

# **Norma Miranda Flefil, MBA**

**Marketing Lecturer, College of Business Administration at Loyola Marymount University**

Los Angeles, CA, US

Part-time Faculty

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## **Biography**

Norma currently serves as senior manager of Worldwide Product Strategy and Planning at Herbalife Nutrition where she leads a team of global project managers focused on launching inner and outer nutrition products across 90+ countries. She is also a partner at MF Investments, a multi-generational family business located in Honduras. Norma has an MBA from LMU and a B.S. in management, entrepreneurship and marketing from Loyola University New Orleans.

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## **Areas of Expertise**

New Product Innovation, Product Strategy, Business Strategy

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## **Affiliations**

LMU MBA Alumni Board

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## **Education**

**Loyola Marymount University**

MBA Marketing and Human Resources

**Loyola University New Orleans**

BBA Management, Marketing and Entrepreneurship

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