

## **Biography**

Carmen Rodríguez Santos, Professor at the University of Leon (Spain), Research Fellow at Leeds Beckett University (UK), Adjunct Professor at University of Vaasa (Finland), Professor Visitor at IAE (France) and the University of Kassel (Germany). She is also Professor in various Private Business School (such as ESIC) and key speaker in international conferences.

Carmen has been Coordinator of several Erasmus and Seventh Programmes. She is also a Referee for several scientific journals and congresses.

Furthermore, Carmen shows her research outputs through 19 publications in national and international indexed journals. She has also written 5 books and has contributed chapters in 15 books.

In addition to her engagement in academic and scholarly pursuits, Carmen has considerable and recognized professional experience in consultancy in private companies, in the areas of Brand management, B2C Engaging Communication and Consumer Insights.