

Teresa Cometto

Gender: Female
Date of birth: May 29th, 1960
Nationality: Uruguayan
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1. Education

1.1. Doctoral Degree: PhD in Business Administration (Universidad Politécnica de Madrid, Spain)

1.2. Graduate Education:

Diploma en Estudios Avanzados (MSc) in Business Administration, (Universidad Politécnica de Madrid, Spain)

Pharmaceutical Chemist (Universidad de la República, Uruguay)

2. Company Experience

Unilever S.A, Uruguay:

2020 - 2022	Country Manager Uruguay
2010 - 2020	Marketing Manager Home and Personal Care, Media Manager
2010 – 2012	Skin Cleansing SoCo coordinator
2005 – 2010	Marketing Manager Home and Personal Care, Consumer & Market Insight, Media Manager
1984 - 1993	Quality and R&D Skin cleansing leader and BPC Manager

3. Academic and Administrative Experience

- 3.1.** Universidad ORT Uruguay - 2022-Present: Management and administration & digital business director
- 3.2.** Universidad ORT Uruguay - 2018-Present: Catedrático de marketing
- 3.3.** Universidad ORT Uruguay - 2000-Present: Senior Lecturer
- 3.4.** Universidad Politécnica de Madrid (Spain) - 2009-2018: Invited professor E. Mundus
- 3.5.** Universidad de la República (Uruguay) - 1981-1985: Professor Organic Chemistry

4. Skills & Academic Courses

Sustainable marketing
Integrated Communication/
Consumer Behaviour/
Innovation and Technology Strategy
Sustainable Business Strategy & Development
Marketing and Media Strategy

5. Intellectual Contributions

5.1. Books

Cometto, T. & Labadie, G. (2018). Drivers of Innovation Deployment Affecting the Marketing and Sales Relationship. *Organizational Conflict*, Intechopen. Ed. Ana Alice Vilas Boas. DOI: 10.5772/intechopen.69420
ISBN: 978-1-78923-505-0. Print ISBN: 978-1-78923-504-3 DOI: 10.5772/intechopen.71987

Cometto, T.; Herrera, T.; Fitipaldo, J.; Pasquet, A.; Simone, J.; Somoza, E (2006) *“Validación Nacional del Índice de Nivel Socio Económico para estudios de mercado y opinión pública”*. Grouped Commission Level of Socio-Economic Index, CAINSE, Universidad de la República, Uruguay. Faculty of Social Sciences, FCS. National validation of socio economic index for market research and public opinion. Montevideo: CAINSE.

5.2 Research Projects, Consultancies, Reports and Working Papers

Fastoso, F.; Gonzalez, H. & Cometto, T. (2021). Mirror, mirror on my phone: Drivers and consequences of selfie-editing. *Journal of Business Research*. JBR-D-19-039.

Fitzhugh, K.; Cometto, T. & Johnson, J. (2021). Launching new global products into subsidiary markets: The vital role of sales and marketing collaboration. *Thunderbird International Business*.

Cometto, T., Nisar, A., Palacios, M., Le Meunier-FitzHugh, K., & Labadie, G.J. (2016). Organizational linkages for new product development: Implementation of innovation projects. *Journal of Business Research*, 69(6), 2093-2100.

Cometto, T., Labadie, G., and Palacios, M. (2011). The determinants of the quality of theales-marketing interface in a multinational customer brand focused company: the Latin American branches. In *Proceedings of the 15th Biennial World Marketing Congress of the Academy of Marketing Science*, ISBN: 0889-3071, July 19-23th, pp. 924-932. Reims, France: Reims Management School.

Cometto, T., Labadie, G., Palacios, M. (2009). Estudio del modelo multidimensional y variables de redes que determinan la calidad de la interfase entre marketing y ventas en América Latina, Universidad ORT Uruguay, Facultad de Administración y Ciencias Sociales.

Cometto, T. (2007): *Behavioural Finance: El asesor financiero en un país latinoamericano: ¿el arte de ser Psicólogo o Analista Financiero?*, Universidad ORT Uruguay, Facultad de Administración y Ciencias Sociales.

