

**Jorge Brito-Aguilar**  
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## ACADEMIC EXPERIENCE

UEES - Universidad de Especialidades Espíritu Santo | Guayaquil-Ecuador  
Adjunct Professor, ESAI Business School, Online MBA Programs, Executive Education | 2012-Present

UIDE - Universidad Internacional del Ecuador | Guayaquil-Ecuador  
Full Professor undergraduate programs | 2014 – 3/2024  
Adjunct Professor Online Marketing & Communication Master Program

ULVR - Universidad Laica Vicente Rocafuerte de Guayaquil | Guayaquil-Ecuador  
Visiting Professor, Online Master Project Management Programs | 2021-2022

ECOTEC - Universidad Tecnológica Ecotec | Guayaquil-Ecuador  
Adjunct Professor, MBA Programs | 2019-2022

USFQ - Universidad San Francisco de Quito | Quito-Ecuador  
Adjunct Professor, USFQ Business School, MBA Programs | 2014-2018

UTM - Universidad Técnica de Manabí | Portoviejo-Ecuador  
Adjunct Professor, MBA Programs | 2008-2017

INDEG - Manager School | Guayaquil-Ecuador  
Adjunct Professor, Executive Education Programs | 2008-2017

Universidad Casagrande de Guayaquil | Guayaquil-Ecuador  
Adjunct Professor, undergraduate Marketing & Communications School | 2008-2012

## TEACHING & RESEARCH INTERES

Marketing & Sales Management, Digital Marketing & IT, Automatization Process.  
Decision Making

## COURSES TAUGHT

- Strategic Marketing
- Digital Marketing
- E-commerce
- Decision Making Management
- Development Management Skills
- Project Management
- Sales Direction
- Leadership
- Marketing & Communication
- Management Information System
- Chain Value – Operations Management - Services
- Customer Services
- Marketing Services
- Marketing & Financial Projects
- Personal Sales

## EDUCATION

Doctor in Business Administration DBA (r)  
CENTRUM Católica Business School  
Lima-Perú | 2012-2015

Master in business administration, MBA  
IDE Business School  
Guayaquil-Ecuador | 2000-2021

Electronic Engineer  
Escuela Superior Politécnica del Litoral  
Guayaquil-Ecuador | 1984-1990

## TRAINING PROGRAMS

- Professional Development Program, CINTANA Education, 2022
- Research Methodology
- 2019 Digital Transformation
- 2019 Training and Pedagogy for University Professors UIDE
- International Multidisciplinary Research Conference (2019, 2020, 2022)

## BOOKS

- [Empresas Familiares: diagnóstico Estratégico para la toma de decisiones. Author.](https://repositorio.uide.edu.ec/handle/37000/2918)  
<https://repositorio.uide.edu.ec/handle/37000/2918>
- [Venta de medicina genérica vs de marca: Caso Diovan \(2007-2013\). Co-Author.](https://repositorio.uide.edu.ec/handle/37000/2920)  
<https://repositorio.uide.edu.ec/handle/37000/2920>
- [Universidad, startups e imaginarios sociales: La integración entre Academia-Empresa y Sociedad-Estado. Co-Author.](https://repositorio.uide.edu.ec/handle/37000/3894)  
<https://repositorio.uide.edu.ec/handle/37000/3894>
- [Administración de Operaciones](https://repositorio.uide.edu.ec/handle/37000/4146)  
[https://repositorio.uide.edu.ec/handle/37000/4146. Author.](https://repositorio.uide.edu.ec/handle/37000/4146)
- [Toma de decisiones de Marketing: Estudio de Casos Ecuatorianos. Author.](https://repositorio.uide.edu.ec/handle/37000/2917)  
<https://repositorio.uide.edu.ec/handle/37000/2917>

## RESEARCH

- [Influencia del uso de simuladores en el mejoramiento del desempeño académico](https://revistas.ucv.edu.pe/index.php/ucv-scientia/article/view/1470)  
<https://revistas.ucv.edu.pe/index.php/ucv-scientia/article/view/1470>
- [Las aplicaciones de la teoría de juegos en la gerencia estratégica](https://repositorio.uide.edu.ec/handle/37000/3823)  
<https://repositorio.uide.edu.ec/handle/37000/3823>
- [Análisis de la formación de actitudes sobre la marca](https://repositorio.uide.edu.ec/handle/37000/3287)  
<https://repositorio.uide.edu.ec/handle/37000/3287>
- [La Ética y los Estilos de Liderazgo](https://repositorio.uide.edu.ec/handle/37000/3650)  
<https://repositorio.uide.edu.ec/handle/37000/3650>
- [Inteligencia emocional y liderazgo](https://repositorio.uide.edu.ec/handle/37000/3662)  
<https://repositorio.uide.edu.ec/handle/37000/3662>
- [Personalidad y liderazgo](https://repositorio.uide.edu.ec/handle/37000/3657)  
<https://repositorio.uide.edu.ec/handle/37000/3657>

## PROFESIONAL EXPERIENCE

**KURT S. ADLER** - | East Brunswick-US  
IT Manager Assistant | 2022-Present

**TJ MAX** - | East Brunswick-US  
Administrative Coordinator | 2022-2022

**CORPEI**-Corporación de Promoción de Exportaciones e Inversiones | Guayaquil-Ecuador  
Business & Technology Consultant | 2015-2020

**BANECUADOR** B.P. Banca Pública | Quito-Ecuador  
Deputy Manager of Research and Development | 2018-2019

**MAINT LATAM** | Guayaquil-Ecuador  
Business Development Manager | 2013-2014

**EXPOPLAZA** | Guayaquil-Ecuador  
Commercial Manager | 2012-2013

**GRUPO TORRES** (AIFASA & AGRITOP) | Guayaquil-Ecuador  
Marketing Manager | 2010-2012

**IDE BUSINESS SCHOOL** | Ecuador 2003-2009  
Marketing & Sales Director

**MONTEPIEDRA** | Guayaquil-Ecuador  
Marketing & Sales director | 2003-2009

**IBM Corporation Ecuador** | Guayaquil-Ecuador  
Regional Service Marketing Manager | 1992-2000

**BANCO DEL PACIFICO** | Guayaquil-Ecuador  
Technical Assistant | 1991-1992

## PROJECT MANAGEMENT EXPERIENCE

- Evaluator and representative of ACTEC Ecuador in the project (2021): "Final evaluation on the Improvement of the Quality of the practical education in two Technical High School and improvement of quality of the practical classes in two Ecuadorians Technical High School and its impact on the professional perspectives of the students of the last courses"
- "Development Private Brand for Key Account Bananas Farm" (2016).
- "Communication Program for the steak holders (Government, Enterprises and Agricultures) of "SITE- Integrated Information Technology System. to control the mirrors of water, rivers and slopes of the banana plantations located on the Ecuadorian coast". 2014
- Carbon Neutral Certification (2014).
- ACTEC Belgium (2013). Technology program for a High School institution.
- "Professional Training of Technical Representatives (2002)". Government Education Program
- "Edificio Inteligente Banco La Previsora", 1992-1994.