Juan Holguin, Jr.

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EDUCATION

Current **New Mexico State University**
Ph.D. *Dissertation: Assessing the impact of a firm's CEO on financial performance as examined through both a domestic and international lens. Examining Fortune 500 firms across the United States, Europe, and Japan, the research will offer hypotheses regarding which firms should employ a CEO and then analyze and predict firm performance based on those hypotheses.*

MBA **The University of Texas, El Paso**

BBA **The University of Texas, Austin**
Marketing

HONORS AND AWARDS

2023	**Donald C. Roush Award for Teaching Excellence** *College of Business- New Mexico State University*
2019	Student Organization- Advisor of the Year (with Erin Blaugrund) *American Marketing Association- New Mexico State University*
2016	Invited Speaker- Hispanic Entrepreneurship Conference Stanford University
2012 and 2014	Presidential Award - Advisor of the Year *American Marketing Association- California St University Dominguez Hills*
2012 and 2013	Presidential Award- Organization of the Year *American Marketing Association- California St University Dominguez Hills*
2012	Keynote Speaker- 7th Annual ULS Leadership Conference *Latino Student Business Association- Carson, California*
2009	**Teacher of the Year** *The University of Texas at El Paso, College of Business Administration*
2009	**Excellence in Instruction Award** *The University of Texas at El Paso, Dept. of Marketing and Management*
2005	Doctoral Student Research Award *Best Refereed Published Article*
2005-2006	Cotton Memorial Scholarship

TEACHING INTERESTS

- Selling and Sales Management
- Marketing Strategy- Capstone
- Advertising and Promotional Strategy
- Consumer Behavior
- Marketing Research

TEACHING EXPERIENCE

01/2025- Present **Texas State University**
Center for Professional Sales
Assistant Professor of Instruction
- **Personal Selling**

08/2015- 12/2024 New Mexico State University

College Assistant Professor of Marketing

- Capstone- Marketing Strategy & Policy (and Online)
- **Personal Selling**
- New Product Development
- Promotion Management (and Online)
- Principles of Marketing (and Online)
- Marketing Research
- Introduction to Business
- Consumer Behavior
- Consumer Behavior- Marketing Majors
- Retail Management
- Independent Study- Retailing

07/2009- 06/2014 California State University Dominguez Hills

Assistant Professor of Marketing

- Business Communications
- Principles of Marketing
- International Marketing
- Seminar in Marketing
- **Selling and Sales Management**
- Retail Marketing
- Marketing Research

01/2006- 07/2009 The University of Texas at El Paso

Doctoral Student (2004-2006)

Marketing Instructor (2007-2009)

- **Selling and Sales Management**
- Global Business Environment
- Principles of Marketing
- Marketing Research

ACADEMIC RESEARCH

Refereed Journal Articles Published:

Baca, Erin E., **Juan Holguin Jr.**, and Andreas W. Stratemeyer (2005), "Direct-to-Consumer Advertising and Young Consumers: Building Brand Value," *Journal of Consumer Marketing,* 22 (7) 379-87.

Baca, Erin E., and **Juan Holguin Jr.** (2019), "Deviant Behavior in Sales: Positive, Negative, or Indifferent," *Journal of Selling,* 19 (1) 38-50.

Refereed Conference Proceedings Published:

Holguin, Juan Jr. and Erin E. Baca (2005), "International versus Domestic Advertising Campaign Announcements: Assessing the Impact on Stock Return," Society for Marketing Advances, Annual Conference.

Refereed Conference Proceedings:

Baca, Erin and **Juan Holguin, Jr.** "*Points, Presidents, and the Push for Knowledge: Unrelated Course Content and the Motivation to Succeed,"* American Marketing Association International Collegiate Conference. New Orleans, LA. April 2018.

Baca, Erin and **Juan Holguin, Jr.** *Educating a Fragmented Generation: Pedagogical Challenges of the Millenial Generation,"* American Marketing Association International Collegiate Conference. New Orleans, LA. March 2017.

Baca, Erin and **Juan Holguin, Jr.** "*Unplanned Yet Intentional Cheating in the Classroom: Opportunity or Accident,"* American Marketing Association International Collegiate Conference. New Orleans, LA. March 2016.

Book Chapters in Publication:

Gamboa, Ernesto, **Juan Holguin**, and Frank Hoy, "Roots of Hispanic Entrepreneurship in the United States," *Handbook of Research on Ethnic Minority Entrepreneurship.* Cheltenham, Glos, UK: Edward Elgar, 2007.

Holguin, Juan, Ernesto Gamboa, and Frank Hoy, "Challenges and Opportunities for Hispanic Entrepreneurs in the United States," *Handbook of Research on Ethnic Minority Entrepreneurship.* Cheltenham, Glos, UK: Edward Elgar, 2007.

Working Papers

*"*Do New Advertising Campaign Announcements Enhance Firm Value? International vs. Domestic Reactions" (With Erin Baca Blaugrund)
(Working paper targeted for the Journal of Consumer Marketing)

"Strategic Decision Making in Marketing and Effects on International Firm Performance" (With Lance E. Brouthers)
(Working paper targeted for the Journal of International Business Studies)

PROFESIONAL EXPERIENCE

2006- 2008 Refinery Science
Consultant- Marketing and Sales Representative

1998- 2001 American Express
Financial Advisor- Registered Representative

1996- 1998 Bank One/Chase Bank
Bank Officer- Austin TX