Andrés Terech

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**Academic Professional Experience**

### Adjunct Associate Professor, UCLA, Anderson School of Management 2015 – present

### Visiting Professor, IPADE, México 2010 – Present

### Visiting Professor, Universidad Adolfo Ibáñez, Perú 2016 – Present

### Adjunct Assistant Professor, UCLA, Anderson School of Management 2011 – 2015

### Visiting Assistant Professor (full time), UCLA, Anderson School of Management 2009 – 2011

### Research Director and Founder, Latin America Franchising Research Council 2007 – 2009

### Assistant Professor, IAE, Austral University, Argentina 2004 – 2009

### Visiting Assistant Professor (part time), UCLA, Anderson School of Management 2006, ‘07, ‘08

### Visiting Professor, ESE, Universidad de Los Andes, Chile 2008

### Visiting Professor, IDE, Ecuador 2008

### Visiting Professor, UPC, Peru 2008

### Visiting Professor, Universidad de Piura, Perú 2005

### Instructor, IAE, Austral University, Argentina 1998 – 1999

### Instructor, Buenos Aires University, School of Economics Science, Argentina 1991 – 1993

**Education**

### Ph.D., Marketing, UCLA, Anderson School of Management 2004

### M.B.A, IAE, Austral University, Argentina 1997

### B.S. in Business Administration (*Marketing track)*, Buenos Aires University, Argentina 1994

### Teaching

### Marketing Strategy and Planning, UCLA Anderson 2010 – 2017

### Global Immersion: Doing Business in Latin America, UCLA Anderson 2014 – 2017

### Sales and Channel Management, UCLA Anderson 2013 – 2017

### Applied Management Research, UCLA Anderson 2012 – 2017

### Executive Education Programs, UCLA Anderson 2011 – 2017

### Marketing Management, UCLA Anderson 2011 – 2012

### Price Polices, UCLA Anderson 2006 – 2010

### Marketing Management (MBA and Executive programs), IAE, Austral University 2004 – 2009

### Price Polices, (Executive program) IAE, Austral University 2007 – 2008

### Retail Management, IAE, Austral University 2006 – 2008

**Professional Services**

### Marketing Area MBA Liaison 2014 – present

### Co-Associate Dean, Executive MBA Program, IAE, Austral University 2006 – 2008

### Director, Brown Bag Research Seminar, IAE, Austral University 2004 – 2006

### Associate Dean, SMEs Management Program IAE, Austral University 2005

### Associate Dean, Advanced Management Program IAE, Austral University 1997 – 1998

**Fellowships, Honors, and Awards**

### Fully Employed MBA Teaching Excellence Award, UCLA Anderson 2014

### Fully-Time MBA Teaching Excellence Award, UCLA Anderson 2014

### The Deloitte Consulting Award for Management Field Study - Faculty Advisor 2014

### Informs Doctoral Consortium Fellowship 2002 & 2003

### UCLA, Summer Doctoral Fellowship Program 2000 – 2002

### IAE, Austral University, Doctoral Fellowship 1999 – 2004

### IAE, Austral University, Finalist New Businesses Idea Competition 1997

### IAE, Austral University, Graduate Fellowship 1996 – 1997

### *Cum Laude,* School of Economics Science, Buenos Aires University 1994

### The Best Workshop Award, *Iniciativa* Foundation 1992

**Publications**

### D’Andrea, Guillermo, Pablo Alegre, and Andres Terech (2012) “*TIGO Paraguay –Emerging Mobile Telephone Services,”* Case Study, IAE, Austral University.

### Terech, Andres, Javier Silva, Maria Barale (2012), “*Pricing Strategy at Officenet Staples*”, Case Research Journal, 32 (2). Published in English, Spanish, and Portuguese. This publication includes a Teaching Note, which was also part of the blind review process and required for publication acceptance.

### Cacho-Elizondo, Silvia, Francisco Espinoza Manzo, Andres Terech, and Maria Guadalupe Torres Padilla (2012) "*Mejores Prácticas y Desafíos de Empresas Medianas en México*," ISTMO, 319, March-Arpil.

