

BUSINESS GRADUATES

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BGA ASSESSORS

PERCY MARQUINA FELDMAN

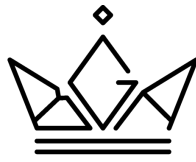


Director General

PUCP Business School

Professor Percy Marquina holds a Doctor in Business Administration degree from Maastricht School of Management, the Netherlands, a Doctorate in Strategic Business Administration from Pontificia Universidad Católica del Perú, a Master of Philosophy from Maastricht School of Management, the Netherlands, a Master's degree in Business Administration from Universidad del Pacífico, Peru, and an undergraduate degree in Economics from Universidad del Pacífico. Professor Marquina completed the Executive Development Program at Wharton School of Business, United States. He completed the Business Leadership Program at Getulio Vargas Foundation, Brazil, and the Colloquium on Participant Centered Learning program at Harvard Business School, United States. Professor Marquina has also pursued specialized course studies at the World Bank, the UNDP, and Wilson Learning.

Professor Percy Marquina currently is the Director-General at CENTRUM PUCP Business School. Professor, and Researcher at CENTRUM PUCP Business School, Visiting Professor at Escuela de Alta Dirección y Administración (EADA), Spain, and Honorary Professor at Maastricht School of Management (MSM), The Netherlands. He is a member of CENTRUM PUCP Business School founding team.



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PROFESSIONAL EXPERIENCE

Professor Marquina has been the General Manager at Rhone Poulenc, General Manager, Commercial Manager and Marketing Manager at companies linked to the Richard O' Custer group. He has been a member of several organizations, such as: Rhone Poulenc Executive Committee in Latin America, member of Rhone Poulenc Peru S.A. Board of Directors, President of the Peruvian Marketing Society, Director at AIESEC, member of the advisory committee of the annual marketing congress and strategy and leadership congress, member of the University Council at Universidad del Pacífico, member of the final jury of Effie awards, member of Provida NGO Board, expert member of ISO 26000 social responsibility committee, and a evaluator member of the 2021 award for corporate social responsibility and sustainable development. He has also been a Consultant-Trainer in Strategic Alignment and Commercial Effectiveness certified by Wilson Learning, USA. Professor Marquina is a specialist in marketing, social marketing, ethical consumption, corporate social responsibility, project monitoring and evaluation. He has been a speaker at numerous international conferences.