



MENTORES FdE

Club de Mentores de la Facultat d'Economia

Víctor Roca

Customer Service and New Business Director at
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Curriculum vitae

Advertising and Public Relations Graduate from CEU San Pablo University.
PhD in Information Sciences from CEU Cardenal Herrera University.
Master in Commercial and Marketing Management, ESIC Business School.
Expert in Management and organization in the Advertisement industry.

Customer Service and New Business Director at Publips Serviceplan since 2007.
Over 20 years experience in different roles within services and communication sectors. He has been Account Manager for brand such as Ikea, Decathlon, Ron Barceló, Jack&Jones, Mustang, Norauto and Energy Sistem.

Since 2008 he has collaborated as a lecturer with different Universities such as Cardenal Herrera University, ESIC Business School and Lluís Vives Business School alongside his professional career in the agency.

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