Cometto, T. (2007): *Orientación al mercado en el desempeño de la empresa, para un país en vías de desarrollo. El caso Uruguay en el mercado masivo*, Universidad ORT Uruguay, Facultad de Administración y Ciencias Sociales.

Cometto, T. (2006): *Factores determinantes de adopción de EDI en Uruguay en el mercado de consumo masivo– Febrero 2006*. Universidad ORT Uruguay, Facultad de Administración y Ciencias Sociales.

Cometto, T., Fittipaldo, J., Herrera, T., Pasquet, A., Simone, J.L., Somoza, E. (2006): *“Validación Nacional del Índice de Nivel Socio Económico para estudios de mercado y opinión pública”*

Cometto, T., Zalovich, M. (2003): "Marketing remedio infalible", ESOMAR ADVANCE PROGRAMME - Latin American Conference 2003 (internacional)

5.3 Contributions in Conferences

Cometto, T., Gudynas, A. L. & Saegert, J. (2019). An application of Fennell's (1978) model of motivation for analysis of self-esteem construction in adolescent girls. Global innovation and Knowledge Academy, January 16-17th, Concepción, Chile: Universidad Católica de la Santísima Concepción.

Cometto, T., Labadie, G., LeMeunier-FitzHugh, K. and Roux, F. (2014). The role of sales and marketing in innovation implementation. An empirical analysis in six South American countries. The 17th Biennial World Marketing Congress of the Academy of Marketing Science, 2363-6173, Lima, Perú: ESAN School of Business.

Cometto, T., Labadie, G., LeMeunier-FitzHugh, K. and Palacios, M. (2014). The role of sales and marketing in innovation implementation. An empirical analysis in six Latin American countries. AMA Thought Leadership on the Sales Profession Conference, June 10-11th, N.Y., US: Columbia Business School.

Cometto, T.; Labadie, G.J. and Roux, F. (2013). Organizational Drivers of Innovation Deployment Process affecting the Marketing/Sales Interface. The Case of Six Latin American Countries. Paper accepted to be presented in The 2nd GIKA Annual Conference. Valencia, Spain: University of Valencia and the Polytechnic University of Valencia.

Cometto, T.; Labadie, G.J. and Palacios, M. (2013). Interpersonal trust as a driver of the effectiveness of the sales and marketing interface: the case of South America. Paper accepted to be presented in The 3rd Conference of the International Network of Business and Management Journals (INBAM). Lisbon, Portugal: Technical University of Lisbon (UTL)

Cometto, T.; Labadie, G.J. and Palacios, M. (2013). Marketing and Sales organization in a "Brand-Focused Professional" multinational. In Proceedings of The BALAS Annual Conference, Reims, France: Reims Management School

Cometto, T.; Labadie, G.J. and Palacios, M. (2011) "The determinants of the quality of the sales-marketing interface in a multinational customer brand focused company: the Latin American branches". 15th world congress at Academy of Marketing Science

Cometto, T. (2007) "Factores determinantes de adopción de EDI en Uruguay en el mercado de consumo masivo". III VI International Meeting and National Meeting of University Professionals in Business Management and Administration, Montevideo, Uruguay

Cometto, T. (2007) "Management development program, communication and promotion at point of sale." Universidad ORT Uruguay in coordination with Senior Management in Ecuador

Cometto, T (2007) "Insights powerful" Universidad ORT Uruguay, Montevideo, Uruguay.

Cometto, T. (2005) "The profile of marketing in the area of communication" Advertisers camera Montevideo. Uruguay.

Cometto, T. (2003) "Infallible remedy Marketing" ESOMAR ADVANCE PROGRAMME - Latin American Conference.

Cometto, T. Zalovich, M (2003) "Infallible remedy marketing" ESOMAR Latin America conference.

Cometto, T. Zalovich, M (2003) "Marketing infallible remedy" Universidad ORT Uruguay Montevideo. Uruguay.