

Francisco J. Quevedo, DPS

Watchung, NJ 07069

Phone (929) 208-5289 | figguedog@gmail.com<https://www.linkedin.com/in/francisco-j-quevedo/>**SKILLS**

Strategy, research, analytics, entrepreneurship, leadership, communication; insightful, pragmatic, trilingual.

EDUCATION

Doctor of Professional Studies (DPS) in Marketing; dissertation on integrated brand appeal	12/2020
Post-Master's Certificate (CAGSB) in Corporate Strategic Planning	02/1983
Master of Business Administration (MBA) in Marketing Pace University, Lubin School of Business, New York, NY	05/1982
Bachelor of Arts (BA) in Economics, fulfilled BS in Marketing requirements as well University of Massachusetts, School of Arts & Sciences, Amherst, MA	05/1978

RELEVANT COURSEWORK

All levels of Marketing from undergrad, MBA, CAGSM to doctoral, including Marketing Management, Advertising, Consumer Behavior, Market Research, Customer Intelligence, and Strategic Marketing; Micro and Macro-Economics, Monetary Theory, International Economic Systems, Economic Development, Economic Thought; and core courses in Management, Accounting and Finance, Operations Research, and Statistics through Multivariate Data Analysis.

RESEARCH INTERESTS

Neuro-Marketing, branding and brand management, business strategy, nonprofit marketing, and fundraising

WORK EXPERIENCE**FACULTY POSITIONS**

Rutgers University, Newark & New Brunswick, NJ	09/2020-present
Assistant Professor, teaching several Marketing classes UG and MBA level; lead committee for 2022 Summit on The Metaverse; coordinates student consulting with nonprofit organizations and government agencies; presented Next Gen Marketing Education in 2022 faculty retreat and collaborates as reviewer for RBR publications as requested by the Editor. Executive Director of the Center for Marketing Advantage, Advancement and Action. Course Captain International Marketing.	
Pace University, New York & Pleasantville, NY	01/2017-2020
Adjunct Associate Professor, acting as Judge of Global MBA Theses in coordination with Universidad Rey Juan Carlos of Spain 2021, 2022, and 2023 by invitation only.	
New York University (NYU), New York, NY	09/2019-2020
Adjunct Instructor, teaching Strategic Marketing (masters' program)	
The Council on International Educational Exchange (CIEE), New York, NY	06 – 08/2019
Local Instructor, teaching International Internship Course (Summer 2019 NYU-based cohort)	
PDVSA CIED, Caracas ("The University of Petroleum")	1999-2003
Certified Instructor, teaching Market Strategy and Sales Management for oil executives.	
Instituto Universitario de Seguros, Caracas (Insurance College)	1988-1991
Instructor, teaching Economics, Marketing and Finance	
Northern Essex Community College, Haverhill, MA	1973
Instructor, teaching Math to GED students	

CORPORATE POSITIONS

Trust, Corretaje de Seguros, Caracas (Insurance Broker):	1988-2018
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President, CEO: Brokered for VIP clients such as DuPont® , Oilven® , Prollosa , Xic & Xoc® and others QPP & Asociados , Panama City and Caracas (Business Consulting)	1998-2016
President, CEO: Key account management, strategy consulting for Fortune 100 companies, NGOs, and government agencies in the US, Japan, Andorra, Panama, Ecuador, Honduras, and Venezuela Inter-American Management Consultants , Miami, FL	1993-1998
Associate Consultant: Consulted for corporate and government clients in Panama and Ecuador Econotours , Caracas, Venezuela (Tour Operator)	1988-1995
President, CEO: Developed a leading operator of export tourism; incentive travel for Fortune 500 clients. Seguros Los Llanos , Caracas, Venezuela (Insurance)	1986-1988
Adjunct President: Managed the Caracas office and substituted the CEO in her absences. Confinanzas , Caracas, Venezuela (Financial Group)	1985-1986
General Manager, insurance project: developed the operations from scratch Nuevo Mundo Seguros , Caracas, Venezuela (Insurance)	1983-1985
Sales and Marketing Manager: Managed a salesforce of over 3,000, and all Marketing processes FGMA , New York, NY (Venezuelan Scholarship Foundation)	1979-1981
Coordinator in Chief, Northeast USA: Supervised academic performance for some 4,000 students	

CONSULTING (last decade)

As leader of the nonprofit effort at **Rutgers**, I coordinate between eight and twelve pro-bono Faculty -Student consulting teams every semester for clients such as the **YMCA of Newark**, the **Venezuelan American Endowment for the Arts**, **Moms helping Moms Foundation**, the **Table to Table Organization**, which we are partnering with on a three-year grant opportunity, **Hearts of Mercy**, and many others.

