

CURRICULUM

Asier Baquero

CV Resume

Asier Baquero, PhD in Business Management at the Catholic University of Valencia, combines his activity as Hotel General Manager at Barcelo Hotel Group with the role of lecturer at UCAM. He has a successful record in the general management of city-based and resort hotels in Europe, Latin America and the Caribbean. His academic research focuses on leadership and employee and customer satisfaction in the hospitality industry.