

## PERSONAL INFORMATION

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Nationality	Mexican
Birthdate	October 6th 1980
Areas of interest	Research and teaching: talent management, family business, international business. Consulting: organizational environment, service quality, leadership, organizational learning, knowledge management, family business.

## EMPLOYMENT

• Sector / Industry	<b>Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) – (Monterrey Institute of Technology and Higher Education) - Professional School, Business Division / Management and Leadership Department</b> (Vía Atlixcáyotl 2301, Puebla, México) Tel 3032000 <a href="http://www.pue.itesm.mx">www.pue.itesm.mx</a>
• Position	Education <b>Professor / Associate / Full time professor / Research (2008 - CURRENTLY)</b>
• Main activities / responsibilities	<ul style="list-style-type: none"><li>- Coordination of the Tourism Concentration (Semester i format) and other academic projects related to the TEC21 education model (i weeks i), course design (synchronous-flexible learning).</li><li>- Development and delivery of courses (organizational behavior, talent attraction and retention, managerial skills, social competences, organizational learning, family business, business succession, strategic planning, consulting, leadership, etc.)</li></ul>
• Sector / Industry	<b>Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) – (Monterrey Institute of Technology and Higher Education) INSTITUTIONAL EFFECTIVENESS DEPARTMENT</b> Monterrey Institute of Technology and Higher Education (ITESM) (Vía Atlixcáyotl 2301, Puebla, México) Tel 3032000 <a href="http://www.pue.itesm.mx">www.pue.itesm.mx</a>
• Position	Education <b>Consultant / Adviser (August 2010 - August 2012)</b>
• Main activities / responsibilities	Development and delivery of training courses in communities (change management, teamwork, leadership, etc.)

**Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) – (Monterrey Institute of Technology and Higher Education) INSTITUTIONAL EFFECTIVENESS DEPARTMENT Monterrey Institute of Technology and Higher Education (ITESM) SOCIAL INCUBATOR** (Vía Atlixcáyotl 2301, Puebla, México) Tel 3032000  
[www.pue.itesm.mx](http://www.pue.itesm.mx)  
 Education

- Sector / Industry
- Position **Consultant / Advisor (August 2010 - August 2012)**
- Main activities / responsibilities Business plan advisor, monitoring of pre-incubation and incubation processes for micro and small businesses.

**Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) – (Monterrey Institute of Technology and Higher Education) - Professional School, Social Science Division / Law Department** (Vía Atlixcáyotl 2301, Puebla, México) Tel 3032000 [www.pue.itesm.mx](http://www.pue.itesm.mx)  
 Education

- Sector / Industry
- Position **Career Counselor (Law) (2008-2009)**
- Main activities / responsibilities
  - Development and delivery of courses (Introduction to law, law theory, etc.)
  - Tracking of regular / conditioned students
  - Counseling and tutoring
  - Recruitment (new income) and student retention
  - Internationalization (exchanges abroad)
  - Development of curriculum and work in academia and collegiate groups (national and local)
  - Course programming
  - Parent attention
  - Attention to alumni / employability indicators

**Human Factor Coaches SC** (febrero 2006 – diciembre 2008)  
 (Calle 17 No. 51 Puebla, Puebla, México) Tel.2302258  
[www.humanfactorcoaches.com](http://www.humanfactorcoaches.com)

- Sector / Industry Consulting and training (February 2006 - December 2008)
- Position Academic Director
- Main activities / responsibilities
  - Development and delivery of courses.
  - Hiring of personnel, development of strategic plans, and public relations.
  - Consulting in legal areas, human resources and organizational development.

