



Mr. William Davila is Director of the International Development Department at IE Business School. He is also Associate Professor of Marketing with research specialization in Political Marketing.

After working for some years in the banking sector, he has developed his career at IE Business School as business consultant, corporate director of Executive Education, and Director of the Masters in Management.

Mr. Davila has a B.S. in Systems Engineering, with an MBA degree from IE Business School in Madrid, and a Master of International Relations from The Fletcher School at Tufts University in Boston. He is currently working on his PhD dissertation based on the concept of Political Seduction.