

October 2020

**ALONSO MARTINEZ**  
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## **ACADEMIC EXPERIENCE**

### **Columbia Business School**

Adjunct Professor (2011 – 2012)

Senior Lecturer (2013 – 2019)

Senior Lecturer in Practice (2019 – present)

- Teaches Catching Growth Waves in Emerging Markets course to MBA and EMBA students.
- Teaches Winning Strategic Capabilities to MBA and MS students and in Executive Education (including the Africa Business School in Morocco)
- Directs the MS in Marketing Science program
- Teaches and advises in ECLA (Entrepreneurship and Competitiveness in Latin America) Executive Program
- Led MBA and EMBA Global Immersion Programs to Brazil and India

### **The Lauder Institute, The Wharton School, University of Pennsylvania**

Project Director, Global Knowledge Lab on Consumption Patterns (2008 to 2012) – led research project on consumption patterns as countries develop and growth strategy implications, including multiple research trips with groups of Wharton/Lauder graduate students to urban and rural areas in emerging markets across the world.

## **PROFESSIONAL EXPERIENCE**

### **Booz, Allen & Hamilton (1982 – 2008)**

Senior Partner (Elected 2000)

- Led New York based Consumer Products Practice serving major multinationals globally (2004 – 2008)
- Led North Latin America Region based in Miami serving major multinationals and conglomerates across Latin America (2000 – 2004)

Partner (Elected 1990)

- Opened and managed Andean Region offices based in Bogota (1994 – 2000)
- Started Buenos Aires office to serve Mercosur together with Brazil (1990)

Associate, Senior Associate and Principal (1982 – 1990)

- Started Consumer Products and Media Practice based in Sao Paulo, Brazil and extended it across Latin America
- Was part of Booz Allen Acquisition services team doing global M&A assignments
- Led multiple assignments in steel, construction materials and energy industries

Mr. Martinez has served on the Board of Booz, Allen & Hamilton and several corporate and advisory boards

### **Intellectual leadership:**

Author or coauthor of several Columbia Caseworks cases, including:

- OCP Africa: improving the economic outcomes of small holder farms
- ABInbev: Dreaming Big,
- Walmart: From China to India
- Finding Coherence in Diversified Conglomerates: How Tata and 3M Pursue Strategic Growth

Wrote or coauthored multiple articles for Strategy & Business, including:

- Big Impact in a Small Format (November 15, 2010) on the factors driving the global rise of small retail format chains
- The Flatbread Factor (February 28, 2007) on deciphering consumption patterns in emerging markets as a basis for global growth strategies
- Multinationals vs. Multilatinas: Latin America's Great Race ( Fall, 2003) on the battle for dominance in Latin America's consolidating landscape
- The Changing Face of Strategic Alliances in Latin America (September 11, 2002) on the lessons learned on cross border alliances

**PAVCO S.A. (1978 - 1980)**, Bogota, Colombia

Leading construction materials company in Colombia

Commercial manager of tile division

### **EDUCATION**

**The Wharton School, University of Pennsylvania**, Philadelphia, PA

MBA, 1982

MS in Applied Economics, 1982

Research Associate at Wharton Applied Research Center (1980 - 1982)

Fulbright Scholar

**Universidad Nacional de Colombia**, Bogota, Colombia

Civil Engineering degree, 1978 (highest GPA in graduating class)

**Universidad Javeriana**, Bogota Colombia

Business Administration degree, 1978 (highest GPA in graduating class)

### **OUTSIDE ACTIVITIES**

Board Chair of Abilis (NGO supporting individuals with developmental disabilities in southern Connecticut)

Board member Los Andes University Foundation (NGO promoting access to higher education for talented lower income Colombians)

### **LANGUAGES**

Fluent Spanish (mother tongue), English and Portuguese

### **HOBBIES**

Tennis, biking and singing Broadway songs