**Poder Judicial de la Federación- Segundo Tribunal Colegiado en Materia Penal del Sexto Circuito (Judicial Power of the Federation - Second Collegiate Court in Criminal Matters of the Sixth Circuit)** (June 2006 – February 2008)  
 (Palacio de Justicia Federal, San Andrés Cholula, Puebla, México) Tel. 303 7200 ext.1821  
[www.cjf.gob.mx](http://www.cjf.gob.mx)

- Sector / Industry Legal (Tribunal)
- Position Administrative Officer / SPS Executive Secretary (June 2006 – February 2008)
- Main activities / responsibilities
  - Administrative officer in the area of judicial sentencing projects.
  - Development of judicial sentencing projects.

<ul style="list-style-type: none"> <li>• Sector / Industry</li> <li>• Position</li> <li>• Main activities / responsibilities</li> </ul>	<p><b>Colegio Libre de Estudios Universitarios (Corporativo) (Free College of University Studies (Corporate))</b> (Autumn 2007)  (Camino Real a San Andrés Cholula 4406 "A", Col. Emiliano Zapata, Puebla, México)  Tels.(222) 2989098 (222) 2856213 (222) 2856240  <a href="http://www.cleu.com.mx">www.cleu.com.mx</a>  Education  Professor (autumn 2007)  Master lecturer (Master's Degree in Business Management - Business Leadership)</p>
<ul style="list-style-type: none"> <li>• Sector / Industry</li> <li>• Position</li> <li>• Main activities / responsibilities</li> </ul>	<p><b>IEXE</b> (agosto 2005 – enero 2006)  (39 Pte. #307 Puebla, Puebla, México) Tel. 2370029  <a href="http://www.iexe.org">www.iexe.org</a>  Executive training  Advisor and teacher (August 2005 - January 2006)  - Consultancy regarding human resources, training, legal matters, among others.  - Development and delivery of courses in administration, talent management, legal framework, leadership and strategic direction in organizations such as the Institute of Public Administration of Tabasco and the University of the Valley of Mexico.</p>
<ul style="list-style-type: none"> <li>• Sector / Industry</li> <li>• Position</li> <li>• Main activities / responsibilities</li> </ul>	<p><b>Fundación Universidad de las Américas Puebla (University of the Americas Puebla Foundation)</b> (August 2003-March 2004) (Ex Hacienda Santa Catarina Mártir, Cholula, Puebla. 72820. México) Tel. 2292061  <a href="http://www.udlap.mx">www.udlap.mx</a>  Law firm  Lawyer (professional internship) (August 2003-March 2004)  Legal advice, processing for trials, preparation of reports and drafting of contracts. (Commercial, Civil, Criminal, Family, Administrative)</p>

## PUBLICATIONS

<ul style="list-style-type: none"> <li>Title of the publication (article)</li> <li>• Editorial</li> <li>• Date</li> </ul>	<p><b><i>"Latin American Network of Innovation and Entrepreneurship: strengthening the links between institutions for the development of entrepreneurial activity based on innovation."</i></b>  Latin American Innovation and Entrepreneurship Network.  2014</p>
<ul style="list-style-type: none"> <li>Title of the publication (article)</li> <li>• Editorial</li> <li>• Date</li> </ul>	<p><b><i>"Impact of organizational culture on the balance between personal and professional life: the mexican case."</i></b>  Vislumbra (Divulcation Magazine of Tecnológico de Monterrey)  <a href="http://www.pue.itesm.mx/comunicacion/publicaciones/Julio_Diciembre_2013.pdf#page=43">http://www.pue.itesm.mx/comunicacion/publicaciones/Julio_Diciembre_2013.pdf#page=43</a>  December 2013</p>
<ul style="list-style-type: none"> <li>Title of the publication (e-book)</li> <li>• Editorial</li> <li>• Date</li> </ul>	<p><b><i>"Sucesión directiva y patrimonial" (Family business succession)</i></b>  Digital Editorial for Tecnológico de Monterrey  2011</p>

## AWARDS

- Title of the award ***Premio Rómulo Garza a la Investigación 2012 (Rómulo Garza Award for Research 2012, ebook category)***
- Award-winning work ***“Sucesión directiva y patrimonial” (Family business succession)*** Digital Editorial for Tecnológico de Monterrey 2011
  - Date January 2013

