



César Augusto Lajud Desentis

Teaching areas:

Strategic
Marketing Management

Email:

clajud@nebrija.es

He holds a Degree in Economics from the Instituto Politécnico de México.

He has been Commercial Counselor of Mexico in Spain, Venezuela, Cuba and California, Consul General of Mexico in San Francisco California, Director of the National Bank of Foreign Trade in Mexico, consultant in International Projects, director of Business Development at MICROSOFT and lecturer of economics for the last 15 years.