### D’Andrea, Guillermo, Andres Terech, and Luciana Silvestri (2010) “*Climbing the Ladder of Retail Innovation for Emerging Consumers: Insights from Latin America*,” Effective Executive, The Icfai, University Press, India

### D’Andrea, Guillermo, Andres Terech, and Luciana Silvestri (2009) “*La Innovación Minorista para los Consumidores Emergentes en América Latina*,” Harvard Business Review, Latin America Edition

### Terech, Andres, Randolph E. Bucklin and Donald G. Morrison (2009), “*Consideration, Choice and Classifying Loyalty*,” Marketing Letters, 20 (3)

### Terech, Andres (2008), “*Tácticas para Preservarse de la Inflación que Acecha*,” Revista Mercado, Editorial Coyuntura

### Terech, Andres (1999), “*Estudio del Mercado de las Franquicias en Argentina*,” Franchising Association of Argentina and IAE, Austral University

### Terech, Andres and Guillermo D’Andrea (1998), “*Análisis Cuantitativo de las Decisiones Comerciales*,” Teaching Note, IAE, Austral University

### D’Andrea, Guillermo and Andres Terech (1996), “Pritty S.A.,” Case Study, IAE, Austral University. English version included in “Cases in Strategic Marketing Management: Business Strategies in Latin America” (2000), Prentice Hall

### Terragno, Danila, Andres Terech, and Natalia Goldmar (1993), “*El qué y dónde*”. Editorial Coyuntura. ISBN 950-99834-3-0

**Selected Work in Progress**

1. Terech, Andres, “*Callaway Golf: rethinking its marketing channel strategy.”*
2. Terech, Andres, Julian Villanueva, and Luis Fernandez, “*eMasterMatrix: optimizing the performance of etailers.”*
3. Terech, Andres, Martha Rivera, and María Guadalupe Torres Padilla, “*KidZania: Brand Growth and Extension Strategy,*”

**Refereed Conference Presentations**

### Terech, Andres, Martha Rivera, and María Guadalupe Torres Padilla, “KidZania: Brand Growth and Extension Strategy,” 57th NACRA Conference, 2016

### Terech, Andres and Randolph E. Bucklin (2005), “Modeling Spatial Correlation in Consideration Set Membership,” 34th EMAC, Milan, Italy

### Terech, Andres and Randolph E. Bucklin (2005), “Modeling Spatial Correlation in Consideration Set Membership,” INFORMS Marketing Science Conference, Goizueta Business School, Emory University, Atlanta, Georgia

### Terech, Andres, Randolph E. Bucklin, and Jorge Silva-Risso (2003), “Fusing Consideration and Choice Data,” Marketing Science Conference, College Park, Maryland

### Terech, Andres, Randolph E. Bucklin and Donald G. Morrison (2002), “Consideration, Choice and Classifying Loyalty,” Marketing Science Conference, Edmonton, Canada

### Terech, Andres, Randolph E. Bucklin and Donald G. Morrison (2001), “A New Loyalty Taxonomy based on Stated Consideration and Choice,” XIX Annual Doctoral Symposium, Houston, Texas

**Dissertation Committee Member**

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| Francisco Espinosa Manzo, DBA, University of Phoenix | 2011 – Present |

**Professional Experience**

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| Independent Consultant  * Coached senior executives to accurately define business problems, identify and analyze relevant data, develop actionable strategies and marketing plans, and implement solutions * Integrated financial and marketing analysis to identify ways of improving return on equity * Applied advanced marketing science modeling to gain insights from large databases * Developed strong business judgment through advising companies across a very diverse set of industries. * Forged, built, and sustained client relationships with small and Fortune 500 companies * Proven knowledge of Latin America markets * Demonstrated ability to work independently and as a team member | 1996 – Present |
| Accenture *Strategic Services Business Consultant, focus on financial service industry.*   * Reengineered credit process for leading private banks * Collaborated with feasibility study for the development of the National Automatic Clearing House * Designed sales procedure and supporting software for pension companies * Developed effective presentation skills | Argentina1994 – 1996 |
| Hijos de Gregorio Lande*Toy store, office supplies, and housewares retailer*  * Negotiated contact with vendors * Developed a forecast model to avoid out-of-stock and unnecessary inventory * Led and motivated sales reps to increase customer satisfaction and maximize sales | Argentina1991 – 1994 |