

**EDUCATION****CARDIFF BUSINESS SCHOOL, CARDIFF UNIVERSITY, United Kingdom**

Ph. D. in Management and Business Studies (Strategic Management), 2012

**THE ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY, The Netherlands**

Master of Business Administration / Master of Business Informatics, 1998

**TECNUN – SCHOOL OF ENGINEERING, UNIVERSITY OF NAVARRA, Spain**

Master of Science in Industrial Engineering, 1992

**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 Faculty Member (2009).**

Courses Taught: Human Resource Management.

**RESEARCH****Journal Articles**

- Garrido-López, M., Hillon, Y.C. (2020) Where are the people in Continuous Improvement efforts? *Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión*, 138, 101-130.
- 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. (2019). How to improve Agent Retention in Call Centers? *Supervision*, 80(8), 6-11.
- Ambrosini, V., Billsberry, J., Garrido-López, M., Stiles, D. (2018). Towards a Non-Essentialist Approach to Management Education: Philosophical Underpinnings from Phenomenography. *Academy of Management Learning & Education*, 18(4), 626-638.
- 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.

**Book, Chapter in Scholarly Book**

- Garrido-López, M. (2021). Storytelling and Strategic Planning in Practice: A “story told” about a MNC, in *Business Storytelling and Strategy Volume in Encyclopedia of Business Storytelling*. NJ: World Scientific (Accepted for Publication).
- Garrido-López, M., Hillon, Y.C., Michaels, D.T. (2021). Wilma Dykeman’s Approach to Community-Based Economic Prosperity and Answerability, in *Business Storytelling and Strategy Volume in Encyclopedia of Business Storytelling*. NJ: World Scientific (Accepted for Publication).

**Conference Proceedings**

- Garrido-López, M. (2021). From Turning Points to Decision to Quit: Lessons Learned from a Call Center in Financial Services. *The 10th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC*, Lyon, France.
- 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*, Vancouver, Canada. (Recognized as Best Paper in the 2020 AOM Annual Meeting).
- Garrido-López, M. (2020). Exploring Management Consulting Value Creation for Micro Enterprises. *Professional Development Workshop (PDW)*. *Academy of Management Annual Meeting*, Vancouver, Canada.

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- Hillon, Y.C., Garrido-López, 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.

## **SERVICE**

### **University**

- University Curriculum Committee, Committee Member (Elected) (August 2020 – Present).
- University Curriculum Committee, Committee Member (Appointed) (August 2018 – May 2019).
- Innovative Scholarship Award, Committee Chair (August 2018 – May 2020).
- Honors Contract Advisor, Honors Contract (August 2018, Present).
- WHEE Call U Campaign, Task Force Member (2018 – Present).
- Degree Plus Event: Chat with Mariano: The experience of working in a multinational company, Workshop Organizer (November 2019).
- EPIC Innovation - Pitch Party, Judge (2016, 2017, 2019).
- Southeastern LatinX Student Leadership Conference (SL-SLC), Guest Speaker (April 12, 2019).
- Business Spanish for Professional Success: Interview Workshop, Workshop Organizer (April 2019).
- From Spain to the U.S. - An Insider Perspective, Workshop Organizer (November 2018).

### **College**

- Director of Graduate Programs, College of Business, Administrative Assignment. (July 2021, Present)
- MBA Program Director, Administrative Assignment (July 2020 – June 2021).
- MBA Program Advisory Board, Board of Directors (March 2021 – Present).
- MBA Program Student Association, Faculty Advisor (January 2021 – Present).
- MBA Program Steering Committee, Committee Chair (August 2020 – Present).
- Assurance of Learning Committee, Committee Member (August 2020 – Present).
- College of Business Graduate Curriculum Committee, Committee Member (August 2020 – Present).
- College of Business Strategic Planning Committee, Committee Member (August 2018 – Present).
- College of Business Curriculum Committee, Committee Member (August 2017 – Present).

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- College of Business Professor of Excellence Award, Committee Member (August 2018 – May 2021).
  - College of Business Graduate Teaching Award, Committee Member (August 2020 – Present).
  - MGT 404 & MBA 643 Business Client Interviews, Task Force Member (August 2016 – Present).
  - Strategic Management Consulting with Regional Businesses, Interaction with Industry (August 2016 – Present).
  - Appalachian Research in Business Symposium (ARBS), Session Chair (March 29, 2019).
  - Graduate Student Advising; Faculty Advisor (August 2020 - Present).
  - Graduate Student Mentoring; Faculty Mentor (August 2020 – Present).
  - Undergraduate Student Mentoring; Faculty Mentor (August 2016 – Present).

**Department**

- Tenure Track Faculty Search Committee - Operations Management / Quantitative Methods, Committee Chair (December 2020 – April 2021).
- Tenure Track Faculty Search Committee - Strategic Management, Committee Member (January 2018 – July 2018).
- Management Club, Student Organization Advisor (January 2020 – June 2020).
- Undergraduate Student Advising; Faculty Advisor (August 2016 – Fall 2020).

**PROFESSIONAL DEVELOPMENT ACTIVITIES**

- Conference, "Academy of Management (AOM) Annual Conference," Virtual Conference. (2021).
- Conference, "International Conference and Doctoral Consortium, ISEOR – Academy of Management (AOM) ODC," Virtual. (June 2021).
- Workshop, "First Annual Teaching and Learning Day," Western Carolina University, Coulter Faculty Commons, Cullowhee, North Carolina, United States. (January 21, 2021).
- Conference, "Academy of Management (AOM) Annual Conference," Virtual Conference. (2020).
- Conference, "NC Council of Graduate Schools," Western Carolina University, College of Business, Cullowhee, North Carolina, United States. (October 22, 2020 - October 23, 2020).
- Workshop, "Designing Effective Online Courses," University of North Carolina System - Digital Learning Initiative. (July 20, 2020 - July 31, 2020).
- Workshop, "Hybrid Course Design," Western Carolina University, Coulter Faculty Commons. (July 2020).
- Conference, "International Conference and Doctoral Consortium, ISEOR – Academy of Management (AOM) ODC," Virtual. (June 2020).
- Conference, "International Conference and Doctoral Consortium, ISEOR – Academy of Management (AOM) ODC," Lyon, France. (June 2019).
- Workshop, "Socio-Economic Approach to Management (SEAM) - Part II," ISEOR International Research Center and University Lyon 3 - Jean Moulin, Lyon, France. (June 10, 2019 - June 15, 2019).
- Conference, "Academy of Management (AOM) Annual Conference," Chicago. (2018).
- Conference, "International Conference and Doctoral Consortium, ISEOR – Academy of Management (AOM) ODC," Lyon, France. (June 2018).
- Workshop, "Socio-Economic Approach to Management (SEAM) - Part I," ISEOR International Research Center and University Lyon 3 - Jean Moulin, Lyon, France. (June 4, 2018 - June 9, 2018).
- Conference, "Academy of Management (AOM) Annual Conference," Atlanta. (2017).

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**INDUSTRY EXPERIENCE**

**ACCENTURE**, Charlotte, North Carolina (2015 – 2016)  
*Senior Executive, Strategy & 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).

**LANGUAGES**

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