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2. LINKS

[Website](#) / [professional e-mail](#) / [personal e-mail](#) / [LinkedIn](#) / [ResearchGate](#) / [CVLAC](#) / [ORCID](#)

3. HIGHLIGHTS

- Industrial Engineer and Industrial Management Engineer, with master's in Occupational Health and Risk Assessment, Business Management Specialization, Diploma in Advanced Studies, and Ph.D. In Economics, Management and Business Administration
- 10 years' experience as an independent consultant in Spain, UK, Belgium, Panama and Colombia, and 9 years in the academia in administrative management, research, consultancy and teaching tasks as former Dean of Marketing and International Business at Universidad Sergio Arboleda, Colombia
- Dean of Economics and Administrative Sciences Faculty at Universidad El Bosque, Colombia, in charge of more than 1.000 students and 50 professors, researchers and administrative staff
- Undergraduate, Postgraduate and Continuing Education Programs' Professor at Universidad El Bosque, Sergio Universidad Sergio Arboleda in Colombia, and CETYS Universidad in Mexico
- Categorized as Senior Researcher according to Minciencias Call 894 of 2021 with several papers published in Springer International Publishing
- Academic Peer to the National Accreditation Council - CNA of the Republic of Colombia since February 2022
- International consultant and lecturer in Personal Branding, Marketing, Internationalization, Corporate University, Knowledge Management, Human Resources, Leadership, Strategy and Negotiation, among others
- President of the Association of Marketing Programs - ASPROMER for the period 2017-2018

4. PROFILE

Qualified as an Industrial Engineer and Industrial Management Engineer at Universidad Politecnica de Valencia, with master's in Occupational Health and Risk Assessment at Universidad de Barcelona in Industrial Hygiene, Occupational Safety and Ergonomics and Applied Psychology. University Specialization in Business Management and Diploma in Advanced Studies at Universidad Politecnica de Valencia, and a Cum Laude Ph.D in Economics, Management and Business Administration at Universidad Catolica de Valencia.

Specialized consultant and advisor in SMEs for 9 years in Spain and Government Relations Manager in Media Plus Holding Ltd. with offices in Belgium, Panama and Colombia. Former Dean of Marketing and International Business at Universidad Sergio Arboleda, Colombia. Currently working as Dean of Economics and Administrative Sciences Faculty at Universidad El Bosque and full-time research professor at the same institution. Guest professor at various Master's Degrees in Universidad El Bosque and Universidad Sergio Arboleda, Colombia, Benemerita Universidad Autonoma de Puebla and CETYS Universidad Baja California, Mexico. Speaker at Universidad Santo Tomas, Universidad Cooperativa de Colombia, Universidad de los Llanos, Universidad Catolica, de Colombia Universidad de Santander, Universidad Autonoma de Occidente and Universidad Nacional Abierta y a Distancia, in Colombia, Universidad Continental and la Universidad Privada del Norte, in Peru, and Benemerita Universidad Autonoma de Puebla and CETYS Universidad Baja California, in Mexico. Consultant in areas such as strategic planning, business management, innovation and entrepreneurship, human resources, leadership, knowledge management, corporate university, marketing, personal branding, internationalization, negotiation and multicultural empathy, social and inclusive business, and financial markets and economy.

In Colombia performed advisory and consultancy services to several companies, namely, SURAMERICANA, POSTOBON, TERPEL, PROCOLOMBIA, AON and the COLOMBIAN NATIONAL POLICE. Elected President of the Association of Marketing Programs - ASPROMER for the period 2017-2018.

5. ACADEMIC BACKGROUND

9/2010-1/2014 ***Ph.D. in Economics, Management and Business Administration** (Grade: Summa Cum Laude)
Valencia, Spain Universidad Catolica de Valencia, Economics Department

- 1/2009-3/2010** **Advanced Studies Diploma** (Grade: 10 / 10)
Valencia, Spain Universidad Politecnica de Valencia, Business Management Department
- 1/2008-5/2009** **Business Management Specialization** (Grade: 8,62 / 10)
Valencia, Spain Universidad Politecnica de Valencia Business Management Department
- 3/2006-1/2008** **Master's degree in Occupational Health and Risk Assessment** (Grade: 8,15 / 10)
Barcelona, Spain Universidad de Barcelona, Institute for Lifelong Learning IL3
- 9/2003-11/2006** ***Industrial Management Engineering** (Grade: 7,2 / 10)
Valencia, Spain Universidad Politecnica de Valencia, Higher Technical School of Industrial Engineers
- 9/2000-8/2003** *** Industrial Engineering** (Grade: 6,3 / 10)
Valencia, Spain Universidad Politecnica de Valencia, Higher Technical School of Design Engineering

**Validated Tittles in Colombia through the Ministry of National Education*

6. ACADEMIC PUBLICATIONS

- Chaparro-Guevara, R. A., Ospina-Estupiñán, H. R. & Alonso-Gonzalez, A. (2019). Personal Branding como elemento diferenciador, en la figura de los docentes de Instituciones de Educación Superior en Latinoamérica. *Cuadernos Latinoamericanos de Administración*, 15(29).
- Mauri-Castello, J., Alonso-Gonzalez, A. & Peris-Ortiz, M. (2018). Applied Innovation Methodology: A Proposal for a Dynamic Sustainable Environment for the Generation of Innovation and Knowledge Management Practices in SMEs. In Peris-Ortiz, M., Ferreira, J. J. & Merigo-Lindahl, J. M. (Eds.) *Knowledge, Innovation and Sustainable Development in Organizations: A Dynamic Capabilities Perspective* (pp. 61-76). Springer International Publishing. ISBN: 978-3-319-74881-8
- Alonso-Gonzalez, A., Peris-Ortiz, M. & Cao-Alvira, J. J. (2018). Personal Branding as a Knowledge Management Tool to Enhance Innovation and Sustainable Development in Organizations. In Peris-Ortiz, M., Ferreira, J. J. & Merigo-Lindahl, J. M. (Eds.) *Knowledge, Innovation and Sustainable Development in Organizations: A Dynamic Capabilities Perspective* (pp. 113-129). Springer International Publishing. ISBN: 978-3-319-74881-8
- Rueda-Vega, J. D., Robert-González, M. A., Alonso-González, A., & Collazos-Hernández, I. (2018). Análisis de la oferta educativa superior de pregrados universitarios de marketing en Colombia, en 2017. *Cuadernos Latinoamericanos de Administración*, 14(26).
- Alonso-Gonzalez, A., Peris-Ortiz, M. & Palacios-Chacon, L. A. (2018). Corporate Universities as a New Paradigm and Source of Social Innovation, Sustainability, Technology and Education in the XXI Century. In Peris-Ortiz, M., Gomez, J. A. & Marquez, P. (Eds.) *Strategies and Best Practices in Social Innovation: An Institutional Perspective* (pp. 153-169). Springer International Publishing. ISBN: 978-3-319-89857-5
- Alonso-Gonzalez, A., Palacios-Chacon, L. A. & Peris-Ortiz, M. (2018). Sustainable Social Innovations in Smart Cities: Exploratory Analysis of the Current Global Situation Applicable to Colombia. In Peris-Ortiz, M., Gomez, J. A. & Marquez, P. (Eds.) *Strategies and Best Practices in Social Innovation: An Institutional Perspective* (pp. 65-87). Springer International Publishing ISBN: 978-3-319-89857-5
- Alonso-Gonzalez, A.; Serna-Lopez, J. W., Angarita-Becerra, L. D., Suarez-Trujillo, V. & Hernandez-Osorio, A. C. (2017). Inclusión social y marca institucional desde el deporte en la Policía Nacional de Colombia. *Revista Civilizar de Empresa y Economía*, 7(13):127-146.
- Fajardo-Vesga, M. Alonso-Gonzalez, A., Serna-Lopez, J. W. Angarita-Becerra, L. D. & Aguilera-Hernandez, R. M. (2017). Percepción de los estudiantes de la Universidad Sergio Arboleda sobre la Policía Nacional de Colombia. *Cuadernos Latinoamericanos de Administración*, 13(25):105-120. ISSN: 2248-6011
- Alonso-Gonzalez, A. (2017). New Marketing Trends in Economic and Administrative Sciences. *Cuadernos Latinoamericanos de Administración*, 13(25):5-6. ISSN: 2248-6011
- Velasquez-Arana, J. E., Carvajal-Vasquez, M.C., & Alonso-Gonzalez, A. (2017). Implicaciones del uso del personal branding en el profesorado de educación superior. *Revista Libre Empresa*, 14(2):131-148. ISSN: 1657-2815
- Alonso-Gonzalez, A., Alamo-Hernandez, P., & Peris-Ortiz, M. (2017). Guardiola, Mourinho and Del Bosque: Three Different Leadership and Personal Branding Styles. In Peris-Ortiz, M., Alvarez-Garcia, J. & Del Rio-Rama, M. C. (Eds.) *Sports Management as an Emerging Economic Activity* (pp. 329-344). Springer International Publishing. ISBN: 978-3-319-63907-9

