT**Rawls College of Business Administration – Texas Tech University**

Course	Course Name	Program	Method	Sections	Students	Eval.
MKT 5380	Applications of Marketing Research	MMRA	Distance	1	9	4.9
MKT 5374	Digital Marketing Analytics	MSMRA	Distance	2	73	4.7
MKT 5360	Marketing Concepts and Strategies	MBA (MD and STEM)	Distance	3	104	4.3
MKT 5360	Marketing Concepts and Strategies	STEM MBA	Face to Face *	6	142	4.4
MKT 4385	Marketing Strategy	BA	Face to Face	5	160	4.8
MKT 4359	Sales Management	BA	Face to Face **	6	263	4.5
MKT 4354	Integrated Marketing Communication	BA	Face to Face **	13	473	4.6
MKT 4350	Personal Selling	BA	Face to Face	1	29	4.9
MKT 3351	Services Marketing	BA	Face to Face	6	326	4.6
MKT 3350	Introduction to Marketing	BA	Face to Face	1	32	4.9
BA 3301	Fundamental of Marketing	BA	Online	6	787	4.6
BA 1301	Introduction to Business	BA	Face to Face	2	364	4.5
BA 1301	Foundation of Business	BA (Costa Rica)	Distance (Sync.)	1	20	4.4
MKT 4358	International marketing	BA	Face to Face	5	191	4.6
TOTAL				58	2973	4.6

Source: Instructor effectiveness in smartevals.com for the last 5 years, data from Digital Measures for courses between Spring 2015 and Fall 2016.

* Include 1 IVC section

** In 2020 part of the class was online due COVID-19

Student Evaluation Summary

- Average for the last 5 years in Face-to-Face Courses: 4.6 (Instructor Effectiveness, 1 to 5 scale)
- Average for the last 5 years in Online programs: 4.5 (Instructor Effectiveness, 1 to 5 scale)

Courses Taught Before Texas Tech University (Graduate Programs)

2011-2012	Advanced Topics of Marketing. MBA. IEDE Business School
2011-2012	Research Methods. Master of Human Resources and Master in Marketing. Universidad Nacional Andrés Bello.
2011-2012	Strategic Human Resource Management. Masters in Human Resource. Universidad Nacional Andrés Bello.
2011-2012	Strategic Communication. MBA. IEDE Business School
2011	Strategic Communication. Masters in Human Resource. IEDE Business School
2011	Marketing & Communication Media. MBA. IEDE Business School
2010	Research Method. Master of Strategic Communications and Branding. Universidad Mayor.
2008-2012	Communication Processes. Master of Strategic Communication and Branding. Universidad Mayor.
2008	Organizational Communication. Human Resources postgraduate diploma, Universidad Andrés Bello, Concepción.
2008	Effective Communication. Masters in Human Resources. Universidad Nacional Andrés Bello.

Courses Taught Before Texas Tech University (Undergraduate)

2008	Organizational Communication Cases. Faculty of Communication and Design, Universidad Mayor.
2007	Strategic Communication. Faculty of Communication and Design, Universidad Mayor.
2007	Workshops Case II. Faculty of Communication and Design, Universidad Mayor.
2007	Workshops: Cases and Pedagogical Games II. Faculty of Communication and Design, Universidad Mayor
2007	Entrepreneurial Skills I. Faculty of Communication and Design, Universidad Mayor.
2007	Entrepreneurial Skills II. Faculty of Communication and Design, Universidad Mayor.
2007	Entrepreneurial Skills III. Faculty of Communication and Design, Universidad Mayor.
2007	Entrepreneurial Skills IV. Faculty of Communications and Design, Universidad Mayor.
2003	Economic Fundamentals of Marketing. Faculty of Communication and Design, Universidad

HONORS AND NOMINATIONS

2021	Nominated to the Jerry S. Rawls Excellence in Undergraduate Teaching Award.
2020	Nominated to the Alumni Association's New Faculty Award from the Jerry S. Rawls College of Business.
2019	Highly commended in the JMM 2018 Best Paper Awards., Journal of Marketing Management.
2018	Nominated to the Outstanding Organization Advisor of the Year.

