

Santiago García Rodríguez, Ph.D.

EDUCATION

PhD in Business Administration (Consumer Decision Making), Leeds Univ. Business School, March 2016.

Masters of Science in Decision Making (Psychology), Focus: Consumer Decision Making, Risk & Communication. Decision Research & University of Oregon, June 2006.

Certificate of Mastery in International Business Communication, Charles H. Lundquist College of Business, University of Oregon, June 2005.

Bachelor of Arts (Hons.) in Psychology, Summa Cum Laude, Focus: Social Psychology, group dynamics, University of Oregon, June 2005.

PROFESSIONAL EXPERIENCE

Dean Global Business, Rennes School of Business (Rennes), April 2018– present

- Management of the Global School in a Triple-Accredited business school (AACSB, AMBA, EFMD) with 2,000 students and +100 academic and administrative staff
- Academic and operational responsibility of the Global School, with a portfolio of 20 international undergraduate and post-graduate programmes and 2,000 students
- Financial responsibility for the performance of all programmes and activities of the Global School
- Responsible for the strategic conception and implementation of the School's development plan for MSc programs, International Bachelors, Summer Program
- Re-design of processes and organization to increase efficiency, reduce costs, and increase student success and satisfaction

Dean & Director, Grenoble Graduate School of Business (Grenoble Ecole de Management, Grenoble), Aug. 2015 – June 2018

- Chair of the Management Board, GGSB
- Management of an international business school, Triple-Accredited (AACSB, AMBA, EFMD), with responsibility over +200 academic and administrative personnel and c.a. 2,500 students
- Optimisation of financial performance and enrolment numbers, student satisfaction and quality of +10 top-ranked academic programmes (Financial Times, The Economist, Eduniversal, etc.)
- Responsible for strategy and international operations, opening new international sites and programmes and optimisation of processes in existing ones (e.g. London, Berlin, Moscow, Tbilisi, Singapore, Hong Kong)
- Representation of the School in numerous international bodies, particularly EFMD, AMBA and AACSB

Global Director of Marketing, Recruitment & Admissions, Grenoble Graduate School of Business (Grenoble), July 2013 – Aug. 2015

- Member of the Management Board, GGSB
- Directed a 20-strong Marketing, Recruitment and Admissions (MRA) Team, improving its functioning and turning around the operational procedures resulting in streamlined processes and cost reductions
- Responsible for the recruitment for +15 top-end educational undergraduate and graduate business programmes
- Opened foreign offices and representing the School before external stakeholders, public and private, to generate new leads and increase partnership portfolio: 3-digit recruitment growth in such regions
- Designed and implemented of cost-effective innovative marketing and recruitment campaigns
- Provided strategic advice on the launch and commercialisation of new programmes

Doctoral Researcher & Consultant, Leeds University Business School, Centre for Decision Research (Leeds), July 2010 – Sept. 2013

- Conducted research on processing of visual information and its effect on consumer decision making
- Participated in consulting projects on the implementation of leading academic research into retail marketing

PROFESSIONAL EXPERIENCE (CONT.)

Business Development & Sales Manager, European School of Management and Technology (Berlin), May 2009 – July 2010

- Member of the Management Committee, MBA programmes
- Managed and maintained key corporate & government accounts (Lufthansa, Deutsche Bank, Allianz, etc.)
- Developed and implemented the annual plan for business development
- Conducted graduate (MBA) recruitment, yield maximisation strategies, attended study fairs and organised road shows and individual/corporate visits, resulting in +50% recruitment increase
- Developed a network of companies to promote and nominate candidates to the (E)MBA programmes
- Built relationships with highly professional, brand-oriented candidates
- Coordinated corporate development with internal departments to maximise revenue of new accounts

External Relations Officer, Vesalius College (Brussels), November 2006 – December 2008

- Headed the External Relations unit, creating the corporate and government partnerships strategy and managing relations with public and private international organisations (EU, NATO, MasterCard, BBC, etc.)
- Designed and conducted the international recruitment strategy of undergraduate students worldwide
- Developed and implemented the Vesalius Internship Program, highly prestigious and key tool for international visibility and impact
- Developed internal and external communications, acting as media and corporate communications contact
- Generated leads and contacts for partnerships with International Universities

Advisor, Office of Academic Advising, University of Oregon (USA), Sept. 2005 - June 2006

- Provided counselling to prospective students, ensuring high-potential individuals enrolment
- Conducted academic/professional guidance activities to current and prospective university students
- Collaborated in the development of promotional/educational/marketing events
- Worked with other university departments to ensure students' academic recruitment, retention, and success

Instructional Specialist (Psychology, English Writing, Spanish), Lane Community College & University of Oregon (USA), Sept. 2002 – June 2005

- Tutored labs and acted as teaching assistant
- Created personalised didactic materials for students
- Participated in hiring committees and provided input on curriculum development

Officer, Advisor to Police Commissioner, Police, City of Cee (Spain), Oct. 1998 – Sept. 2002

- Managed the department's programmes & staff (8 officers), set strategies to achieve performance goals
- Developed / delivered communications to community, media, and government agencies
- Liaison between the municipality and other government and law enforcement agencies
- Created educational programmes for the community and emergency personnel
- Identified community and city needs developing and managing programmes to meet them

Customer Service Team Coordinator, Inconta & Servimax (Spain), Feb. 1995 – Oct. 1998

- Coordinated a team of 4 customer service representatives for a major energy company, assigned tasks, evaluated performance and resolved problems
- Trained new team members
- Identified customer needs and provided proactive and reactive alternatives to meet them
- Solved escalated customer complaints

INTERNATIONAL EXPERIENCE AND LANGUAGES

Languages		Life & Work Experience
Spanish (Native)	French (Full Fluency)	Spain, USA, Brazil, Denmark, Belgium, Switzerland, Germany, UK, France
English (Full Fluency)	Portuguese (Full Fluency)	