- **UCFCC**, a nonprofit from Union City, NJ: Valuation of losses from cyber-attack **2023 – present**
- **AlterBank**, St. Lucia, BWI, Due diligence and Strategy Map **2023 – present**
- **Museum of Contemporary Art (MAC)**, Panama: Strategy Map **2022 – 2023**
- **APA Decisions – Catenon**, Panama – Puerto Rico: Strategy Map **2021 – 2023**
- **Porta Norte**, Panama: Due diligence **2023**
- **Hotel Hacienda Los Molinos**, Panama: Strategy Map **2021 – 2022**
- **NJ Department of Children & Families (DCF)**, Trenton: Recruitment Plan (pro-bono) **2022 – 2023**
- **Teamwork Solutions Agency LLC**, Miami, FL (pro-bono) **2021**
- **Norbot Group**, Panama: Strategy Map **2019 – 2020**
- **Aruba Airlines**, Oranjestad: Market potential for flying through the Americas **2018 – 2019**
- **URCare® Health Center**, Miami, Florida: Project valuation and launch strategy **2017 – 2019**
- **ACE Insurance** (now **Chubb®**), Panama: Strategy Map Central America **2016**
- **Xic & Xoc®**, Caracas: Neuromarketing kick-off for franchise extending to Colombia and RD, **2016**
- **Foss Marai®**, Colombia: Entry strategy Bogota 2016, market study of Panama, Italian wine, **2015**
- **Seguros Caracas de Liberty Mutual®**, Caracas: Research and strategies **2003-2006, 2008 – 2009, 2015**
- **Inversiones ServiOil (Oilven®)**, Caracas: Valuation as on-going business **2014**
- **Alcaldía de Lechería**, Anzoátegui: Strategy Map and multilateral projects for Mayor’s Office **2014**
- **Parmalat®**, Caracas: Strategy Maps **2004 – 2014**
- **Estar Seguros**, Caracas: Strategy Map **2013 – 2014**
- **Seguros Altamira** Caracas: Strategy Map **2009 – 2013**

PUBLICATIONS

- Quevedo, F. (2024). **“CRXM: 360° Customer Centricity”**. *Rutgers Business Review*, upcoming Vol. 9, No. 1, pp. 80-87, <https://rbr.business.rutgers.edu/article/360deg-customer-centricity>

- Quevedo, F. (2023). **“The Future of Marketing: An interview with Dentsu Creative’s Global COO”**. *Rutgers Business Review*, Vol. 8, No. 2, pp.276-279
<https://rbr.business.rutgers.edu/sites/default/files/documents/rbr-080211.pdf>
- Quevedo, F. & Lee, K. (2023). **“The 5-Ps of Fundraising: Lessons from Non-Profit Marketing”** *Rutgers Business Review*. Vol. 8, No. 1, pp.28-38.
<https://rbr.business.rutgers.edu/sites/default/files/documents/rbr-080103.pdf>
- Quevedo, F. & Gopalakrishna, P. (2021). **“Rationality is Overrated: Brand choice is largely intuitive”** *Rutgers Business Review*, 6(3), Fall edition.
<https://rbr.business.rutgers.edu/sites/default/files/documents/rbr-060307.pdf>
- Quevedo, F. & Gopalakrishna, P. (2020). **“The 4 Anchors of Brand Identity: Gaps in the literature”** *Journal of Humanities and Social Sciences*, 3(2), June 13th. <https://opastonline.com/wp-content/uploads/2020/06/the-four-anchors-of-brand-appeal-a-study-into-the-gaps-in-the-literature-jhss-20.pdf>
- Quevedo, F. (2019). **“Testing Kuschman, Khun & Pfaerrer’s (2012) Communicative Framework on a global NGO: The case of the WSKF Sports Foundation.”** *International Journal of Recent Advances in Multidisciplinary Research*, 6(10), 5248-5256. <http://www.ijramr.com/sites/default/files/issues-pdf/2698.pdf>
- Quevedo, F. (2019). **“Given the Time and the Money to Think, Consumers will rely more on Intuition, Sensations, and Emotions than Rationale, to Decide.”** *Advanced Journal of Social Science*, 6(1), 38-47.
<https://journals.aijr.in/index.php/ajss/article/view/1840/228>
- Quevedo, Francisco J. and Quevedo-Prince, Andrea K. (2019) **“Predictive modeling for the US non-profit sector”** *Advanced Journal for Social Sciences*, ISSN: 2581-3358 Volume 5, Issue 1, pp. 1-9 (Research funded by Pace University’s Office of Student Success). DOI:
<https://doi.org/10.21467/ajss.5.1.1-9>
- **RunRunes**, Caracas: more than 150 articles, weekly column in Political Economy 2014 – 2017. See sample <https://runrun.es/opinion/322952/los-300-por-francisco-j-quevedo/>
- **Capital Financiero**, Panama: more than 160 articles, monthly column in Management 2002 – 2016. See sample <https://elcapitalfinanciero.com/por-que-no-hacemos-lo-que-queremos/>
- **El Financiero**, Costa Rica: over 100 articles, monthly column in Management 2007 – 2016. See example <https://www.elfinancierocr.com/gerencia/es-rentable-venderle-al-pobre/PBUQNMTBUVA75NF73BJMMW5GJU/story/>
- **2001**, Caracas: over 700 articles, weekly column in Political Economy, 1995 – 2011. See sample on page 9: <https://www.redalyc.org/pdf/356/35613218029.pdf>
- **Nueva Prensa de Oriente**, Puerto La Cruz: over 70 articles, weekly column in Political Economy, 2008 – 2014. See sample on page 16: https://issuu.com/nporiente/docs/npo_13_de_mayo_de_2014
- **Newsletters**: over 100 issues for **WSKF USA® Foundation** (see samples: <https://www.arigatai-foundation.org/budo-tips/>), **URCare Health Center** (<https://urcaremedicalcenter.com/resources/>), and **Fundacion Deportiva WSKF de Venezuela** (<http://docplayer.es/153696580-Budotips-editorial-una-decision-dificil-fundacion-deportiva-wskf-de-venezuela.html>).