ACTIVE LEARNING AND COURSE DESIGN

- **Digital Marketing Analytics:** Online class development for the Master's in Marketing Research and Analytics program. The course quality was certified by the Texas Tech eLearning & Academic Partnerships.
- **Applied Marketing Research:** Online capstone course development for the Master's in Marketing Research and Analytics program. The course quality was certified by the Texas Tech eLearning Division. Course projects serve as assessment for the MMRA program.
- **I-Corps:** In partnership with Texas Tech I-Hub and in the context of an integrated project for the STEM-MBA programs, the students in Marketing Strategy and Concepts (worked on customer discovery to present to the I-Corps program).
- **Integrated Marketing Communication Active Learning:** Active learning projects with real clients, the students have work in projects with:
 - Warren Caterpillar
 - Bahama Buck's
 - Covenant Health Clinic
 - KCBD News Channel
 - Lubbock Aquarium
 - The Registry
- **Competitions:** Advise Students in the Integrated Marketing Communication and the Tech Marketing Association in the participation of:
 - Digital Marketing Competition
 - Young Lions
 - Hub City Advertising Competition
 - Google Nonprofit Marketing Immersion (formerly Online Marketing Challenge)
 - Rawls College Sales Competition
- **International Marketing Active Learning:** Active learning project with real clients, the students have work in projects with:
 - L'Oreal Colombia,
 - Umanda Cooper Water
 - World Vision Chile

RESEARCH AND PUBLICATIONS

Journal Articles

- Villegas, D., & Marin, A. (2021). Bilingual brand communities? Strategies for targeting Hispanics on social media. *Journal of Product & Brand Management*. ahead-of-print <https://doi.org/10.1108/JPBM-10-2019-2625> (Category 4, Rawls College, Journal List).
- Villegas, D. (2018). From the self to the screen: A journey guide for auto-netnography in online communities. *Journal of Marketing Management*, 34(3-4), 243-262. <https://doi.org/10.1080/0267257X.2018.1443970> (Category 4, Rawls College, Journal List).
- Villegas, D. (2009). ¿Se está gestando una nueva teoría estratégica desde Iberoamérica? Revisión y comparación del campo anglosajón e iberoamericano. *ZER: Revista de Estudios de Comunicación*- 14(27).
- Villegas, D., & Kemp, A. (2007). Estudio de caso. Comunicación Corporativa en empresas chilenas. *Chasqui: Revista Latinoamericana de Comunicación*, (100), 76-81.
- Villegas, D. (2006). Problemas de comunicación en las transnacionales. *Chasqui. Revista Latinoamericana de Comunicación*, (96), 70-75.
- Villegas, D. (2006). Para una Dimensión Relacional/Simbólica de la Estrategia. Aportes de las teorías del discurso. *FISEC-Estrategias*, 2, 61-72.

Books, Books Chapters and Articles in Books

- Villegas, D. (2020). Political netnography: A method for studying power and ideology in social media. In Robert V. Kozinets and Rossella Gambetti (Ed.), *Netnography Unlimited Understanding Technoculture using Qualitative Social Media Research* (1st ed., pp. 16). Routledge.
- Villegas, D. (2020). *Integrated Marketing Communication: A Practical Approach / Second Edition* (2nd ed.). Kendall Hunt.
- Villegas, D. (2019). *Integrated Marketing Communication*. Kendall Hunt Publishing Company.
- Villegas, D. (2009). Modelo de Relaciones Comunitarias (Community Relations Model). In Rafael A, Perez and Sandra Massoni. *Hacia una Teoria General de La Estrategia*. Ariel Ed.
- Villegas, D. (2006) Hacia una Revolución desde la Comunicación (Toward a Revolution from Communication) in *Management Updates*. Universidad Vina del Mar.

Presentations: Conferences, Meetings and Guest Lectures

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| 2020 | Marketing: Dialogues and reflections on possible futures. FISEC, Webinar Futuribles* |
| 2016 | Oops! And now what! Twitter, brands and discourses in real time. First web meeting FISEC, Central University, Santiago, Chile * |
| 2013 | Proposals to strengthen the industry. ASIMET: Annual Industry Forum. Santiago, Chile * |
| 2013 | Strategic Communication and Social Media guest lecture at Universidad de Concepcion, Concepcion, Chile* |
| 2012 | The new strategic Theory in Practice
X Meeting, Iberoamerican Forum on Communication Strategies. Santo Domingo, Dominican Republic. * |
| 2011 | Ideas to rethinking companies from communication IX Meeting, Iberoamerican Forum on Communication Strategies: Rethinking Strategy – From Conflict to articulation. Belo Horizonte, Brazil* |
| 2011 | Strategy: New Models and Ideas, guest lecture for the PhD in Communication class at Universidad Complutense de Madrid, Spain. * |
| 2010 | The New Strategic Theory applied in companies". Communication Club. Universidad Diego Portales, Santiago, Chile* |
| 2008 | Strategize in organizations. First meeting, FISEC Chile at the Universidad Diego Portales. Santiago, Chile* |
| 2006 | Strategize for a dialogue market. Tools and Contributions to the New Strategic Theory. Presented at the IV Iberoamerican Meeting on Communication Strategies, Granada-Spain. * |

