

MIGUEL HOUGHTON TORRALBA

Department of Business and Strategy
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Assistant professor of Sales Management

Education

- Bachelor's Degree in Physics, Applied Physics Specialty, Autónoma University of Madrid
- M. B. A. (Marketing Business Administration) at Instituto de Directivos de Empresa, (CESEM) Madrid

Areas of interest

He is now working in his PHD, that will be about Tourism, specifically relative to OTA's (On Line Travel Agencies) and Service Quality Model.

Biography

Prof. Houghton has more than 30 years of professional experience in different multinationals such as Samsung, HP, Ericsson, Motorola, Olivetti, etc., assuming in all of them several Top Marketing and Sales responsibilities. He has also had his own business (Real State) for five years.