- Benitez-Montañez, O. K., Botero-Medina, R., & Alonso-Gonzalez, A. (2017). Simuladores de negocios para el programa de Marketing como herramienta de aprendizaje y construcción de habilidades gerenciales. *Revista Civilizar de Empresa y Economía*, 7(12), 125-142.
- Lozano-Ortegon, L. & Alonso-Gonzalez, A. (2017). Estudio de inversión de capital privado de la banca colombiana en el mercado bancario español. *Revista Civilizar de Empresa y Economía*, 7(12):73-86.
- Lozano-Mosquera, A., Cardozo-Pizarro, J. M. & Alonso-Gonzalez, A. (2017). Creación de normas de competencia laboral con la Universidad Sergio Arboleda. *Revista Especializada en Tecnologías Transversales de la Organización - RETO*, 4(4), 55-64.
- Alonso-Gonzalez, A. Palacios-Chacon, L. A., Rueda-Armengot, C. & Peris-Ortiz, M. (2017) Collaborative networks between Colombian Universities and population at risk of social exclusion: The Sergio Arboleda University experience. In Peris-Ortiz, M., Teulon, F., & Bonet-Fernandez, D. (Eds.) *Social Entrepreneurship in Non-profit and Profit Activities. Theoretical and Empirical Landscape* (pp. 65-72). Springer International Publishing. ISBN 978-3-319-50850-4
- Alonso-Gonzalez, A., Plata-Rugeles, D., Peris-Ortiz, M. & Rueda-Armengot, C. (2017). Entrepreneurial Initiatives in Colombian Universities: The Innovation, Entrepreneurship and Business Center of Sergio Arboleda University. In Peris-Ortiz, M., Gómez, J. A., Merigo-Lindahl, J. M., & Rueda-Armengot, C. (Eds.) *Entrepreneurial Universities* (pp. 151-163). Springer International Publishing. ISBN: 978-3-319-47949-1
- Alonso-Gonzalez, A., Peris-Ortiz, M. & Mauri-Castello, J. (2017). Collaborative Networks between Corporate Universities, Customers, and SMEs: Integrating Strategy towards Value Creation. In Peris-Ortiz, M., & Ferreira, J. J. (Eds.) *Cooperative and Networking Strategies in Small Business* (pp. 197-205). Springer International Publishing. ISBN: 978-3-319-44509-0
- Cortes-Arevalo, C., Sanchez-Saenz, S. & Alonso-Gonzalez, A. (2016). La marca personal como elemento decisorio de un buen maestro. *Revista Libre Empresa*, 13(2):73-83.
- Alonso-Gonzalez, A., Diaz-Morales, A. & Peris-Ortiz, M. (2016). Enhancement of Entrepreneurship in Colombian Universities: Competence Approach plus Personalized Advice (CAPPA) Model. In Peris-Ortiz, M., Gómez, J. A., Vélez-Torres, F. y Rueda-Armengot, C. (Eds.) *Education Tools for Entrepreneurship* (pp. 101-112). Springer International Publishing, ISBN: 978-3-319-24655-0
- Alonso-Gonzalez, A., Almenar-Llongo, V. & Peris-Ortiz, M. (2014). Optimization Methodology Based on Genetic Algorithms to Increase the Quality and Performance in Autotrading Robots. In Peris-Ortiz, M. y Álvarez-García, J. (Eds.) *Action-Based Quality Management: Strategy and Tools for Continuous Improvement* (pp. 157-173). Springer International Publishing, ISBN: 978-3-319-06452-9
- Alonso-Gonzalez, A., Peris-Ortiz, M. & Almenar-Llongo, V. (2014). Providing Empirical Evidence from Forex Autotrading to Contradict the Efficient Market Hypothesis. In Peris-Ortiz, M. y Sahut, J. M. (Eds.) *New Challenges in Entrepreneurship and Finance. Examining the Prospects for Sustainable Business Development, Performance, Innovation, and Economic Growth* (pp. 71-85). Springer International Publishing, ISBN: 978-3-319-08887-7

7. PROJECTS & RESEARCH GROUPS

- Categorized as Senior Researcher according to Call 894 of 2021 of Minciencias, and participant of the Research Group "Economic and Administrative Dynamics", attached to the Economic and Administrative Sciences Faculty of Universidad El Bosque, which has the following active lines research
 - Global Accounting Processes and International Finance
 - Entrepreneurship, Innovation and Prospective
 - New Marketing Trends
- Former director of the Young Marketers' Research Group, established September 2014 until February 2018, with two associate researchers and more than 70 students enrolled. The research lines explored were:
 - Personal Branding
 - Neuromarketing
 - Digital Marketing
 - Market Research

8. PROFESSORSHIPS & SEMINARS

Universidad El Bosque (2018-I to present)

- **Management Strategies** module in Health Administration Master's Degree, Bogota, Colombia
- **Leadership and Transformation** module in Health Administration Master's Degree, Bogota, Colombia

- **Marketing Management** module in *Environmental Business Management Master's Degree*, Bogota, Colombia
- **Products and Services Leadership** module in *Environmental Business Management Master's Degree*, Bogota, Colombia
- **Market Segmentation and Fair Price** module in *Environmental Business Management Master's Degree*, Bogota, Colombia
- **International Markets Strategic Planning** module in *Environmental Business Management Master's Degree*, Bogota, Colombia
- **International Marketing Emphasis** in the *International Business Program*, Bogota, Colombia

Procolombia (2018-I to present)

