

Jose R. Siqueira
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EDUCATION

Huizenga College of Business, Nova Southeastern University - Fort Lauderdale, FL
DBA - Marketing (July, 2017)
California State University - Dominguez Hills, CA
Master of Business Administration, International Business (August, 2005)
University of La Verne – La Verne, CA
BA, Business Administration (May, 2002)

RESEARCH INTERESTS

Marketing Strategy, Marketing in Emerging Markets, Online Marketing, Customer Experience, Retail Marketing, Service Marketing, Cross Cultural Marketing, Marketing Research.

DISSERTATION

Two Essays on employee branding marketing behavior and customer experience
• Chair: Dr. Michael Bendixen
• Committee Members: Drs. Russell Abratt, Dr. Maria Petrescu

PUBLICATIONS

Mbaye Fall Diallo, Jose Ribamar Siqueira Jr, (2017) "How previous positive experiences with store brands affect purchase intention in emerging countries: A comparison between Brazil and Colombia", International Marketing Review, Vol. 34 Issue: 4, pp.536-558, <https://doi.org/10.1108/IMR-07-2014-0224>

RESEARCH IN PROGRESS

Siqueira, J.R., Bendixen, M., Amado, M. Customer Experience Among Generation Z in Emerging Markets: A Cross-Cultural Study of Brazil and Colombia.
Status: Data Analysis

Siqueira, J.R., Bendixen, M., Amado, M. Emerging Markets Online Shopping Behavior: Online Cart Usage in Brazil and Colombia.
Status: Testing Instrument

CONFERENCE PRESENTATIONS

Diallo M.F. and Siqueira J.R. (2014), Previous experience with store brands and consumer behaviour in emerging countries, Academy of International Business (AIB) Conference (October, 23-25), Miami, Florida, USA.

Siqueira, J.R., Bendixen, M., Amado, M. (2016). Customer experience among generation Z in emerging markets: A cross cultural study between Brazil and Colombia, Academy of International Business – Latin America Chapter (AIBLAT) Conference (February, 18-20), Sao Paulo, Brazil.

Siqueira, J.R. (2016), Extended warranty purchase behavior in emerging economies: A cross-cultural comparison between Brazil and Colombia, Academy of International Business – Latin America Chapter (AIBLAT) Conference (February, 18-20), Sao Paulo, Brazil.

HONORS & AWARDS

2014 Academy of International Business Conference, Miami, Florida, USA: Conference best paper award (track: International Marketing and Social Responsibility).

TEACHING EXPERIENCE

Instructor – Davenport University, MI – 2015 - Present

- Marketing Strategy – Online MBA
- Strategic Brand Management – Online MBA
- Marketing Research – Online MBA
- Digital Retailing – Online Undergraduate
- Marketing and Communicating in a Multi-Cultural Environment – Online MBA

Associate Professor - Colegio de Estudios Superiores de Administración – CESA – Dec. 2016-Present

SERVICE & REVIEWING ACTIVITIES

Reviewer

International Academy of Business – Latin America Chapter annual conference 2016, Sao Paulo – Brazil
International Marketing Review - Journal

PROFESSIONAL AFFILIATIONS

Academy of International Business

American Marketing Association

French Marketing Association Special Interest Research Group - Emerging Countries: Distribution in Emerging Markets

LANGUAGES SPOKEN

English (Fluent)

Portuguese (Fluent)

Spanish (Fluent)

PROFESSIONAL EXPERIENCE

Marketing Consultant (Customer experience processes and implementation) – 2016 to present

Marketing Intelligence Manager – Cross Country Home Services – 10/2010 to 04/2013

- Successfully managed a yearly customer acquisition budget of \$20MM
- Generated an average of 140 thousand new customers

- Developed and executed over 150 direct mail and telemarketing campaigns yearly for all products targeting new customer acquisition, retention, and customer upsell through list generation, creation and implementation of offers
- Responsible for development of data models with file processing partners (Allant and Merkle) to better segment and target marketing lists
- Responsible for post campaign analysis performance and performance tracking for all lines of product
- Developed and integrated all marketing intelligence reports through implementation of Oracle BI allowing report generation to be automated and functionally linked to other business departments within company.

Regional Marketing Analyst - Comcast Cable - Miami, FL - 06/2007 to 10/2010

- Developed marketing plans and advertising strategies, with both pre- and post-promotion ROI analysis
- Assisted with \$15M marketing budget by forecasting subscribers across all lines of business from 3 core business lines: Video, Internet and Telephony for entire region encompassing over 900 thousand subscribers;
- Management of all COMET Marketing Database queries and campaign writing for direct mail initiatives
- Responsible for maintenance and campaign execution of Comcast.com website involving creative strategy, pricing and product mix for SFL region.

Advertising Sales Manager - Comcast Cable - Los Angeles, CA - 10/2004 to 06/2007

- Managed all sales and ad insertion for Comcast's digital tier 45 cable networks
- Successfully achieved a \$6.5 Million 2005 sales budget
- Grew business by 25% in 2006;