

# CV DIANA KOLBE



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## RESEARCH INTERESTS

Dynamic marketing capabilities  
Multichannel capability  
Internationalization  
SMEs  
Strategic marketing

## PUBLICATIONS

Dynamic capabilities in the internationalization process of companies distributing products of the agribusiness sector (Journal: EARN, Scopus).  
Dynamic Capabilities of Export Service Providers in the Fruit and Vegetable Sector: Approaches to Overcome Internal Export Barriers (Journal: GJAE, JCR).

## LANGUAGES

German – Mother tongue  
Spanish – Professional  
English – Professional  
French – Basic

## PROFESSIONAL EXPERIENCE

### MARKETING PROGRAM DIRECTOR

INSTITUTO DE EDUCACIÓN SUPERIOR TECNOLÓGICO DE MONTERREY, MEXICO CITY CAMPUS (MEXICO)  
June 2019 – Present

### BUSINESS DEVELOPMENT (NATURAL GAS MARKETING)

CFENERGÍA, MEXICO CITY (MEXICO)  
March 2017 – June 2018

### MARKETING LECTURER

INSTITUTO DE EDUCACIÓN SUPERIOR TECNOLÓGICO DE MONTERREY, MEXICO CITY CAMPUS (MEXICO)  
August 2016 – May 2019  
Courses: Qualitative marketing research, Consumer behavior, New product development and global brands.

### MARKETING AND SALES MANAGER

IBERIANA FRUCHT, VALENCIA (SPAIN)  
November 2011 – January 2016

### JR. MARKETING AND SALES MANAGER

LANDGARD VETTER, KEHL (GERMANY)  
August 2006 – August 2009

## ACADEMIC BACKGROUND

### PHD IN MARKETING

UNIVERSITY OF VALENCIA (SPAIN)  
October 2014 – May 2019  
Dissertation: The influence of dynamic marketing capabilities and multichannel capability on export results: a SMEs application.

### MASTER IN INTERNATIONAL MANAGEMENT

KARLSRUHE UNIVERSITY OF APPLIED SCIENCES (GERMANY)  
October 2010 – March 2012

### BACHELOR IN RETAIL AND SERVICE MANAGEMENT

BADEN-WUERTTEMBERG COOPERATIVE STATE UNIVERSITY (GERMANY)  
OPEN UNIVERSITY LONDON (UK)  
September 2006 – August 2009  
UNIVERSITY OF CALIFORNIA SANTA BARBARA (USA) - Student exchange program March – June 2008