



## Aquiles Esté

Professor at Instituto de Estudios Superiores de Administración (IESA).

### Education

#### **Major in Mass Communication and Advertising**

Universidad Central de Venezuela  
Caracas, Venezuela (1981-1987)

#### **PhD in Semiotics**

Catholic University of São Paulo and Universidade de São Paulo  
Brazil (1988-1992)

### Academic experience

**Invited Professor.** Corporate Communication Program. Instituto de Estudios Superiores de Administración (IESA) Caracas, Venezuela

**Invited Professor.** Corporate Engineering Program. Universidad Simón Bolívar (USB)

**Visiting Fellow** at the School of Culture and Communication of New York University (1999-2000)

### Professional experience

Creative director, author and brand strategist.

Director. CIC Cambridge International Consulting. Semiotics/Brand Consultants. Miami, US (2009-Present)

Creative Brand Reviewer. P&G. Caracas, (2008)

Director. Country branding program for the Republic of Belize (2003) and Panama (2007-2008)

Creative VP. Lowe. Caracas (2004-2007)

Carried numerous commercial brands for clients like Renault, DirecTV, J&J and Unilever.



Consultant. Empresas Polar (2005-2010)

Regional campaigns for J&J, Renault, Directv and Unilever (2004-09)

Political marketing consultant in Colombia, Ecuador, Bolivia, Peru, Guatemala, Argentina, Paraguay and Venezuela.

Director. ProDiseño, School of design. Caracas (1991-1997)

## **Publications**

*Epistemology of the Communication* (1987). Universidad Central de Venezuela, CICH. Caracas, Venezuela

Graphic Design (1986). PDVSA, Caracas, Venezuela

*Semiocentrism* (1987). Gedisa, Barcelona

Einstein El Rey de los distraídos (2004). Gedisa, Barcelona

*La ciencia de la anticipación* (The science of anticipation). Editorial Gedisa, Barcelona