- **International Client Relationship** module for *Designing your Canvas business model for internationalization*, Bogota, Valledupar, Yopal, Manizales, Santa Marta y Cartagena, Colombia
- **International Client Segmentation** module for *Designing your Canvas business model for internationalization*, Bogota, Valledupar, Yopal, Manizales, Santa Marta y Cartagena, Colombia
- **Workshop: Presentation of internationalization model plans under Canvas methodology** for *Designing your Canvas business model for internationalization*, ProColombia, Bogota, Colombia
- **How to Develop and Defend a Winning Commercial Strategy** for the *Colombian Food Exportation Program: Origin that Excites*, Bogota, Colombia
- **Consultative Selling Virtual Course Beginner and Advanced level** for *ProColombia Corporate University*, Bogota, Colombia
- **Consultative Selling and Client Loyalty** for *ProColombia Corporate University*, Bogota, Colombia

CETYS Universidad (2016-II to present)

- **Consumers Behaviour** module in *Business Administration Master's Degree*, Baja California, Mexico
- **International Marketing** module in *CETYS International Summer Program*, Baja California, Mexico

Universidad Sergio Arboleda (2014-II to present)

- **Market Research and Business Intelligence** module in *Marketing and Commercial Management Master's Degree*, Bogota, Colombia
- **Market Research and Business Intelligence** module in *Marketing Management Specialization*, Bogota, Colombia
- **Market Research and Business Intelligence** module in *Marketing Management Specialization*, Santa Marta, Colombia
- **Marketing Plan** module in *Marketing and Commercial Management Master's Degree*, Bogota, Colombia
- **Strategic Marketing** module in *Business Administration Master's Degree*, Barranquilla, Colombia
- **Marketing Management** module in *Supply Chain Management Master's Degree*, Bogota, Colombia
- **International Marketing and Market Research** module in *International Trade Master's Degree*, Bogota, Colombia
- **International Business Structure** module in *International Trade Master's Degree*, Bogota, Colombia
- **Goods and Services International Marketing** module in *International Trade Master's Degree*, Bogota, Colombia
- **International Marketing** module for the *Young Executive Training Program – YETP*, Santa Marta, Colombia
- **International Marketing**, *Marketing and International Business Program*, Bogota, Colombia
- **Marketing Foundations**, *Marketing and International Business Program*, Bogota, Colombia

Universidad El Rosario (2020-I)

- **Strategy** module in *Health Administration Master's Degree*, Bogota, Colombia

EUDE Business School (2018-II)

- **Commercial Management** module in *Business Administration Master's Degree*, EUDE Business School, Bogota, Colombia

HP Microsoft (2016-II)

- *Basic Concepts of Marketing and Market Segmentation* module in HP-MICROSOFT Diploma, Bogota, Colombia

Universidad Santo Tomas (2016-I)

- *International Markets Research and Research Skills Seminar* module in *International Business Management Specialization*, Bogota, Colombia

9. CONFERENCES

- November 30th, 2022: *Lecture "Personal Branding as a Tool to Achieve Success in Today's Society"*, Engineering Professions Day, Basic Sciences and Engineering Faculty of Universidad de los Llanos, Villavicencio, Colombia
- October 12th, 2022: *Lecture "Personal Branding for Professional Success"*, Meeting for Companies and Graduates of the Engineering Faculty, Universidad El Bosque, Bogota, Colombia
- October 10th, 2022: *Personal Branding Workshop*, International Academic Week – Caribbean School, Prime Business School, Universidad Sergio Arboleda, Santa Marta, Colombia
- September 9th and 10th, 2022: *Lecture "Personal Branding as a Professional Innovation Tool to Achieve Success in Today's Society"*, II International Research Congress of Economic, Administrative and Accounting Sciences, Universidad Santo Tomás, Tunja, Colombia
- June 6th and 7th, 2022: *Lecture "Personal Branding in Organizational Growth"*, International Week "Paradigms in Contemporary Business Management, Engine of Change in Organizations", PostGraduate School of Universidad César Vallejo, Lima, Peru
- February 11th, 2022: *Lecture "Leadership and Transformation"*, *Lectio Inauguralis of the Higher Postgraduate Studies School, Universidad Manuela Beltrán, Bogotá, Colombia*
- November 26th, 2021: *Participation in discussion "I lived it in Colombia: the experience of living and teaching in Colombia"*, *Project for Strengthening the Internationalization of Higher Education (FIES) and the Colombia-Challenge Your Knowledge Network (CCYK), Bogota, Colombia*
- October 25th to 27th, 2021: *Attendance to #CLADEA2021 Congress "Innovation, Conscious Business, and the Future of Education, Latin American Council of Business Schools - CLADEA, Lima, Peru*
- October 6th, 2021: *Participation as guest speaker at the VIII Integration Conference of the Industrial Engineering Program, Faculty of Engineering, Universidad El Bosque, Bogota, Colombia*
- May 21st, 2021: *Lecture "Personal Branding for the Circular Economy in Latin America and the World"*, *XII International Seminar on Business and Environment, Universidad El Bosque, Bogota, Colombia*
- November 12th, 2020: *Lecture: Leadership, Human Resources and Change Management*, *Dirección de Sanidad Policía Nacional de Colombia, Bogota, Colombia*
- November 11th, 2020: *Lecture: Personal Branding as professionals and entrepreneurs' development tool*, *Corporación Universitaria CENDA, Bogota, Colombia*
- October 16th, 2020: *XI International Business and Environment Seminar, Lecture: Marketing and Green University*, *UI Greenmetric & Universidad El Bosque, Bogota, Colombia*
- September 21st to 25th, 2020: *Latin America Deans and Directors Meeting "Developing Business Leaders for a New World World"*, *Accreditation Council for Business Schools and Programs – ACBSP & Universidad del Rosario, Bogota, Colombia*
- September 3rd, 2020: *WebinarGESTIO, Lecture: The pursuit of happiness in the professional career*, *Red GESTIO & Universidad de los Llanos, Villavicencio, Colombia*
- June 25th and 29th, 2020: *Lecture: Personal Branding as a professional and personal success tool*, *Servicio Nacional de Aprendizaje – SENA, Bogota, Colombia*
- June 10th, 2020: *UPN Business Workshop: Tools and conditions for a post Covid-19 competitive business environment, Lecture: 5 Business Strategies to face the Covid-19 crisis*, *Universidad Privada del Norte, Trujillo, Peru*
- June 5th, 2020: *BUAP Deans' Debate: Graduates' Challenges in the current situation*, *Benemerita Universidad Autónoma de Puebla, Puebla, Mexico*
- April 16th, 2020: *Webinar: Personal Branding as a tool for the development of Professionals and Entrepreneurs*, *C-Emprende, Continuing Education Division, HUB iEX, Universidad El Bosque, Bogota, Colombia*

