

# **Francisco J. Valle, Ph.D.**

**Management Senior Lecturer, College of Business Administration at Loyola Marymount University**

Los Angeles, CA, US

Part-time Faculty

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## **Biography**

Professor Francisco Valle earned a Ph.D. in Management and an Executive Certificate in Strategy from Claremont Graduate University's The Peter F. Drucker & Masatoshi Ito Graduate School of Management. He holds an MBA from California State University, Fullerton, and a B.S. in Chemistry, Pharmacy, and Biology from the Universidad Nacional Autónoma de México. Professor Valle completed Corporate Governance Training at both Harvard Business School, and UCLA's Anderson Graduate School of Management. Professor Valle teaches Strategic Management and Business Globalization at LMU. Prior to LMU, he conducted classes on Global Marketing and Strategy at UCLA, and Marketing and the Organizational Mindset, Consumer Behavior, Integrated Advertising, and Integrated Marketing Communications at Champlain College. In addition, Professor Valle has conducted professional seminars and webinars for executives related to the Hispanic, multicultural and general markets since 1986 in both English and Spanish. As a consultant, Professor Valle combines his business strategy, management, and marketing expertise to identify and determine innovative opportunities of complementary assets for value creation and increased market share. He helps organizations develop a sustainable competitive advantage, and to execute innovative Integrated Strategic and Marketing Communication Plans. Some recognitions of Professor Valle's unique expertise include: (a) Receiving Merrill Lynch's prestigious Global Leadership in Diversity Award; (b) Selected as a member of BP Oil's Worldwide Center of Expertise Committee in Logistics and Distribution; (c) Conducting with the Institute of the Americas a "Selling Consumer Goods to Hispanics" conference for domestic and Latin American Executives, (d) Recipient of Four Advertising Palm Awards; and (e) Selection by Forbes Magazine of the book he coauthored How To Win The Hispanic Gold Rush? to its book club. Dr. Valle is biliterate and bilingual (English-Spanish) and a TED Circles Host.

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## **Areas of Expertise**

Strategy, Marketing, Entrepreneurship, Research, Big Data, AI and Machine Learning, Healthcare, New Media Advertising, Digital and Social Media, Service

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## **Event Appearances**

**"The Mentoring Process Throughout Your Career"**

Orange County Chapter, Prospanica

**"What to do to keep your business alive during these difficult times?"**

Hispanic Chamber of eCommerce and the United States Business Association of e-Commerce

**?Why do I have to build a sustainable competitive advantage??**

Hispanic Chamber of eCommerce and the United States Business Association of e-Commerce

**?Learn strategies that will help your business develop a ?restoration? strategy through long-term access to capital planning and network opportunities''**

e Hispanic Chamber of e-Commerce and the United States Business Association of eCommerce

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## **Education**

**Claremont Graduate University**

Ph.D. Management

**California State University, Fullerton**

MBA

**Universidad Nacional Autónoma de México**

B.S. Chemistry, Pharmacy and Biology

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