

## Statement for the EMAC position of National Representative

**Name:** Ana Valenzuela

**Affiliation:** ESADE- Ramon LLul

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### **Your EMAC Experience (50 words) (years of membership at EMAC, Your contribution, activities involved)**

Many years.

I have been co-chair of the Consumer Behavior Track for 5 years.

And Co-chair of the CB SIG for 3 years.

### **Your Professional background-a short CV) (100 words)**

**Ana Valenzuela** is Professor of Marketing at the Allen G. Aaronson Department of Marketing and International Business at [City University of New York's Baruch College](#), and Coordinator of the Marketing Specialization of the PhD Program in Business.

She is also a Professor Titular at the Department of Marketing of ESADE Business School at [University Ramon Llull](#).

Valenzuela has conducted extensive research in the areas of consumer decision-making, cross-cultural differences in purchase behavior, in-store marketing, international marketing strategy.

In 1992, Valenzuela graduated in Business & Economics from [University of Madrid](#). She then moved to Washington DC (US) for her MBA and received her degree specializing in International Business from [Georgetown University](#) in 1995. She moved back to Spain and earned her doctoral degree in Marketing from University of Madrid in 1998. In 2001, she completed her Postdoctoral fellowship at the [University of California, Berkeley](#).

### **Your Policy Statement (300 words)**

The idea is to create a stronger community in Spain by:

1. Having a regional meeting
2. Coordinating with regional organizations
3. Organizing a doctoral symposium

4. Organizing a series of Methodological and Topical seminars and webinars

The idea would be to collaborate with a senior professor in the Modelling and Strategy fields as well, so they are clearly represented.

Thank you for your consideration.