- January 13th, 2020: *I Caribbean School Skills for Innovation in the World 4.0, Workshop: New Marketing Trends*, Universidad Sergio Arboleda, Santa Marta, Colombia
- November 13th, 2019: *II International Congress on Innovation, Development and Organizational Strategy CIIDEO, Panel: Personal Branding and Leadership in a Competitive World*, Benemerita Universidad Autonoma de Puebla, Puebla, Mexico
- October 31st, 2019: *XI International Congress on Marketing, Advertising and Design CREATIVE, Lecture: The Importance of Personal Brand in Entrepreneurship and Intrapreneurship*, Universidad de Santander UDES, Bucaramanga, Colombia
- October 9th, 2019: *First International Congress of the Faculty of Economic and Administrative Sciences COFACES, Lecture: Importance of the Personal Brand in the Education of the Economic and Administrative Sciences of the s. XXI*, Universidad Catolica de Colombia, Bogota, Colombia
- October 7th and 8th, 2019: *Exhibitor at Learning and Knowledge Fair*, Universidad El Bosque, Bogota, Colombia
- September 11th, 2019: *Marketing Day: Contagion Effect, Lecture: The Personal Brand in Educators of the XXI century. Considerations, reflections and tools to improve the transmission of our Value Proposition*, Universidad Autonoma de Occidente, Cali, Colombia
- August 3rd, 2019: *Postgraduate Course Opening of Education Faculty at Universidad El Bosque, Lecture: Personal Branding in Educators of the XXI century. Considerations, reflections and tools to improve the transmission of our Value Proposition*, Universidad El Bosque, Bogota, Colombia
- May 23rd, 2019: *Lecture: Personal Branding for Deans. Reflections on how to improve our impact and role as Deans at our Universidad El Bosque and in Society*, Universidad El Bosque, Bogota, Colombia
- May 22nd, 2019: *Lecture: Personal Branding as Professional Innovation Tool to Achieve Success*, Universidad Agustiniana, Bogota, Colombia
- February 18th, 2019: *Lecture: Personal Branding as Professional Innovation Tool to Achieve Success*, Fundacion Universitaria San Mateo, Bogota, Colombia
- February 2nd, 2019: *Workshop: Personal Branding as Professional Innovation Tool to Achieve Success*, Fundacion Universitaria San Mateo, Bogota, Colombia
- November 19th, 2018: *Lecture: Personal Branding as Professional Innovation Tool to Achieve Success*, Universidad Nacional Abierta y a Distancia - UNAD, Bogota, Colombia
- November 15th and 16th, 2018: *International Congress on Innovation Development and Organizational Strategy, Lecture and Workshop: Personal Branding as Professional Innovation Tool to Achieve Success*, Benemerita Universidad Autonoma de Puebla, Puebla, Mexico
- November 2nd, 2018: *25th Anniversary of Universidad Cooperativa de Colombia, Lecture: New Marketing trends in Global Markets*, Universidad Cooperativa de Colombia, Bogota, Colombia
- November 1st, 2018: *25th Anniversary of Universidad Cooperativa de Colombia, Lecture: Personal Branding as Professional Innovation Tool to Achieve Success*, Universidad Cooperativa de Colombia, Ibague, Colombia
- September 26th, 2018: *I International Congress of the Faculty of Economic and Administrative Sciences, Lecture: Personal Branding as Professional Innovation Tool to Achieve Success*, Universidad Agustiniana, Bogota, Colombia
- April 19th, 2018: *V Orbe Marketing International Congress: "Integration, Technology, Consumer", Lecture: Personal Branding: Write your Own story*, Marketing Programs Association – ASPROMER, Cartagena, Colombia
- November 24th, 2017: *International Marketing Seminar – SIM 2017, Lecture: Latest trends in Personal Branding in successful professionals and organizations*, Universidad Privada del Norte, Trujillo, Lima
- November 9th, 2017: *V International Research Congress of Economics, Lecture: Latest trends in Personal Branding in successful professionals and organizations*, Universidad de Los Llanos, Villavicencio, Colombia
- October 27th and 28th, 2017: *VIII International Marketing Congress: The Future of Marketing, Workshop and Lecture: Latest trends in Personal Branding in successful professionals and organizations*, Universidad Continental, Huancayo, Lima
- October 3rd, 2017: *III Congress of Economic and Administrative Sciences: Innovation and Social Entrepreneurship, Lecture: Latest trends in Personal Branding in successful professionals and organizations*, Universidad Cooperativa de Colombia, Bogota, Colombia

- October 3rd, 2017: *VI International Marketing Congress: Creative Industries + Digital Transformation, Colloquium: Ethics and Digital Content*, Sectoral Marketing Board of SENA, Bogota, Colombia
- September 11th to 15th, 2017: *Training Week for Bogota's Public Schools, Workshop: Personal Branding: Building your own Personal Brand*, Universidad Sergio Arboleda, Bogota, Colombia
- August 30th to September 1st, 2017: *First Rectors' Meeting of Santa Marta, Valledupar and Riohacha 2017, Lecture: Education of the 21st century: Pedagogy vs. Technology*, Universidad Sergio Arboleda, Santa Marta, Valledupar and Riohacha, Colombia
- August 28th, 2017: *Meeting with Postgraduate Students of Neumann Business School, Lecture: Personal Branding: Professionals with an International Brand*, Universidad Sergio Arboleda, Bogota, Colombia
- August 25th, 2017: *First Rectors' Meeting of Soacha 2017, Lecture: Challenges faced by professionals in Secondary and Higher Education*, Universidad Sergio Arboleda, Bogota, Colombia
- April 27th and 28th, 2017: *V International Marketing Research Symposium ASPROMER, Lecture "Latest Personal Branding trends in professionals and organizations"*, Pereira, Colombia
- December 2nd, 2016: *First Congress of Economic Development with Entrepreneurship, Innovation and Technology, Lecture "Design and Development of Competent and Necessary Professional Profiles for the Future of Colombia"*, Bogota, Colombia
- November 15th, 2016: *Encounter of School Rectors from Costa Caribe Region, Lecture "Challenges to be Faced by Higher Education Professionals"*, Valledupar, Colombia
- August 3rd, 2016: *Guest on Juan's Angels TV show "Hillary or Trump"*, Channel 1, Bogota, Colombia
- August 3rd, 2016: *Guest on Juan's Angels TV show "Happiness"*, Channel 1, Bogotá Colombia
- June 16th, 2016: *University Research and Research Groups Management*, National Learning Service - SENA, Bogota, Colombia
- March 2nd, 2016: *International Marketing Vision at Present: characteristics and particularities of the Spanish Market*, Universidad Santo Tomas, Bogota, Colombia
- December 1st and 2nd, 2015: *II International Meeting of Research Challenges in Colombia and the role of Police Corps in the New Scenarios of Peace, Lecture "Perception of the National Police Brand in the Post conflict"*, National Directorate of Schools, School of Police Cadets General Francisco de Paula Santander, Bogota, Colombia
- November 11th, 2015: *I Marketing Lecture, "The Future of Marketing and International Business Professionals: Forging the Leaders of Tomorrow"*, Universidad Sergio Arboleda, Santa Marta, Colombia
- October 23rd, 2015: *XIV International Congress of Business Administration - CIAN, Lecture "Challenges of the 21st Century: Are You Prepared to Become a Leader of Tomorrow?"*, CETYS Universidad Baja California, Ensenada, Mexico
- October 21st, 2015: *XVII Countries Friends Week, Lecture "Innovative Spain"*, Universidad Santo Tomas, Bogota, Colombia
- May 13th, 2015: *IV Interuniversity Round of International Business, Negotiating Table "Ecopetrol Vs. USO Syndicate"*, Universidad Santo Tomas, Bogota, Colombia
- 15th April 2015: *XVI Countries Friends Week, Lecture "Culture, Values and Stereotypes in an Intercultural Negotiation"*, Universidad Santo Tomas, Bogota, Colombia
- November 29th, 2014: *Festivalarte 2014: Small Big Meetings, Lecture "New Perspectives of Entrepreneurship and Innovation"*, iTant, Bogota, Colombia
- October 7th, 2014: *The LAE Effect 2014: Undertaking under the sun. Lecture "Transcultural Leadership"*, CETYS Universidad Baja California, Mexicali, Mexico