## HONORS

- Recognition title ***Academic Excellence Recognition***
- Date May 15th, 2018
- Recognition title ***Honorable Mention for Research***
- Honor-winning work ***"Knowledge management during CEO succession in the family business within the state of Puebla" (Thesis)***
  - Date April 28, 2015
- Recognition title ***Honorable Mention***
- Honor-winning work ***"Historical-juridical evolution of the protection institutions of indigenous law in the state of Puebla."***
  - Date June 2004

## PAPERS / CONFERENCES

- Title of the presentation ***"Competencies-based hybrid training focused on the professionals of the tourism sector "***
- Event / Place Applied Tourism Research Congress 2018 / Institute of Tourism Competitiveness - Intercontinental University, Mexico City
  - Date June 2018.

- Title of the presentation ***" Knowledge management during CEO succession in the family business within the state of Puebla"***
- Event / Place II Forum of organizational psychology and human development. Strategies for the development and psychological well-being of human talent. UPAEP.
  - Date 2015

## EDUCATION

- Main subjects or occupational skills treated Darla Moore School of Business / University of South Carolina (August 2018-)  
[https://sc.edu/study/colleges\\_schools/moore/index.php](https://sc.edu/study/colleges_schools/moore/index.php)
  - Title of qualification awarded Management / International Business  
**PhD in Business Administration emphasis on International Business**
- Main subjects or occupational skills treated EGADE Instituto Tecnológico y de Estudios Superiores de Monterrey (August 2018-)  
<https://egade.tec.mx>
  - Title of qualification awarded Management / International Business  
**PhD in Business Administration emphasis on International Business**

• Main subjects or occupational skills treated  
 • Title of qualification awarded

Universidad Popular Autónoma del Estado de Puebla (Popular Autonomous University of the State of Puebla) (UPAEP) (August 2012-April 2015)  
<http://www.upaep.mx>  
 Development of organizational culture, management by competencies, leadership, organizational environment.  
**Master's Degree in Work and Organizational Psychology**  
*Thesis: " Knowledge management during CEO succession in the family business within the state of Puebla "* Honorable Mention for Research.

• Main subjects or occupational skills treated  
 • Title of qualification awarded

Escuela de negocios San Pablo-CEU (Business School San Pablo-CEU) (October 2004-June 2005)  
[www.en.ceu.es](http://www.en.ceu.es)  
 Strategy, talent management, competency management, change management, international trade law, business legal advice, strategic management.  
**MBA specialization in Strategic Leadership**  
*Thesis: "Open regionalism between Mexico and the European Union: challenges and opportunities."*

• Main subjects or occupational skills treated  
 • Title of qualification awarded

Fundación Universidad de las Américas Puebla (University of the Americas Puebla Foundation) (august 1999-june 2004)  
[www.udlap.mx](http://www.udlap.mx)  
 Law: international, civil, commercial, criminal, administrative, labor, social security.  
**Bachelor of Law specializing in International Law**  
*Thesis: "Historical-juridical evolution of the protection institutions of indigenous law in the state of Puebla."* Honorable Mention

• Main subjects or occupational skills treated  
 • Title of qualification awarded

Centro de Comercio Internacional (International Trade Center). París, France (U.N., WTO) (july 2003)  
<http://www.intracen.org/index.htm>  
 International arbitration and legal advice of international companies.  
 Seminar on international arbitration and international business law.

## LANGUAGES

MOTHER TONGUE

SPANISH

### SECOND – THIRD LANGUAGES

ENGLISH (TOEFL 657)

FRENCH

• Reading	Advanced	Advanced
• Writing	Advanced	Advanced
• Oral expression	Advanced	Advanced

## COMPETENCIES & SKILLS

- Work in multicultural environments & multidisciplinary teams
- Team development
- SPSS / R