
EDUCATION

CARDIFF BUSINESS SCHOOL, CARDIFF UNIVERSITY, United Kingdom

Ph. D. in Management and Business Studies (Concentration: Strategic Management)

THE ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY, The Netherlands

Master of Business Administration (MBA) / Master of Business Informatics (MBI)

– Participated in Exchange Program at the University of Texas at Austin (USA)

TECNUN – SCHOOL OF ENGINEERING, UNIVERSITY OF NAVARRA, Spain

Master of Science in Industrial Engineering

– Completed the M.Sc.Eng. Thesis at the University of Leuven (Belgium)

TEACHING

Western Carolina University, College of Business – Assistant Professor (2016 - Present)

Courses Taught: Integrative Strategic Management (MBA 643), Strategic Management (MGT 404), Introduction to Management (MGT 300)

– Recognized with the “Professor of Excellence Award - Undergraduate” in the Academic Year 2017-18.

– Recognized with the “Graduate Faculty Teaching Award” in the Academic Year 2019-20.

Mars Hill University, Business Department – Adjunct Professor (2009)

Courses Taught: Human Resource Management

SCHOLARLY ACTIVITY

Journal Articles

– Garrido-López, M., Hillon, Y. (2020). Where are the people in Continuous Improvement efforts? *Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión*.

– Garrido-López, M. (2019). How to improve Agent Retention in Call Centers? *Supervision*, 80(8), 6-11.

– Ambrosini, V., Billsberry, J., Garrido-López, M., Stiles, D. (2019). Towards a Non-Essentialist Approach to Management Education: Philosophical Underpinnings from Phenomenography. *Academy of Management Learning & Education*, 18(4), 626-638.

– Wright, E., Hillon, Y.C., Garrido-López, M. and Fowler, D. (2019). A new Scorecard for Strategic Planning. *Journal of Business Strategy*, 40(2), 50-58.

– Garrido-López, M., Hillon, Y.C., Cagle, W. and Wright, E. (2018). Project-Based Strategic Management Education: A Client Perspective on Key Challenges. *Journal of Small Business Strategy*, 28(2), 68-79.

Refereed Conference Research Presentations and Workshops

- Garrido-López, M., Hillon Y.C., Hillon, M. (2020). Community Sourced Research: A Watershed Ecosystem Approach to Management Research and Practice. *Academy of Management Annual Meeting*. (Recognized as Best Paper, it will be included in the Proceedings of the 2020 AOM Meeting).
- Garrido-López, M. (2020). Exploring Management Consulting Value Creation for Micro Enterprises. *Professional Development Workshop (PDW). Academy of Management Annual Meeting*.
- Hillon, Y.C., Garrido-Lopez, M., Bonnet, M., Hillon, M. (2020). Community Sourced Research: An Economic Balance for Ecosystem Impact Assessment. *The 9th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC, Lyon, France*.
- Garrido-López, M., Hillon Y.C. (2018). Where are the people in Business Improvement efforts? *The 7th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC, Lyon, France*.
- Ambrosini, V., Billsberry, J., Garrido-López, M, and Cohen, M.B. (July 2017), Phenomenography in Management Education: Towards Manageable Student-centered Issues and Deep Learning. *ANZAM, Melbourne, Australia*.
- Ambrosini, V., Billsberry, J., Garrido-López, M, and Cohen, M.B. (2015). Illuminating management education by integrating lessons from phenomenographic research. *Academy of Management Annual Meeting, Vancouver, Canada*.
- Ambrosini, V., Garrido-López, M, and Billsberry, J. (2013). Phenomenography research in higher education and its implications for management education. *OBTC Teaching Conference for Management Educators, Asheville, USA*.
- Ambrosini, V., Garrido-López, M. (2013). What can management education learn from phenomenography research? *Research in Management Learning and Education Unconference, Gold Coast, Australia*.
- Garrido-López, M., Ambrosini, V. (2009). Senior Management Competences in Project Portfolio Management: An Interpretive Study in Financial Services. *Strategic Management Society Annual Conference, Washington DC, USA*.
- Garrido-López, M., Ambrosini, V. (2007). Senior Management Competences in Project Portfolio Management: An Interpretive Study. *British Academy of Management Annual Conference, Warwick, UK*.

SELECTED SERVICE HIGHLIGHTS

- WCU MBA Program Director.
- University Curriculum Committee, Committee Member.
- College of Business Curriculum Committee, Committee Member.
- College of Business Strategic Planning Committee, Committee Member.
- Strategic Management Consulting and Business Development with Regional Businesses.

INDUSTRY EXPERIENCE

ACCENTURE, Charlotte, North Carolina (2015 – 2016)
Senior Executive, Management Consulting – North America Financial Services

METLIFE, New York City, New York (2009 – 2014)
Strategy and Transformation Officer, Global Technology & Operations (GTO)

SUMMIT CONSULTING, Asheville, North Carolina (2008-Present)
Founder and Managing Director

TRUMAN MEDICAL CENTERS, Kansas City, Missouri (2005-2007)
Vice President, Center of Excellence for Organizational Effectiveness

CITIGROUP (1998 – 2005)

CITI CARDS NORTH AMERICA, Kansas City, USA (2001 – 2005)
Head of Engineering & Planning (Operations & Technology, North America)

CITIBANK EMEA (Europe, Middle East and Africa), Citioperaciones – Pan-European Sales and Service Center, Barcelona, Spain (2000 – 2001)
Head of Planning & Engineering (Operations & Technology, EMEA)

CITIBANK EMEA, Brussels, Belgium (1998 – 2000)
Director, Operations Planning & Engineering (Operations & Technology, EMEA)

STRATEGY MANAGEMENT CONSULTING (1990 – 1998)
With various firms across Europe (e.g. The Netherlands, Germany, Switzerland, Spain)

RELEVANT PROFESSIONAL TRAINING AND CERTIFICATIONS

- Lean Six Sigma Master Black Belt Certification, Citigroup (2005).
- Strategy Execution: Palladium Kaplan-Norton Balanced Scorecard Certification Boot Camp (2009).
- Harvard Strategic Assessment Methodology, New York City (2013).
- Presence-Based Coaching Certification Program (2015).
- Socio-Economic Approach to Management (2018-2019), ISEOR, Lyon (France).

LANGUAGES

Fluent in English, Spanish, French, German and Italian.