

Odile Guinot

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| CONTACT INFORMATION | oguinot@ufl.edu | |
| ACADEMIC EMPLOYMENT | Senior Lecturer, University of Florida Adjunct Professor, University of Florida Classes taught: International Marketing (Master level) Problems & Methods in Marketing Management (Master level) Principles of Marketing (Undergraduate level) Problems & Methods in Marketing Management (MBA) Immersion Program, Entrepreneurship and Innovation Center (Master level) | August 2024 May 2022 – May 2024 |
| INDUSTRY EMPLOYMENT | Head of Sales for AppleCare Worldwide, Apple Sales Director, Apple General Manager & VP of Sales, Google Sales Director, Motorola Various Sales, Marketing & Operations roles, Motorola | January 2020 – May 2021 September 2014 – December 2019 August 2012 – September 2014 2009 - 2012 1997 - 2009 |
| EDUCATION | DBA, University of Florida MBA, University of Florida B.S., Marketing, Northern Illinois University | August 2024 December 2007 June 1997 |
| RESEARCH INTERESTS | Sales Leadership, Top Management Teams Theory, Retail Applications in the Metaverse, Qualitative methodology Dissertation (May 2024): From “Great Resignation” to “Great Regret”: A Qualitative Analysis of Regret Post-Resignation | |
| INVITED TALKS | Commencement Speaker, Warrington College of Business Several Guest Lectures at the University of Florida, including: - David F. Miller Retail Centre - Entrepreneurship & Innovation Center - International Marketing and Introduction to Marketing classes - Product Development and Management class - Leadership Seminar - Combined Degree Informational Sessions Guest Lecture at Colorado State University, Business Consulting class | Spring 2022 Ongoing |
| ORGANIZATIONS | University of Florida, MBA Advisory Board Canadian Wireless Telecommunications Association, Board of Directors | 2014-2018 2013-2014 |
| LANGUAGES | Bilingual in English and French, Intermediate Spanish | |