10. PARTICIPATION AS DIRECTOR OR MEMBER OF ACADEMIC COURT

- December 15th, 2022: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Rabbit Meat Industrial Production*" Author/s: Rincon-Abril, Edgar Alexander. Director/s: Plata-Rugeles, Diego. Universidad Sergio Arboleda, Bogota, Colombia
- December 1st, 2022: Member of the Postgraduate Academic Court, which evaluated the dissertation "*PLAYPRO Business Plan*" Author/s: Arboleda-Ocampo, Julian Andres y Fuenmayor-Luengas, Carlos Javier. Director/s: Plata-Rugeles, Diego. Universidad Sergio Arboleda, Bogota, Colombia

- October 4th, 2022: Master's Thesis Direction in the Marketing and Commercial Management Master's Degree "*Villalupi Expansion Plan: Start Up Sales Processes applied to Traditional Businesses*" Author/s: De la Espriella-Villalobos, Gustavo y Papagayo-Díaz, Luís Alberto. Director/s: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- September 13th, 2022: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Investment in Cloud Computing services by companies in the banking sector located in Bogota D.C.*" Author/s: Parra-Díaz, Javier. Director/s: Duque-Urbe, Sergio. Universidad Sergio Arboleda, Bogota, Colombia
- September 13th, 2022: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Energy efficiency in data centers through cold absorption systems*" Author/s: Gonzalez-Vargas, Ana Milena and Cortes-Castañeda, Fabio. Director/s: Duque-Urbe, Sergio. Universidad Sergio Arboleda, Bogota, Colombia
- 6 de septiembre de 2022: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Corota SAS Business Plan: Design and Marketing of Handmade Furniture in Nariño*" Author/s: Avila-Martínez, Juan Sebastian and Chaves-Narvaez, Germán. Director/s: Plata-Rugeles, Diego. Universidad Sergio Arboleda, Bogota, Colombia
- August 25th, 2022: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Design and Implementation of Inventory Management Dashboard for GHT Companies*" Author/s: Apolinar-Tiboche, Diana Carolina and Paez-Fandiño, Heber Oswaldo. Director/s: Alzate-Cotes, Santiago. Universidad Sergio Arboleda, Bogota, Colombia
- June 22nd, 2022: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Tu Regalo Colombia. Online gift shop for residents abroad with delivery to relatives in Colombia*" Author/s: Bermudez-Penagos, Natalia Ivonne and Rosas-Mesa, Fredy Hernando. Director/s: Plata-Rugeles, Diego. Universidad Sergio Arboleda, Bogota, Colombia
- May 10th, 2022: Master's Thesis Direction in the Marketing and Commercial Management Master's Degree "*Digital Marketing: Engine of Growth in a Financial Outsourcing for 2022*" Author/s: Jaimes-Blanco, Yesica Vanessa and Quimbay-Barrantes, John Alexander. Director/s: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- April 5th, 2022: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Design of a financial education program aimed at employees and students*" Author/s: Restrepo-Bastidas, Raul Gustavo and Romero-Cely, Jhoan Beyerlesto. Director/s: Valero-Rueda, Luis Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- April 4th, 2022: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Canyeto Hotel and School for Dogs Business Plan*" Author/s: Barrero-Torrado, Carlos Andres. Director/s: Plata-Rugeles, Diego. Universidad Sergio Arboleda, Bogota, Colombia
- March 24th, 2022: Member of the Postgraduate Academic Court, which evaluated the dissertation "*APN Teens Executive Category Creation LEONISA*" Author/s: Castillo-Franco, Catalina and Cometa-Ramirez, Yeimy Carolina. Director/s: Pérez-de Alcántara, Isabel. Universidad Sergio Arboleda, Bogota, Colombia
- March 14th, 2022: Master's Thesis Direction in the Marketing and Commercial Management Master's Degree "*Sequential Vascular Compression System DS MAREF Marketing Plan*" Author/s: Gonzalez-Vanegas, Cristian Mauricio and Amarillo-Martínez, Nery Yalile. Director/s: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- February 23rd, 2022: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Pet Self Wash Solutions in Bogota*" Author/s: Pastor-Heredia, Diana Marcela. Director/s: Duque-Urbe, Sergio. Universidad Sergio Arboleda, Bogota, Colombia
- December 2nd, 2021: Master's Thesis Direction in the Marketing and Commercial Management Master's Degree "*Paradis Terrenal Paradise Business Plan*" Author/s: Guarín-Romero, Juan Sebastián and Pulido-García, Silvia. Director/s: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- November 25th, 2021: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Opportunities and Limitations of the ICTs Uses in Older Adults inhabitants of the city of Bogota (2005 to 2020)*" Author/s: Garzon-Riaño, William and Santos-Gamboa, Jony. Director/s: Araujo-Martínez, Beatriz. Universidad Sergio Arboleda, Bogota, Colombia
- October 13th, 2021: Master's Thesis Direction in the Marketing and Commercial Management Master's Degree "*SOLINT Integral File Solutions SAS Marketing Plan*" Author/s: Florian-Quiroga, Gilber and Rojas-Andrade, Diana Milena. Director/s: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- September 20th, 2021: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Online Marketing Plan for the Jewelry Brand Lucie Segura*" Author/s: Mendez-Rangel, Silvia Juliana. Director/s: Bernal-Clavijo, Ricardo. Universidad Sergio Arboleda, Bogota, Colombia

