

Joe Pons



Dr Joe Pons lives in Barcelona Spain, where he founded and is currently President of AXIOMA Marketing Consultants, a firm specializing in strategic marketing projects as well as in the training and executive development aspects that usually go hand in hand with Customer Orientation activities. He earned his PhD at IESE, Barcelona with a doctoral dissertation on the effectiveness of marketing management practices in the branch networks of Saving Banks.

For 14 years he was a Marketing Professor at IESE International Graduate School of Management in Barcelona. Currently, his regular teaching assignments include being a Visiting Professor at the IEDC - Bled School of Management; he also lectures at IAE in Buenos Aires, Argentina and Instituto Internacional San Telmo in Seville, Spain and participates in seminars organized by efm and CEEMAN for business school academics.

Professor Pons is the author of a number of well-known business cases as well as articles on the use of the case method in management education. His current consulting engagements focus on aligning sales and marketing organizations to shifting strategic priorities, improving inter-functional coordination as a mechanism towards greater market orientation as well as international market selection criteria. He has worked, as consultant for Henkel, Electrolux, Deutsche Bank, Telefonica, ABN Amro Bank, BBVA and Bertelsmann. He has been teaching in a variety of programs and seminars at IEDC for many years and was awarded several Professor of the Year awards by the EMBA participants.