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Guillermo has a Degree in Mass Media at the Universidad Complutense de Madrid and Marketing PhD at UAX Madrid. He has complemented this background in Marketing and Communication with a Research Master.

He is currently Associate Dean of International Relations and Marketing Professor in the School of Business and Law of the Universidad Francisco de Vitoria. He has collaborated with other Universities as Loyola in Chicago, UAX Madrid, Europea, or ESIC in Spain.

He has a long professional experience as entrepreneur in his own firm and Marketing Director in several International companies and industries such as Telecoms (ONO BRAND LAUNCH), FMCG (LG Electronics, Procter Gamble) Automobile Industry (KIA, Citroen) Real Estate and Advertising, Airlines (Helitt) and working as team leader in international marketing departments as ONO Telecommunications or LG Electronics. He is an expert in International Marketing, Branding, Community Management and Multicultural Management.