- September 8th, 2021: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Sneakers Xclusive Co. Business Plan*" Author/s: Osorio-Oviedo, Erika Vanessa. Director/s: Plata-Rugeles, Diego. Universidad Sergio Arboleda, Bogota, Colombia
- July 28th, 2021: Master's Thesis Direction in the Business Administration Master's Degree "*Purpose Marketing Oriented Implementation Feasibility in Mass Consumption Companies in Colombia*" Author/s: Herreño-Angulo, María Fernanda and Paz-Valencia, Diana Marcela. Director/s: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- August 5th, 2021: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Multifunctional furniture sector Diagnosis in Bogota 2018-2020*" Author/s: Amaya-Amaya, Ana Maria and Rojas-Cediel, Nelly Rocío. Director/s: Sarmiento Niño, César. Universidad Sergio Arboleda, Bogota, Colombia
- July 15th, 2021: Master's Thesis Direction in the Marketing and Commercial Management Master's Degree "*SOPLASCOL SAS 2021 Marketing Plan*" Author/s: Bernal-Quíñonez, Diana Marcela. Director/s: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- June 30th, 2021: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Business plan to create Union Magdalena official marketplace*" Author/s: Otero, Alfredo. Director/s: Estrada, Octavio. Universidad Sergio Arboleda, Bogota, Colombia
- April 26th, 2021: Master's Thesis Direction in the Business Administration Master's Degree "*Domus Design Business Plan: Home Automation Projects in the City of Bogota*" Author/s: Garzon-Linares, Juan Sebastian and Barrera-Quecan, Diego Antonio. Director/s: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- May 18th, 2021: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Sustainable Fashion in Bogota Colombia*" Author/s: Mendoza-Gonzalez, Julia Viviana and Lopez-Garcia, Sandra Viviana. Director/s: Madrid-Berroteran, Luis Angel. Universidad Sergio Arboleda, Bogota, Colombia
- April 19th, 2021: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Aspects to Improve Online Marketing of Puchetty Company of the Footwear Sector in Bogotá*" Author/s: Suarez Villareal, Guisel Andrea and Garcia Salazar, Andres Julian. Director/s: Estrada, Octavio. Universidad Sergio Arboleda, Bogota, Colombia
- April 6th, 2021: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Marketing Plan for the Positioning of the Akar Chocolate Tablet brand*" Author/s Rojas-Rodriguez, Maria Camila. Director/e: Bernal-Clavijo, Ricardo. Universidad Sergio Arboleda, Bogota, Colombia
- March 16th, 2021: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Business plan focused on marketing for the commercialization of magnetic vehicle protectors through E-Commerce and traditional channels*" Author/s: Avila-Jamie, Omar Humberto. Director/s: Parias, Ramiro. Universidad Sergio Arboleda, Bogota, Colombia
- February 23rd, 2021: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Export Plan for Colombian Jewelry Accessories to the United Arab Emirates Market*" Author/s: Diaz-Granados Charry, Ana Milena and Moya-Galvis, Juliet. Director/s: Sarmiento-Niño, Cesar. Universidad Sergio Arboleda, Bogota, Colombia
- December 14th, 2020: Member of the Postgraduate Academic Court, which evaluated the dissertation "*AERORENTAL entrance to the Mexican Market*" Author/s: Ruiz-Acuña, Alvaro Andres and Betancur-Ramirez, Mario Andres. Director/s: Perez-Alcantara, Isabel. Universidad Sergio Arboleda, Bogota, Colombia
- December 12th, 2020: *Registration document evaluation for the creation of a PRIME Business School Doctoral Program*, Universidad Sergio Arboleda, Bogota, Colombia
- November 20th, 2020: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Cross-modal correspondence between vision and smell: influence on scented products*" Author/s: Ortiz-Perez, Cielo Maria. Director/s: Arias-Castro, Diana Maria and Rojas-Sanchez, German Mauricio. Universidad El Bosque, Bogota, Colombia
- October 7th, 2020: Member of the Postgraduate Academic Court, which evaluated the dissertation "*RELEVO Business Plan*" Author/s: Sanchez-Gomez, Jaime, Barrera-Hernandez, Horacio and Pedraza-Giraldo, Andres Felipe. Director/s: Sarmiento-Niño, Cesar. Universidad Sergio Arboleda, Bogota, Colombia
- August 19th, 2020: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Six Key Factors to Create a MarketPlace Start-Up in Colombia*" Author/s: Ramirez-Patiño, Henly Catalina and Sierra-Reina, Juan Diego. Director/s: Faillace, Antonio. Universidad Sergio Arboleda, Bogota, Colombia

- July 3rd, 2020: Master's Thesis Direction in the *Marketing and Commercial Management Master's Degree "ETB Marketing Plan. Home Safety"* Author/s: Amezquita-Rodriguez, Danna, Franco-Romero, Natalia, Gaona-Castillo, David y Linares-Torres, Elkin. Director/s: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- May 27th, 2020: Member of the Postgraduate Academic Court, which evaluated the dissertation "*HOMEFIT Business Plan*" Author/s: Bustos-Orjuela, William Camilo, Cadena-Clavijo, Marcela and Gallego-Tejada, Isabella. Director/s: Huertas, Mario. Universidad Sergio Arboleda, Bogota, Colombia
- March 27th, 2020: Master's Thesis Direction in the MBA "*Digital Marketing as an Element for Strategic Support to Organizations*" Author/s: Nuñez-Cudriz, Enrique and Miranda-Corrales, Jesus David. Director/s: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Barranquilla, Colombia
- October 15th, 2019: Master's Thesis Direction in the Executive MBA "*Strategic Orchestration for the Business Lines Diversification of ESTAMPACOLOR SAS*" Author/s: Garzon-Rodriguez, Jorge Enrique and Toro-Alvarez, Juan David. Director/s: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- August 15th, 2019: External Reviewer of the proposal for the creation of the *Master in Management of Small and Medium Enterprises*, Research Council for Postgraduate Studies, Faculty of Administration of the Benemerita Universidad Autónoma de Puebla, Puebla, Mexico.
- June 6th, 2019: Member of the Postgraduate Academic Court, which evaluated the dissertation "*UBAMB Bluetooth Speakers*" Author/s: Brito-Mestre, Guillermo Rafael y Rojas-Rubiano, Yury. Director/s: Palacios, Daniel. Universidad Sergio Arboleda, Bogota, Colombia
- June 5th, 2019: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Creation, Strategy and Communication Business Plan of the Branding Agency INSPIRE*" Author/s: Contreras-Ramirez, Jennifer Andrea. Director/s: Palacios, Daniel. Universidad Sergio Arboleda, Bogota, Colombia
- May 21st, 2019: Member of the Undergraduate Academic Court, which evaluated the dissertation "*Services and programs perception study offered by the Faculty of Economics and Administrative Sciences of Universidad El Bosque*" Author/s: Lopez-Diaz, Alejandro and Rodriguez-Cabezas, Andres Mauricio. Director/s: Ospina-Estupiñan, Hector Rodrigo. Universidad El Bosque, Bogota, Colombia
- May 20th, 2019: Member of the Undergraduate Academic Court, which evaluated the dissertation "*Digital Marketing Strategies applied to the gastronomic sector in the restaurant: Los Amigos de La Provincia SAS*" Author/s: Rojano-Zuluaga, Roberto Jose. Director/s: Ballesteros-Quinero, Lilly. Universidad El Bosque, Bogota, Colombia
- February 19th, 2019: Member of the Postgraduate Academic Court, which evaluated the dissertation "*Big Data Process to reduce withdrawal: ETB Business Case*" Author/s: Ayala-Serrano, Laura Catalina; Fino-Ortiz, Cindy Carolina and Urbina-Hernandez, Juan Pablo. Director/s: Marques da Silva, Sandro. Universidad Sergio Arboleda, Bogota, Colombia
- November 30th, 2018: Director of the Master's dissertation "*Structuring an integrated Management System for INGESA SAS, oriented to organizational management criteria, as a mechanism to continuous improvement of processes and organizational sustainability*" Author: Vega-Morera, Camilo Jose. Director: Alonso-Gonzalez, Antonio. Universidad El Bosque, Bogota, Colombia
- October 30th, 2018: Member of the Undergraduate Academic Court, which evaluated the dissertation "*Clusters Trends Analysis Research in Neuromarketing and International Business*" Author/s: Giron-Castellanos, Betty Alejandra and Vasquez-Borja, Karla Michelle. Director/s: Gonzalez-Garcia, Leidy Yolanda. Universidad El Bosque, Bogota, Colombia
- May 2nd, 2018: Member of the Undergraduate Academic Court, which evaluated the dissertation "*Business Internationalization Trends Study within the period 2000-2017*" Author/s: Salazar-Rodriguez, Laura Katalina. Director/s: Valbuena-Hernandez, Pedro Nel. Universidad El Bosque, Bogota, Colombia
- April 25th, 2017: Member of the Undergraduate Academic Court, which evaluated the dissertation "*Characterization, Social Behavior and Consumption of Millennials in Bogotá*" Author/s: Mojica-Leguizamon, Daniel Arturo and Ortega-Rodriguez, Luisa Fernanda. Director/s: Ortegon, Luis Fernando. Universidad Sergio Arboleda, Bogota, Colombia
- March 22nd, 2017: Member of the Undergraduate Academic Court, which evaluated the dissertation "*Marketing strategies focused on communication for restaurant franchises in the city of Bogotá*" Autor/s: Teheran-Avella, Tania Marcela. Director/s: Rincon-Corredor, Amparo. Universidad Sergio Arboleda, Bogota, Colombia
- March 7th, 2017: Member of the Undergraduate Academic Court, which evaluated the dissertation "*Mobile applications consumption habits of the students of the International School of Business and Marketing - EIAM in Universidad Sergio*"

