

Full Professor of Marketing at the University of Almería. Rector's Delegate for UNIgreen European University at UAL. General Coordinator of UNIgreen: The Green European University. Chair of the Board of Directors of UNIgreen.

He has been Director of International Promotion at University of Almeria (2023-2026), member of the Board of Directors of the Spanish Association of Academic and Professional Marketing (AEMARK), and Secretary General of the Spanish Association of Scientific Experts in Tourism (AECIT). Throughout his professional career, he has developed extensive international experience in academic cooperation, project management, and multicultural team leadership.

PhD in Business Management and Economics from the University of Almería. Bachelor's degree in Economics and Business Administration from the Complutense University and CEU San Pablo University (Madrid).

His research activity focuses primarily on the field of marketing, specifically retailing and tourism marketing, and on sustainability in the context of business management. His doctoral thesis, "The composition of the assortment as a relevant variable in consumer purchasing behavior: an analysis in the context of food-based distribution", focuses on consumer behavior and food distribution. Several of their publications specifically analyze environmental and sustainability issues from an interdisciplinary perspective, combining economics, business, sustainable marketing and the environment.

Visiting professor at Changchun University (China) and at the University of Beira Interior (Portugal). Guest professor at numerous universities, including: Julius Maximilian University of Würzburg (Germany), Opole University of Technology (Poland), Koçaeli University (Turkey), Keimyung University (Republic of Korea), the University of Sarajevo (Bosnia and Herzegovina), the University of the Republic (Uruguay), and the University of Bucharest (Romania). Marketing advisor at Florida Institute of Management (Miami, USA). With extensive international experience as a marketing consultant, he has visited more than 100 countries.

He has been an evaluator of European projects at the Spanish National Agency - OAPEE (Autonomous Body for European Educational Programs) and SEPIE (Spanish Service for the Internationalization of Education). He has coordinated numerous European projects, mainly under Erasmus+,

including: Design, Do and LEAN it; BERC; TEA LEAF; IBRAVE; RURALTOUR, AGRI&TOUR. Coordinator of the Sustainable Tourism Network of the PIMA Program of the Organization of Ibero-American States at UAL. Researcher in several projects of the Andalusian Agency for International Development Cooperation (AACID).

Chair and/or co-chair of several prestigious international academic conferences, such as: NB&PL (International Conference on Advances in National Brand and Private Label Marketing), or BASIQ International Conference on New Trends in Sustainable Business and Consumption.

Coordinator of several postgraduate courses. Author of numerous publications in prestigious scientific journals such as: Industrial Marketing Management, Journal of Destination Marketing & Management, Journal of Hospitality & Tourism Research, International Journal of Retail & Distribution Management, International Journal of Environmental Research & Public Health, among others. Speaker at multiple international conferences.

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Catedrático de Comercialización e Investigación de Mercados en la Universidad de Almería. Delegado del Rector para UNIgreen European University. Coordinador General de UNIgreen: The Green European University. Chair del Consejo de Administración de UNIgreen.

Ha sido Director de Promoción Internacional de la Universidad de Almería (2023-2026), miembro de la Junta Directiva de la Asociación Española de Marketing Académico y Profesional (AEMARK) y Secretario General de la Asociación Española de Expertos Científicos en Turismo (AECIT). A lo largo de su trayectoria profesional, ha desarrollado una amplia experiencia internacional en cooperación académica, gestión de proyectos y liderazgo de equipos multiculturales.

Doctor en Dirección y Administración de Empresas por la Universidad de Almería. Licenciado en Ciencias Económicas y Empresariales por la Universidad Complutense de Madrid y la Universidad CEU San Pablo.

Su actividad investigadora se centra principalmente en el ámbito del marketing, específicamente en el retail y el marketing turístico, así como en la sostenibilidad en el contexto de la gestión empresarial. Su tesis doctoral, “La composición del surtido como variable relevante en el comportamiento

de compra del consumidor: un análisis en el contexto de la distribución alimentaria”, se enfoca en el comportamiento del consumidor y la distribución alimentaria. Varias de sus publicaciones analizan específicamente cuestiones medioambientales y de sostenibilidad desde una perspectiva interdisciplinar, combinando economía, empresa, marketing sostenible y medio ambiente.

Profesor visitante en Changchun University y en University of Beira Interior. Profesor invitado en numerosas universidades, entre ellas: Julius Maximilian University of Würzburg, Opole University of Technology, Koçaeli University, Keimyung University, University of Sarajevo, University of the Republic y University of Bucharest. Asesor de marketing en Florida Institute of Management (USA). Cuenta con una amplia experiencia internacional como consultor de marketing, habiendo visitado más de 100 países.

Ha sido evaluador de proyectos europeos en la Agencia Nacional Española - OAPEE (Organismo Autónomo de Programas Educativos Europeos) y en el SEPIE (Servicio Español para la Internacionalización de la Educación). Ha coordinado numerosos proyectos europeos, principalmente en el marco de Erasmus+. Ha sido coordinador de la Red de Turismo Sostenible del Programa PIMA de la Organización de Estados Iberoamericanos en la UAL, e investigador en varios proyectos de la Agencia Andaluza de Cooperación Internacional para el Desarrollo (AACID).

Chair y/o co-chair de congresos académicos internacionales de prestigio, como NB&PL (International Conference on Advances in National Brand and Private Label Marketing), o BASIQ International Conference on New Trends in Sustainable Business and Consumption.

Coordinador de cursos de posgrado. Autor de numerosas publicaciones en prestigiosas revistas científicas como: Industrial Marketing Management, Journal of Destination Marketing & Management, Journal of Hospitality & Tourism Research, International Journal of Retail & Distribution Management e International Journal of Environmental Research & Public Health, entre otras. Ponente en múltiples congresos internacionales.