* Original titles in Spanish

Other Relevant Research Projects

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|------|---|
| 2013 | University of Calgary (School of Public Policy). Background research for a conference on Energy Markets and Resource Development in Chile. |
| 2007 | Researcher (Coordinator) for the Stakeholders perception of "Schools of the Future" project. Microsoft/ Fundación Chile/ Universidad Mayor. |
| 2005 | Project leader: Homeless National Assemblies. Red Calle/ Chilean Government. * |
| 2001 | Co-Researcher. Designing a communication model for evaluation of the news coverage for nationals' companies. Universidad Mayor. |

* Original titles in Spanish

Thesis Supervised/Evaluated

2021	Consumer Behavior Towards Commercial Three-Wheeler Passenger Auto Rickshaws' in Oromia Region, Ethiopia. Ph.D. in Management. Hyderabad Business School, GITAM University, Hyderabad. - Foreign Evaluator
2017	Implementation of packaged Customer Relationship Management solutions: A study from an Information Technology service provider's perspective. Ph.D. in Management. Hyderabad Business School, GITAM University, Hyderabad. - Foreign Evaluator
2016	Customer Relationship Management in Realty Sector: A Study of Select Markets in Mumbai Metropolitan Region. Ph.D. in Management. Hyderabad Business School, GITAM University, Hyderabad. - Foreign Evaluator
2013	Review and Analysis of a Crowdsourcing applications in a Chilean political campaign through the Model of Genome of Collective Intelligence*. MBA. IEDE Business School - Thesis Supervisor
2013	Service Quality Model applied to the Vending Industry in Chile*. MBA. IEDE Business School - Thesis Supervisor
2012	Review of the impact of the ISO 9000 implementation in the area of HR. Master on Human Resources*. Universidad Nacional Andrés Bello - Thesis Supervisor
2012	The influence of social networks in the emergence of new models of business*. Master on Marketing. Universidad Nacional Andrés Bello. - Thesis Supervisor
2012	Appreciative Inquiry a case study. Master on Human Resources *. Universidad Nacional Andrés Bello. - Thesis Supervisor
2012	Analysis of the impact of training on performance. A case study *. Master on Human Resources. Universidad Nacional Andrés Bello. - Thesis Supervisor

* Original titles in Spanish

Grants and Research Funds

- Rawls Undergraduate Research Program (RURP) Mentor. \$2000 (\$1000-Fall 2021 and \$1000- Spring 2022) research funds.
- Mitchell, R. (Lead Principal Investigator), Ryan, M. (Principal Investigator), Marin Melo, A. (Principal Investigator), Parvatiyar, A. (Supporting), Villegas Pizarro, D. (Supporting), Fish, M. (Supporting), "VentureWell Faculty Grant," Sponsored by VentureWell, \$35,000.00. (September 2019 - Present).

SERVICE

Service to the Marketing Area - Rawls College of Business

2016-YTD.	Tech Marketing Association (TMA). Faculty Advisor. <ul style="list-style-type: none">- Student Organization of the Year.- Development of TMA Consulting branch for students to partner with local organizations in consulting projects.- Google Marketing Challenge: Members of TMA have participated on the Google Marketing Challenge, for this they created and executing online marketing campaigns for a non-profit using a \$10,000 USD budget of in-kind Google Ads advertising credit through the Google Ad Grants program.- Business Dinners and Info Sessions with companies as, Gartner, Ethos Group, Geico, Hajoca, Sewell Automotive, Goosehead, Southern Glazer's and others.- Industry Trips to Las Vegas, Denver Colorado, Dallas, Austin, and San Antonio.- Multiple Socials, Intramural and Community Service events.
2019	Sales & Customer Relationship Strategy Competition. Advisor for a student's team.
2016-2020	Member in multiple committees: <ul style="list-style-type: none">- MSCM Award/Scholarship Committee. (2016, 2017, 2018, 2020, 2021).- Area of MSCM BBA Assessment Committee- POP recruitment committee. (March - May 2018). (2019-2021)- POP recruitment committee. (October 2017 - January 2018).- Instructor recruitment committee. (September - October 2017).- POP recruitment committee. (September 2016 – January 2017).

Service to the Rawls College of Business

- 2018-YTD. Member in multiple committees:
- Online MBA Admissions Committee. (September 2020 - Present).
 - MS Committee. (September 2020 - Present).
 - STEM MBA Integrative Project. (June 2020 - Present).
 - Marketing Task Force. (April 2020 - Present).
 - MS MRA program Admissions Committee. (April 2019 - Present).
 - Peer Evaluation Group POP promotion. (November - December 2018).
 - Committee Member, "Raise" Task Force. (February - May 2018).
2020. Judge, STEM MBA Technology Commercialization Class BA 5322. (October).
2020. Participation in the assessment process:
- Rate 24 assignments for the Assessment Week. (September).
 - Rate 4 team presentations on Ethics for the Assessment Day. (September).
- 2015-2020 Scovell Business Leadership Program. Project Advisor in a variety of Service- Learning Projects with different organizations on spring semesters.
- 2016 University of Bio-Bio student visit to TTU. Assisted with the communications / translation and host of the visitors.