Arboleda” Author/s: Morales-Salas, Jean Pierre and Roa-Alvarez, Andres Santiago. Director/s: Zambrano-Ugel, Igor Frederick. Universidad Sergio Arboleda, Bogota, Colombia

- November 28th, 2016: Director of the Master’s dissertation “*Capital Structure of Colombian SMEs dedicated to E-Commerce*” Authors: Fernandez-Mahecha, Alba Tulia and Beltran-Beltran, Jenny Paola. Director: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- October 31st, 2016: Member of the Postgraduate Academic Court, which evaluated the dissertation: “*Trade Marketing Plan Su Despensa S.A.*” Authors: Suarez, Ana Maria; Martinez, Manuel and Murcia, Pamela. Director: Bernal-Clavijo, Ricardo. Universidad Sergio Arboleda, Bogota, Colombia
- October 22nd, 2016: Director of the Thesis dissertation “*International Advertising Program Marketing Plan*” Authors: Ramirez, Daniel and Colonia, Valentina. Director: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- October 22nd, 2016: Director of the Thesis dissertation “*Marketing Plan and Creation of the Company Filmina*” Authors: Cuesta, Lorensky and Urbano, Hci Lai. Director: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- October 2nd, 3rd and 4th, 2016: Peer reviewer of the article “*A Prospective Model for a Higher Education Institution in Chile*” In the 51st Latin American Administration Council - CLADEA 2016: Innovation in Schools of business. Organized by CLADEA and ASCOLFA. Medellin, Colombia.
- October 2nd, 3rd and 4th, 2016: Peer reviewer of the article “*Digital Out of Home (DOOH), the New Digital Marketing. A Characterization on People’s Perception on Digital Screens Located in Public Sites of High Traffic in the City of Cali*” In the 51st Latin American Administration Council - CLADEA 2016: Innovation in Schools of business. Organized by CLADEA and ASCOLFA. Medellin, Colombia.
- August 17th, 2016: Director of the Master’s dissertation “*Study of Colombian Banking Private Capital Investment in the Spanish Banking Market*” Authors: Lozano-Ortegon, Luis Eduardo. Director: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- February 19th, 2015: Director of the Master’s dissertation “*Business Opportunity for Weavers Women*” Authors: Zarta-Ardila, Alvaro Jose. Director: Alonso-Gonzalez, Antonio. Universidad Sergio Arboleda, Bogota, Colombia
- December 17th, 2014: Member of the Undergraduate Academic Court, which evaluated the dissertation: “*Industrial Cooperation Model: Cluster & Marketplace*” Authors: Peñuela-Delgado, Lina Maria. Director: Zambrano-Ugel, Igor Frederick. Universidad Sergio Arboleda, Bogota, Colombia
- September 19th, 2014: Member of the Undergraduate Academic Court, which evaluated the dissertation: “*Religious Seduction, Marketing Model as a Way of Induction towards Faith*” Authors: Gonzalez-Vanegas, Cristian Mauricio and Soto-Quintero, Zulma Lorena. Director: Hernandez-Niño, Jose Douglas. Universidad Sergio Arboleda, Bogota, Colombia
- November 26th, 2014: Member of the Undergraduate Academic Court, which evaluated the dissertation: “*Processes of Creation and Delivery of Value: Contribution to the Fulfillment of a Company’s Objectives through the Creation of the Marketing Department: ALDEAMO Case*” Authors: Angel-Sañudo, Andres Felipe. Director: Ariza-Salazar, Janitza. Universidad Sergio Arboleda, Bogota, Colombia

11. CONSULTING & ADVISORY WORK

- 28th to December 4th, 2022: Expert Advisor in Marketing for the Commercial Sparring Panels of the Skills 4.0 program led by the Colombian Ministry of Information and TICs MINTIC, Bogota, Colombia
- November 24th to December 6th, 2022: Lectures and content production for Leadership and Transformation Course, National Professional Council of Engineering - COPNIA, Bogota, Colombia
- September 28th to October 5th, 2021: Lectures and content production for Women Leaders in Digital Health Course, Central American Network of Health IT - RECAINSA, Bogota, Colombia
- March 28th and 29th, 2022: Academic Peer for the High Quality conditions verification to the CNA 2232 Process with SNIES 51724 for the accreditation of the International Business program offered by Universidad Católica Luis Amigó, Medellin, Colombia
- October 1st to December 1st, 2021: Lectures and content production for the Women Leaders in Digital Health Course, Central American Network of Health IT - RECAINSA, Bogota, Colombia
- May 1st to December 1st, 2021: *TED* video lectures production. Integral and commercial development for pharmacists, Merck Laboratories, Bogota, Colombia

- January 13th, 2021: *Client Service Course*, SANOFI & Continuing Education Universidad El Bosque, Bogota, Colombia
- October 6th, 2020: *Structures Costs and Financial Model Mentor for the process "Innovation Day with Asthma patients, the opportunity to provide answers and innovative solutions to problems detected in patients with Asthma in Colombia"*, AstraZeneca & HUB iEX Universidad El Bosque, Bogota, Colombia
- From March 1st, 2019: *AON Corporate University Project*, AON Risk Services Colombia, Bogota Colombia
- October 25th to 31st, 2017: *Consultancy and Advisory work for Universidad ELITE*, Bogota, Colombia
- February 3rd to March 24th, 2017: *Consultancy and Advisory work for textile sector companies of the Policarpa neighborhood in Bogota*, Economic Development Secretariat of the Mayor's Office of Bogota in collaboration with the Universidad Sergio Arboleda's Innovation and Entrepreneurship Center, Bogota, Colombia
- November 1st, 2016 to March 14th, 2017: *Consultative Selling and Customer Loyalty Module for ProColombia Corporate University*, ProColombia and Universidad Sergio Arboleda's Virtualization Area, Bogota, Colombia
- June 14th, 2016: *Business and Brand Strategy Consultancy Project*, Nemix, Bogota, Colombia
- April 1st, 2016: *Construction and Strengthening of the National Police Brand Consultancy Work*, National Police of the Republic of Colombia, Bogota, Colombia
- February 4th, 2016: *Corporate University Consultancy Project*, Terpel S.A., Bogota, Colombia
- November 1st, 2015: *Corporate University Consultancy Project*, Postobon S.A., Medellin, Colombia
- June 3rd, 2015: *Applied Strategic Formulation Consultancy Project*, Suramericana S.A., Medellin, Colombia
- June 3rd, 2015: *Coaching on Negotiation, Persuasion, Collaboration and Sales*, Universidad Sergio Arboleda, Bogota, Colombia
- February 21st, 2015: *Motivation and Organizational Climate Consulting Work*, StarPark, Bogota, Colombia
- February 10th, 2015: *Negotiation, Persuasion and Collaboration Advisory Work*, StarPark, Bogota, Colombia
- November 29th, 2014: *Young Entrepreneurs Advisory Work in Festivalarte 2014 meeting: Small Big Meetings*, iTant, Bogota, Colombia
- November 14th, 2014: *Motivation and Organizational Climate Consultancy Work*, StarPark, Bogota, Colombia

