

**FM**

# Fátima Moreno Sánchez

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**Teaching areas:**

Strategic  
Marketing Management

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She holds a PhD in Business Administration from Universidad San Pablo- CEU. Bachelor's Degree in Economics from the Universidad Autónoma de Madrid.

Specialist in trade fairs, marketing and market research. She has published several articles and books, and has presented his research at various academic conferences. Currently, she continues his research work in the field of event and trade fair organization. More than 20 years of teaching experience in different Universities and Business Schools, being part of the teaching staff of different universities.

She has worked in private companies in the fashion and clothing sector, carrying out marketing strategies, attending trade fairs and leading the sales force.

**Nebrija**  
Business  
School