BOOK CHAPTERS

- Tahir Mumtaz Awan, Editor (2024). Customer Relationship Management - Contemporary Concepts and Strategies. *IntechOpen*, London. ISBN [978-0-85014-250-1](https://doi.org/10.1002/9781119887691)
 - Quevedo, F. (2023). **“Humanizing CRM”**. <https://www.intechopen.com/chapters/88769>
- Coffin, S. V., Editor (2021, fall). Higher education's looming collapse: Using new ways of doing business and social justice to avoid bankruptcy. *Lanham, MD: Rowman & Littlefield*. ISBN [13: 978-1475845310](https://doi.org/10.1080/13639817.2021.2000000)

- Quevedo, F. (2021) “Are Colleges prepared for the Covid-19 post-Crisis?” Sect. 2, Ch. 12
- Quevedo, F. (2021) “Strategic Fundraising: the process” Sect. 2, Ch. 6
- Quevedo, F. (2021) “Strategic Fundraising: a model for NGO’s” Sect. 2, Ch. 7
- Quevedo, F. (2002) “CRM vs. Data Mining? El Yin & Yang del Mercadeo” One chapter in *Asuntos CIED*: an academic book of “The University of Petroleum” in Caracas – Venezuela.
<https://sib.ucab.edu.ve/cgi-bin/koha/opac-detail.pl?biblionumber=16466>

PUBLICATIONS SUBMITTED AND UNDER REVIEW

- Quevedo, F. & Gopalakrishna, P. (2024). “The Case for Intuitive Advertising” based on 2022 NEDSI Conference presentation. Submitted to the *International Journal of Business Strategy* in London, UK.
<https://ijbs-journal.org/IJBS-JOURNAL/Default.aspx>
- Quevedo, F. (2024). “Fundraising in Sports: Combining theory, experience and practice.” Submitted to the *International Journal of Sports Marketing and Sponsorship*.
<https://www.emerald.com/insight/publication/issn/1464-6668>

PROFESSIONAL MEMBERSHIPS

- ANA (Association of National Advertisers) 02/2022 - present

CONFERENCES & PANELS

- Upcoming: SME Forum, New Brunswick, NJ 04/2025
✓ CRXM: 360° Customer Centricity
- Upcoming: Humanitas University, Milan, Italy 04/2025
✓ Oncology Society: Workshop on personal strategy mapping for Med students
- NEDSI Conferences 04/2024
✓ “Fundraising Appeals: Lessons from Social Marketing”;
[NEDSI 2024 Proceedings final.pdf \(decisionssciences.org\)](#) page 624
- ✓ “The Case for Intuitive Advertising”; 04/2022
[nedsi-2022-conference-proceedings.pdf \(decisionssciences.org\)](#) page 673
- Pace University & Universidad Rey Juan Carlos’ Global MBA Program, 11/2021, 2022 and 2023
New York – Madrid. Judge for graduate students’ theses presentations.
- PDVSA CIED (Center for International Education & Development), Caracas – Venezuela 09/2002
“CRM and Data Mining? The Yin & Yang of Marketing” (published in *Asuntos CIED*, above)

AWARDS AND NOMINATIONS

- Deans Meritorious Award for Education Innovation, Rutgers University’s Business School 2023
- World Economic Forum, Rio de Janeiro: Nominated by the Schwab Foundation of Geneva 2013
(<http://www.schwabfound.org/>) for Social Entrepreneur of the Year, Latin America.
- Chiapas Journalists’ Circle, Mexico: Nominated in critical journalism. “Lies on Campaign”
(<http://elperiodismoenchiapas.blogspot.com/2007/10/premian-periodistas-chiapanecos.html>) 2007

ACTIVITIES / VOLUNTEER WORK

- Arigatai Foundation® (<https://www.arigatai-foundation.org/>), Trustee / Fundraising 01/2017-present
- WSKF Venezuela Foundation, Comptroller / Fundraising 11/2008-07/2016
- WSKF Venezuela Sports Organization, President 11/2008-07/2016

SKILLS AND CERTIFICATIONS

- Technical: Microsoft Office (Excel, Word, PowerPoint); IMB SPSS; IBM Amos; Tableau
- Languages: Fluent in Spanish and English; Italian conversational and reading; French intermediate

INTERESTS & HOBBIES

- Sports: 3rd Degree Black Belt in Karate, World Shotokan Karate-do Federation, Japan 01/1973-present