Service to Texas Tech University

- 2021 Member of the Hispanic as a Serving Institution (HSI) committee
- 2021 Texas Higher Education Coordinating Board, Member of the Texas Transfer Framework Field of Study Discipline-Specific Subcommittee for Business Administration in representation of Texas Tech.
- 2020-2021. Multiple presentations to promote the BBA in the Costa Rica campus:
- Invited Workshop Presenter, "Vida U" Experience / Costa Rica Campus.
 - Guest Speaker, Webinar - Costa Rica - Soft Skills and entrepreneurship.
 - Guest Speaker, Webinar Costa Rica - Innovation, Soft Skills and Marketing.
 - Invited Workshop Presenter, Red Raider Orientation - Majors Exploration session.
- 2018-2019. Texas Higher Education Coordinating Board, Member of the Business Administration and Management Field of Study (FOS) Advisory Committee in representation of Texas Tech.
- 2015-2016 Mentor Tech Program Mentor.

Service to the Profession and Society

- 2021-YTD Volunteer Mentor at SCORE, advising startups and entrepreneurs.
- 2011-YTD International Vice-president, Iberoamerican Forum on Communication Strategies (FISEC).
- 2021 Ad Hoc Reviewer, International Journal of Entrepreneurship and Small Business. (July- August).
- 2020 Ad-Hoc Reviewer, Journal of Electronic Commerce Research. (October-November)
- 2019 Ad-Hoc Reviewer, KOME - An International Journal of Pure Communication Inquiry. (November-December)
- 2019 Ad-Hoc Reviewer, Revista ÁNFORA. (October).
- 2018-2019 Guest Editor, "Tecnología y Sociedad: Una Mirada Multidisciplinaria" (Technology and Society: A Multidisciplinary Approach) Universidad de Santiago - Research and Development Division - College of Technology, Santiago, Chile. (September 2018 - January 2019).
- 2016 Ad-Hoc Reviewer, Revista Signo y Pensamiento (November-December)
- 2007-2008 Vice-president of the Chilean Chapter, Iberoamerican Forum on Communication Strategies (FISEC).
- 2005 Member of the Board of the Non-Profit Organization Nuestra Casa Corporation. An organization that works with homeless people.

MEDIA COLLABORATION AND COVERAGE

- **Cmswire.com** Quoted in the article “5 Questions to Ask in Building a Customer Experience Strategy for 2022” (Nov. 2021)
- **Marketingsherpa.com** Quoted in the article “How to be a Good Marketeer” (June 2021) <https://www.marketingsherpa.com/article/how-to/good-digital-marketing-qualities-and-skills>
- **Consumersadvocate.org** Quoted in the article “How to Avoid Clickbait and Mal-Information in the Days of COVID-19” (May 2020) <https://fouroneone.consumersadvocate.org/how-to-avoid-clickbait-and-mal-information-in-the-days-of-covid-19/>
- **Market with me Quickly (Podcast)**. Interviewed on the Episode How do you market in the age of coronavirus? (March 2020) <https://open.spotify.com/episode/6surpbWM4v13XZuEXLsUDb>
- **Dailymarketinghub.com** Quoted on the article “8 Ways to Tell Your Most Compelling Brand Story” (November 2018) <http://dailymarketinghub.com/8-ways-to-tell-your-most-compelling-brand-story/>
- **Marketing Science Institute (msi.org)** Paper "From the Self to the Screen: A Journey Guide for Auto-ethnography in Online Communities" was feature in the section "Curations from Our Academic Trustees": Journal Must-reads from Robert Kozinets, USC (May, 2018). <http://www.msi.org/articles/journal-must-reads-from-robert-kozinets-usc/>
- **Forbes.com** Quoted on the article “How Big Is Levi's 'Too Dirty To Wear' PR Problem?” (May 2018). <https://www.forbes.com/sites/pamdanziger/2018/05/01/how-big-is-levi-strauss-co-too-dirty-to-wear-pr-problem/?sh=6e8815623a69>
- **Forbes.com** Quoted on the article “When Corporate Social Responsibility Veers Into Political Action: Safe Or Sorry?” (March 2018) <https://www.forbes.com/sites/pamdanziger/2018/03/12/when-corporate-social-responsibility-veers-into-political-action-safe-or-sorry/?sh=5fc9284c257d>

ADDITIONAL INFORMATION

Languages Native Spanish
Advanced oral and written English.