



# Víctor Conde Salazar

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**Teaching areas:**  
Marketing

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He holds a PhD in Economics and Business Administration - Business Internationalization (UNNE). Master in Commercial Management and Marketing (ESIC). Degree in Business Sciences (UCM).

Since 1993 professor at several Universities (Complutense, Nebrija, Salamanca, EAN of Colombia, TEC of Monterrey) and Business Schools (ESIC, EAE, Nebrija, ESPM Brazil), both in Spain and abroad. He has been coordinator of the ADE degree and director of master programs related to entrepreneurship, business and marketing.

Currently, he is the coordinator of the Nebrija Entrepreneurs Club.

Since 1977 he has developed his professional activity in several multinational and Spanish companies, with responsibilities in the areas of marketing, sales, general management and consulting. He is currently general director of the Marketing Association of Spain. Two of his most significant achievements are the launch of the newspaper El Mundo as managing director of Unidad Editorial and the success of the EXPO'92 in Sevilla, as marketing director.

**Nebrija**  
Business  
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