

Ignacio Godoy Descazeaux

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Chilean-French Citizen

Education

- 2021 – 2024 Copenhagen Business School
Independent Ph.D. student at the department of Digitalization
- 2014 – 2015 University of Chile
MSc in Marketing
- 2009 – 2014 University of Chile
Professional degree in Business Engineering
BSc in Business Administration
- 1994 – 2008 Lycée Antoine de Saint-Exupéry
High School

Academic appointments held

- 2019 – 2021 University of Chile
Part-time lecturer – Marketing Technologies (Master Level)
Faculty of Business and Economics · Department of Marketing
- University of Chile
Part-time lecturer – Digital Marketing Strategy (Diploma Level)
Faculty of Business and Economics · Department of Marketing

Professional experience

- 2020 – 2021 Oracle · Innovation Leader for Chile
- 2017 – 2020 Oracle · Customer Experience Solution Engineer
- 2016 – 2017 Maquis Winery · Marketing manager
- 2014 – 2016 Oracle · Digital Marketing Solution Engineer

Research

- 2021 Godoy, I., Uribe, R. Tecnologías emergentes en marketing para probar y observar. *ANDA*. (In press)
- 2019 Godoy, I. *Technological foundations of digital marketing. A review from the perspective of the use of technological tools in marketing.* Thesis to opt to the academic degree of Master of Marketing
- 2018 Uribe, R., Godoy, I. Marketing tradicional versus digital. ¿Cuán real es esta disyuntiva?. *Mirada FEN*, Ago/2018, 26-30.
- 2016 Godoy, I., Uribe, R. ¿Qué nos dice la investigación sobre el internet de las cosas?. *Marcas y Marketing*, May-Jun/2018, 52-54.

Additional training

- 2021 Quantum Computing. Less Formulas - More Understanding · Saint Petersburg State University
- 2020 Oracle Cloud Infrastructure Foundations 2020 Certified Associate · Oracle
- 2019 Digital Transformation: From AI and IoT to Cloud, Blockchain and Cybersecurity · MIT Professional Education
- 2015 Business and Negotiation Certificate · INALDE Business School (Colombia)

IT and Language Skills

Languages	Native Spanish speaker. Native French speaker. Fluent in English language. Intermediate level in Portuguese.
Softwares	Intermediate user level using data analysis software (SPSS). Expert user level using Microsoft Suite (Excel, Power Point and Word). Intermediate coding skills using Python 3, Html5, CSS3, JavaScript.

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