

# Sidney Abril Ornelas Sánchez

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*Research professor*

Marketing lecturer and researcher passionate for consumer behavior understanding. Research projects aiming to help brands and companies achieve their best through the discovery and application of valuable consumer insights are among my main interests.



## EDUCATION

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EGADE Business School, Tecnológico de Monterrey 2019

### **PhD in Management Sciences**

*Concentration in Marketing*

Thesis approved with distinction: The sophistication of a market: From mass consumption to higher quality expectations, consumer engagement and educated decision making.

Tecnológico de Monterrey, Universidad Virtual 2011

### **Master in Innovation for Enterprise Development**

Honors: Excellence Mention based on GPA, 1<sup>st</sup> in class

Tecnológico de Monterrey 2005

### **Master in Science in Communications**

*Concentration in Audiovisual production*

Honors: Excellence Mention based on GPA, 1<sup>st</sup> in class

Tecnológico de Monterrey 2003

### **B.A. in Marketing** Honors: Honoric Mention

### **Other courses**

**Bridge Marketing Program (2023)** University of North Carolina, Kenan-Flager Business School

**IBM Skills Academy (2022)** Design thinking, Cloud computing, Cybersecurity, Data Science.

**Global Digital Talent Program (2021)** Alibaba Business School

**Cluster Management Training Program (2015)** The Cluster Competitiveness Group

**Social Media Management Seminar (2012)** Katedra Group

**Active Teaching Methodologies: Problem Based Learning (2011)** Anahuac University

**Harvard Manage Mentor (2011)** Dextro/Harvard Business Publishing

**Undergraduate program of European Management (2003)** ESC Rouen, France

**E-commerce and E-business (2001)** Summer course at EPF Sceaux, France

**LANGUAGES** Spanish: Native English: Advanced (TOFL IbT 114) French: Advanced Italian: Basic  
**Specialized software:** SPSS, Qualtrics, Adobe CS.

**Beta Gamma Sigma** The International Business Honors Society / Member since October 2019

**National Researcher Distinction System** (SNI, research distinction appointed by the federal government) Candidate level since January 2020.

Adobe CS,

## TEACHING EXPERIENCE

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**Tecnologico de Monterrey, Campus Monterrey (2021-today)** Full-time Professor for the Marketing and Analysis Department, within the Business School.

- Statistical thinking
  - Decision making analysis
  - Quantitative research methods (course delivered in English)
  - Internal Marketing (course delivered in English)
  - Marketing project
  - Analysis for strategic planning
  - Omnichannel experience design
  - Customer relationship management
  - Service marketing
  - Retail management
  - Digital maturity
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- Strategic Marketing Management (Graduate level- Masters)
  - Market intelligence (Graduate level- Masters)

**Arkansas State University, Campus Querétaro (2019-2020)** Full time Professor for the Business Faculty. American style University where all education is provided in English. Developed overall course structure, and administered all grades for the following subjects at the undergraduate level:

- Principles of Marketing
- Strategic Visual Communications
- Principles of Management
- Organizational Behavior
- Social Impact Management
- International Management
- International Marketing

**Tecnológico de Monterrey (2018-2019)** Developed overall course structure, and administered all grades for the following subjects at the undergraduate level:

- Marketing and Creativity (course delivered in English)
- New products and Global Brand development (course delivered in English)
- Introduction to retail. (course delivered in English)

**Escuela Bancaria y Comercial -EBC- Mexico City (2017-2018):** Developed overall course structure, and administered all grades for the following subjects at the undergraduate level:

- International Business Strategies
- International Promotion

**UTEL University (2018)** Online tutor (class lecturer and responsible for grading) for the following course at the Graduate level (Masters):

- Commercial Communication Strategies

**Anahuac University (2008-2016)** Developed overall course structure, and administered all grades for the following subjects at the undergraduate level:

- Market Analysis and segmentation
- Marketing Analytics and CRM

- Online Marketing
- Market Research
- Product Development
- Brand management
- Product development research
- Customer service Strategy
- Franchising (course delivered in English)
- International Marketing
- Marketing Cases (course delivered in English)
- Integrated Marketing Communications

