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Ansættelse

Institut for Erhverv og Bæredygtighed

SDU

Kolding

1. okt. 2024 → present

Lektor

IEB Kolding

SDU

1. okt. 2024 → present

Lektor

Business-to-Business Marketing

SDU

1. nov. 2024 → present

Undervisningsportefølje

1. Pedagogical idea/basic view

My philosophy of education is deeply rooted in learning-by-doing and use of the scientific method, enhancing inquiry-based learning in the areas of B2B marketing and sales. As a teacher and supervisor, I strive to create a learning environment that encourages students participation by questioning and reflecting on the topics discussed, which can be used to draw conclusions grounded in personal experience but also to generalize about the “reality” of others. This pedagogical practice contributes to students learning by encouraging the identification of business strategies and tactics, comparing different business strategies and tactics, organizing different business strategies, and implementing different business strategies. Key in this learning process is using case studies from top-tier databases (e.g., Harvard Business Review). Following a case study approach, students are nudged to analyze, summarize, and critique the offered content in order to select the possible strategy. In this scenario, my role as educator is the facilitation of learning. Often students ask about the “right” answer but I redirect the question to themselves. In this vein, I secure the learning environment for students so they can feel comfortable sharing their ideas; thus, they are free to think both inside- and outside-the-box. Also, I encourage students to provide feedback on the activities and peer-feedback on selected exercises. My expectation of the students is that they take the exercises seriously as role-playing to be as close as possible to what they would actually do in real life situations.

2. Teaching experience

- Buyer-seller relationship in B2B marketing certificate, University of Chile (2011-2016)
- Market exploration in B2B marketing certificate, University of Chile (2011-2016)
- Marketing plan in B2B marketing certificate, University of Chile (2011-2016)
- Marketing I – undergraduate level, Georgia State University (2017-2018)
- Strategic selling – graduate level, Georgia State University (2017-2018)
- Innovation – undergraduate level, Southern Denmark University (2019)
- B2B marketing – graduate level, Southern Denmark University (2019-present)
- E-marketing – graduate level, Southern Denmark University (2019-present)
- Advanced quantitative analyses – undergraduate level, Southern Denmark University (2020-present)
- VUP – graduate level, Southern Denmark University (2020-present)
- Market research methods – graduate level, Southern Denmark University (2020-present)

In addition, I have conducted several training sessions for B2B firms in Latin America and the US. From a design perspective, I co-developed the program/syllabus for the B2B marketing certificate in University of Chile, which included screening and hiring the faculty members for the program. Also, I created a new B2B marketing certificate for Latin America (2021), which also included screening and hiring the faculty members for the program. The latter involved selecting professors from Europe, Latin America, and the U.S. Finally, I contributed to updating the content for the e-

marketing class for the 2021 version.

3. Pedagogical competence

I have been trained on teaching in the U.S. via general programs for teaching and specific programs for business and marketing teaching in international settings. Furthermore, I continuously reflect on my teaching experiences and use students evaluations as tools for improvement.

Lecturer Training Program: UP & LTP 2019 - Summer

The Lecturer Training Program is a mandatory activity to support the development of recently arrived scholars to SDU as university teachers. Its purpose is to strengthen the participants' skills and competences as educators and runs over two/four semesters, entailing about 270 working hours by the participant (10 ECTS). The program is managed by the Center for Teaching and Learning at SDU (SDUUP).

Participation in Higher Education Activities, Conferences, and Workshops

- Supervision – Roles and Relations (¾ ECTS; Nov-Dec 2019; SDUUP)
- Case-based Learning (CBL) 1 (½ ECTS; Nov-2019; SDUUP)
- Teaching for Active Learning-TAL2019 (¼ ECTS; November 14th, SDUUP)