

CV DIANA KOLBE



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RESEARCH INTERESTS

Dynamic marketing capabilities
Multichannel capability
Internationalization
SMEs
Strategic marketing

PUBLICATIONS

Dynamic capabilities in the internationalization process of companies distributing products of the agribusiness sector (Journal: EARN, Scopus).
Dynamic Capabilities of Export Service Providers in the Fruit and Vegetable Sector: Approaches to Overcome Internal Export Barriers (Journal: GJAE, JCR).

LANGUAGES

German – Mother tongue
Spanish – Professional
English – Professional
French – Basic

PROFESSIONAL EXPERIENCE

MARKETING PROGRAM DIRECTOR

INSTITUTO DE EDUCACIÓN SUPERIOR TECNOLÓGICO DE MONTERREY, MEXICO CITY CAMPUS (MEXICO)

June 2019 – Present

BUSINESS DEVELOPMENT (NATURAL GAS MARKETING)

CFENERGÍA, MEXICO CITY (MEXICO)

March 2017 – June 2018

MARKETING LECTURER

INSTITUTO DE EDUCACIÓN SUPERIOR TECNOLÓGICO DE MONTERREY, MEXICO CITY CAMPUS (MEXICO)

August 2016 – May 2019

Courses: Qualitative marketing research, Consumer behavior, New product development and global brands.

MARKETING AND SALES MANAGER

IBERIANA FRUCHT, VALENCIA (SPAIN)

November 2011 – January 2016

JR. MARKETING AND SALES MANAGER

LANDGARD VETTER, KEHL (GERMANY)

August 2006 – August 2009

ACADEMIC BACKGROUND

PHD IN MARKETING

UNIVERSITY OF VALENCIA (SPAIN)

October 2014 – May 2019

Dissertation: The influence of dynamic marketing capabilities and multichannel capability on export results: a SMEs application.

MASTER IN INTERNATIONAL MANAGEMENT

KARLSRUHE UNIVERSITY OF APPLIED SCIENCES (GERMANY)

October 2010 – March 2012

BACHELOR IN RETAIL AND SERVICE MANAGEMENT

BADEN-WUERTTEMBERG COOPERATIVE STATE UNIVERSITY (GERMANY)

OPEN UNIVERSITY LONDON (UK)

September 2006 – August 2009

UNIVERSITY OF CALIFORNIA SANTA BARBARA (USA) - Student exchange program March – June 2008