## **PUBLICATIONS**

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- Ornelas Sánchez, S.A. and Vera-Martínez, J. (2023), "Toward understanding sophisticated markets and consumers: a win-win strategic alternative", *Management Research*, Vol. 21 (2) <https://doi.org/10.1108/MRJIAM-09-2022-1340>
  - Ornelas Sánchez, S.A. and Vera Martínez, J. (2021), "The more I know, the more I engage: consumer education's role in consumer engagement in the coffee shop context", *British Food Journal*, Vol. 123(2), 551-562. <https://doi.org/10.1108/BFJ-05-2020-0401>
  - Vera-Martínez, J., & Ornelas-Sánchez, S. (2020) Engagement hacia un producto vs. hacia una marca: una escala para el contexto mexicano. *Contaduría y Administración*, 66(3).
  - Ornelas, S., & Vera-Martínez, J. (2020). Sophisticated Markets: Implications for Consumer Behavior and Opportunities for Companies. *Academy of Management Global Proceedings*, (2020), 29.
  - Ornelas, S., & Vera, J. (2020). Sophisticated Segments of the Market: Changes in Consumer Dynamics and Behaviors in A.M. Soares & M.G. Elmasshara *Emotional, Sensory, and Social Dimensions of Consumer Buying Behavior*. IGI Global.
  - Perez Castillo, D., Ornelas Sánchez, S. and Vera Martínez, J. (2020) Switching intention to purchase remanufactured cell phones in Mexican students: a scale development.. *Revista Espacios*, 41 (24).
  - Ornelas, S., & Vera, J. (2019). Ground Roasted Coffee Consumers' Ability to Determine Actual Quality: The Use of Attributes and the Role of Education Level in Mexico. *Journal of food products marketing*, 25(1), 72-91.
  - Vera-Martinez, J., & Ornelas, S. (2019). Comparison-based perceived attribute performance as a better antecedent of satisfaction, value and loyalty. *Asia Pacific Journal of Marketing and Logistics*.
  - Sánchez, S. O., & Martínez, J. V. (2018, June). Consumer Ability to Determine Actual Quality and Level of Education: An Abstract. In *Academy of Marketing Science World Marketing Congress* (pp. 353-354). Springer, Cham.
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### Working papers

- Ornelas, S. and Vera, J. Consumer sophistication: construct, scale and nomological validity
- Ornelas, S. Sophistication as a service: Developing co-creative ecosystems for market development

### Other publications

- Ornelas, S. (2024, Apr 2) Using telepresence to enrich learning. Times Higher Education. Retrieved from: <https://www.timeshighereducation.com/campus/using-telepresence-enrich-learning>
- Vera, J. and Ornelas, S. (2021, July 9) Learn more to enjoy more. Retrieved from <https://transferencia.tec.mx/en/2021/07/09/saber-mas-para-disfrutar-mas/>
- Ornelas, S. and Vera, J. (2021, June 18) Engagement: Educate your consumer and he will commit to your business. Retrieved from: <https://transferencia.tec.mx/2021/06/18/engagement-educa-a-tu-consumidor-y-se-comprometera-con-tu-negocio/>
- Ornelas, S. (2019, Feb 26) Encounters with sophistication. Retrieved from <https://egade.tec.mx/en/egade-ideas/research/>

### **CONFERENCES**

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#### ***AMA Winter Academic Conference 2023***

*American Marketing Association, Online conference – February 2023*

*Paper: Sophistication as a Service: Developing co-creative ecosystems*

#### ***2nd International Workshop on Current Trends in Customer Experience in the Retail and Services Industries***

*University of Zaragoza, Spain, GENERÉS Research Group – November 2022*

*Paper: Conscious consumption as a service: Co-creating a better future*

#### ***Academy of Marketing Conference 2021: Reframing Marketing Priorities (July, 2021, Online).***

*Short paper: Sophisticated segments of the market: The high-end targeting strategy that benefits all*

*Poster: When being “green” is not enough: Barriers for consuming alternative products in sustainable consumers.*

***AOM Specialized Conference: Advancing Management Research in Latin America (April 2020 – cancelled due to COVID 19).*** *Accepted paper: Sophisticated Markets: Implications for Consumer Behavior and Opportunities for Companies*

#### ***49° Congreso de Investigación y Desarrollo del Tecnológico de Monterrey (Research and Development Conference of Tecnológico de Monterrey)***

*Monterrey, NL. México – January, 2019*

**Title: Towards the sophistication of an industry: The consumer’s perspective**

#### ***AMS World Marketing Congress***

*Porto, Portugal - July, 2018*

**Title: Consumer ability to determine actual quality and the role of level of education: Evidence from Mexican consumers of ground roasted coffee**

**7<sup>th</sup> Marketing Research Colloquium, Tecnológico de Monterrey**

Monterrey, NL, Mexico – December, 2017

Title: **Consumer's ability to determine objective quality and the role of the educational level: evidences from Mexican consumers of grounded roasted coffee**

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**PROFESSIONAL EXPERIENCE**

**Independent marketing consultant (2010-2019)** Design and implementation of marketing strategies for small and medium companies.

**Government of the State of Veracruz – Project Leader (2014-2015)** Responsible for the Competitiveness Regional Program in the State of Veracruz, having as main goal to identify strategies that would make companies in two strategic sectors increase their competitiveness.

**ISQUISA S.A. de C.V. – Marketing Manager (2012-2013)**

Creation and implementation of marketing strategies for the business units of the company, including advertising, market research, corporate image, among others.

**Tecnológico de Monterrey, Sede Xalapa – General Manager (2011-2012)**

Responsible for the representation of the Institute in my city. Responsible of providing syllabus and organize logistics for courses and academic offer for private customers (companies) and recruiting for our undergraduate programs.

**Bola de Oro Café – Client Engagement Manager (2010-2011)**

Responsible for the marketing strategies of the company of 16 cafeterias.

**Victorinox México – Brand Manager (2009-2010)**

Responsible for the performance of one of the brands in the company.

**Sportico – Marketing Manager (2008-2009)**

Responsible for all the marketing activities for a retail sports goods company with more than 60 outlets.