

Monica M. Alatorre

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Education

CORNELL UNIVERSITY

Master's in Hospitality Management

Concentrations: Marketing and Project Feasibility

Offices held: Treasurer, Association of Graduate Students (1990-1991); Graduate Assistant: Business Communication (1990-1991) and Teaching Assistant in Services Marketing (1989-1990).

Ithaca, NY, U.S.A.

08/89 - 05/91

I.T.E.S.M.

B.A. in Business Administration

Summa Cum Laude / Highest GPA in Graduating Class (9.7/10)

Monterrey, NL, Mexico

08/85 - 12/88

U. OF WISCONSIN - STOUT

Diploma in Tourism - Junior year abroad

Menomonie, WI, U.S.A.

08/87 - 05/88

Work Experience

A. Academia:

Universidad de las Americas - UDLA (WSCUC accredited, +15,000 students)

Dean - School of Hospitality and Tourism

- Leadership of 30 professors, lecturers, researchers, administrators and +300 students
- Strategic planning for school growth and consolidation
- Development of undergraduate academic program curricula.
- Responsible for establishing a positive relationship with academic institutions, related organizations, industry and alumni.
- Professor for the Services Marketing and Facilities Planning courses.

Quito, Ecuador

06/14 - current

Universidad San Francisco de Quito - USFQ (+12,000 students)

Director - School of Hospitality, Culinary Arts and Tourism

Vice Dean - School of Hospitality, Culinary Arts and Tourism

- Development of curricula for two new BA programs: Hospitality Management and Tourism Development
- Recruited, selected, and coordinated all faculty and staff for this new school/programs
- Assisted in the development of the culinary arts curricula and laboratory layout
- Professor for Services Marketing, Marketing Management and Strategy, Consumer Behavior, Introduction to Hospitality, and Hospitality Planning and Design courses.

Quito, Ecuador

09/04 - 12/08

09/95 - 12/00

I.T.E.S.M. - Southern Zone

Director of Special Academic Projects

- Development of the Hotel and Tourism minor.

Mexico City, Mexico

01/89 - 08/89

Guest Lecturer:

University of Houston – Conrad N Hilton College – Houston Texas, February 2020, February 2021

University of Houston – Conrad N Hilton College – San Antonio, Texas, February 2020

Pontificia Universidad Católica – Dominican Republic, September 2020

International Deans Course DAAD – Guayaquil - Ecuador, April 2018, Lima – Peru, March 2019, Online March 2020 and 2021

Boards and other relevant positions:

Current BODs: Mashpi Lodge (Nat Geo), Casa Gangotena Boutique Hotel (Relais & Châteaux), Tourcert, Fundación Sembrar

Other: Affiliated Curator Scot Tourism, Member Consortium for Global Sustainability

Past BODs: The Exotic Blends Co, Fundación Natura

B. Industry:

The Exotic Blends Co. (largest natural snacks exporter from Ecuador with sales in +35 countries)

Marketing and Sales Director

Quito, Ecuador

01/01 - 05/14

- Development of 4 lines of 100% natural gourmet products (fruit and vegetable snacks, sauces, preserves, juice concentrates)
- Responsible for new market development. Effective sales were achieved in 35+ countries
- Planning and implementation of marketing strategies including brand positioning, packing development, design of promotional material, coordinated trade fair participation in 5 continents, customer, and consumer service.

Philip Morris Quito, Ecuador
Category Manager - Liquors 05/95 - 05/95

- Development of a strategic marketing and sales plan for 8 different liquors & spirits.

Philip Morris - Kraft General Foods Quito, Ecuador
Category Manager - Food 03/93 - 02/95

- Planning and execution of marketing strategy for Kraft and Colombina in Ecuador
- Coordinated all marketing functions including logistics, market research, promotions, advertising, and sales.
- Development of medium and long-term strategic planning for all food and confectionary lines.

Procter & Gamble Mexico City, Mexico
Brand Assistant Manager 05/92 - 09/92
Brand Assistant 06/90 - 08/90 & 08/91 - 05/92

- Development of strategic plans for skin care line (Oil of Olay)
- Responsible for the development and monitoring of media and market research initiatives
- Analysis and development of a strategy to increase effectiveness of consumer related promotional activities
- Development of marketing campaigns to increase market share of household cleaner and fabric softener lines

PROTEXA - Tourism Division Monterrey, NL, Mexico
Corporate Intern - Assistant to the project manager 08/88 - 12/88

- Developed a "service excellence" project for a hotel
- Took part of the financial and operational analysis team
- Structured a market survey and organizational diagnosis tool for a travel agency.

Condado Plaza Hotel & Casino - Largest Casino in Caribbean San Juan, Puerto Rico
Management Trainee - Rooms Division 05/88 - 07/88

- Supervised the different departments of the rooms division
- Development of a inventory control system for employee uniforms
- Analysis of the reservation process of competitive 5-star hotels in the Caribbean

Other Activities

A. Consultant in the areas of marketing, project feasibility and service quality Latin America
 Some of the companies served are KLM, Metropolitan Touring, Cialcotel, CONPROGRA, INECEL, TV Cable, Marriott Guayaquil, Diario La Hora, Banco Popular, Xerox, GM, Ciba Geigy, Deloitte Touche TI, CORPEI, Club Rancho San Francisco and El Condado Tennis & Golf Club amongst others.
 DIES expert team to review strategic action plans of deans from Latin America 1995 -current

B. Other studies/relevant seminars:
Smith Travel Research (STR) Montreux, Switzerland
 Certificate in Hospitality Industry Analytics (CHIA) 10/2017

Philip Morris
 SOLUCION - Customer Based Quality Teams 02/95, Quito, Ecuador
 STEPS - Problem Solving Technique 06/94, Quito, Ecuador
 International Marketing Training Program 07/94, New York, NY, U.S.A.
 International Marketing Training Program 06/93, Sao Paulo, Brazil

Le Cordon Bleu Paris, France
 Haute Cuisine - Patisserie 06/87-07/87

U.D.E.M. - School of Psychology Monterrey, NL, Mexico
 Studies towards B.S. in Psychology 01/83 - 05/85

B. Publications & Reviews:

"Am I responsible for the life and safety of my customers?" - Focus in food safety La Barra magazine, 15th Edition	Quito, Ecuador 09/14
"Oferta hotelera: clave para el desarrollo turístico" Tribuna Democrática magazine, Año VII, No. 76	Quito, Ecuador 04/15
"Revenue Management for Hospitality & Tourism" Book Review P. Legohere, E. Poutier & A. Fyall, Goodfellow Publishers Ltd	Oxford, UK 2013
"Edible Identities: Food as Cultural Heritage" Book Review Ronda L. Brulotte and Michael A. Di Giovine, Ashgate Publishing	Surrey, UK 2014
Handbook of Higher Education in Latin America: Deans' Views and Overviews, Chapter 6 Saarland University Press, 2020.	Saarbrücken, Germany 2020

Personal

- Languages: Spanish (native), English (fluent), French (basic knowledge)
- Nationality: Mexican with residence in Ecuador