12. MEMBERSHIPS, PARTNERSHIPS & COLLABORATIONS

- *Support, Integral Action and Development Command* Collaborator, Military Forces of Colombia, in October 2022
- *Support, Integral Action and Development Command* Collaborator, Military Forces of Colombia, in January 2021
- *Support, Integral Action and Development Command* Collaborator, Military Forces of Colombia, in September 2019
- *Choco with Love Program* Collaborator, Military Forces of Colombia, in April 2019
- *Universidad El Bosque Seed Program* Donor since February 2018
- President of the *Asociacion Colombiana de Programas de Mercadeo - ASPROMER* from 2017 to 2018
- Tutor in the Marketing field for the students developing their Business Plan in the Innovation and Entrepreneurship Center of the Universidad Sergio Arboleda until January 2018
- *Green Geek Foundation* Collaborator in 2017
- *Emprendamos el Vuelo Foundation* Collaborator in 2017
- *Fiat Gaudium Foundation* Collaborator since September 2016
- *Leonor Calderón de Noguera & Rodrigo Noguera Laborde Foundation* Donor since June 2016 until January 2018
- Universidad Sergio Arboleda representative of the *Asociacion Colombiana de Programas de Mercadeo - ASPROMER* since April 2016 until January 2018
- Marketing Advisory Council member of *Servicio Nacional de Aprendizaje - SENA* from August 2015
- Marketing Science Institute member since May 2015

13. COURSES & OTHER EDUCATION

- *Solidarity Economics Basic Course*, 20 hours, Grupo Empresarial Solidario - GES, Bogota, Colombia
- *University Professor 4.0 Diploma*, 144 hours, Universidad Sergio Arboleda, Bogota, Colombia
- *Certification in the Labor Standard "Distance Learning orientation in accordance with technical procedures and regulations" - Advanced Level*, Servicio Nacional de Aprendizaje - SENA, Bogota, Colombia
- *Successful Virtual Professor Course*, 80 hours, Asociacion Colombiana de Educadores - ASCOLDE & Universidad Sergio Arboleda, Bogota, Colombia
- *Complete Power BI Course: From Zero to Power BI Developer*, 5.5 hours, Udemy.com
- *ACBSP Evaluator Training*, 20 hours, Accreditation Council for Schools and Business Programs, Houston, Texas, United States
- *Learning Objectives Mapping Workshop*, 4 hours, Universidad El Bosque, Bogota, Colombia
- *Sustainability for Higher Education in Colombia Workshop*, 7 hours, Colombia Challenge Your Knowledge Network - Embassy of the United States in Colombia - Portland State University, Universidad EAN, Bogota, Colombia
- *Full Excel Course*, 11.5 hours, Udemy.com
- *Integrated Course Design for Significant Learning*, 40 hours, University of Oklahoma and Universidad El Bosque, Bogota, Colombia
- *Active Teaching-Learning Methodologies: Use of Business Cases in the Classroom*, 20 hours, Professional Development Plan - PDP, Universidad Sergio Arboleda, Bogota, Colombia
- *Competency Evaluation*, 48 hours, Professional Development Plan - PDP, Universidad Sergio Arboleda, Bogota, Colombia
- *Communicative Competences and Argumentation*, 48 hours, Professional Development Plan - PDP, Universidad Sergio Arboleda, Bogota, Colombia
- *Design of Sustainable Business Models: The Five Keys to Wealth Creation*, 8 hours, Universidad Politecnica de Valencia, taught by Professor Jaime Alonso Gómez Doctor (San Diego University, USA), Valencia, Spain
- *Brand Positioning and Human Resources Management for International Competitiveness*, 22 hours, Universidad Politecnica de Valencia and Universidad Sergio Arboleda, Valencia, Spain
- *Quality Management and Internal Audits*, 50 hours, Engineering and Quality Management, S.L., Valencia, Spain
- *ISO 9001 and 19001: Requirements, Standards and Audits*, 80 hours, EC Asesoramiento Empresarial S.L., Valencia, Spain

14. WORK EXPERIENCE

Academician and International Consultant

2/2018 – Present UNIVERSIDAD EL BOSQUE

Bogota, Colombia Dean of Economics and Administrative Sciences Faculty

- Private Colombian University founded in 1977. The main site is in the city of Bogota with a subsidiary in Chia. Offers undergraduate programs, specializations, Master's degrees and Doctorates.

Functions, Responsibilities and Achievements:

- Evaluation and adjustment of the Economics and Administrative Sciences Faculty programs' curricula, including syllabus, teaching guides, assessment guides and required learning resources, relating to current market needs and professional profile trends, at national and international levels
- Evaluation and management of the academic staff, such as assistant professors, associate professors, full time professors, guest professors, lecturers, researchers, speakers, and auxiliary and support staff, in order to offer the highest levels of excellence for the student community of the Economics and Administrative Sciences Faculty
- Development and implementation of a policy of quality and excellence with the students, professors, and research groups, in order to achieve continuous improvement with the students of the Economics and Administrative Sciences Faculty
- Implementation and development of international agreements with institutions and entities related to the Economics and Administrative Sciences Faculty, that provide added value to the current and future programs
- Ensure, enhance, and promote the positioning of the Economics and Administrative Sciences Faculty, within the academic and student community, at national and international level

- Motivate and encourage the participation of students, academic staff and research teams of the Economics and Administrative Sciences Faculty in national and international competitions to gain experience, visibility, prestige, and international recognition, as well as to enhance the interdisciplinarity between the different programs of the university and with external entities and institutions
- Academic Council member, Faculty Council member, Admissions Committee member, Internships Committee member, Postgraduate and Continuing Education Committee member, Curricular Committee member, Academic and Administration Processes Committee member, Publications Committee member, Editorial Committee member, Planning and Self-evaluation Committee member, Research Committee member, Social Responsibility Committee member, Internationalization Committee member, Students Advisory Committee member, Gender and Equity Committee member, and HUB iEX – FCEA Liaison Committee member
- Execution of any other responsibility required by the Rector or higher academic authority

4/2017 – 4/2018 ASSOCIATION OF MARKETING PROGRAMS - ASPROMER

Bogotá, Colombia President

- The Association of Marketing Programs - ASPROMER is an academic non-profit association consisting of Higher Education Programs that fulfill the established norms in the current national and international legislation, which officially offer authorized and recognized university programs, in the Marketing field. These institutions are represented by program Directors, Deans or person delegated by the institution.

Functions, Responsibilities and Achievements:

- To propose activities to the Board Members in line with the policies and actions identified by the Association
- To chair the Association and Board Members' meetings
- To submit relevant reports to the Association members
- To present the list of new academic programs enrolled by the Association
- To submit requests to the Board Members for the admission of new academic programs to the Association
- To present the annual budget to the Association meetings for its consideration and approval
- Any other duties and responsibilities according to the position that are required or assigned by the Association and its Board Members

1/2015 – 1/2018 UNIVERSIDAD SERGIO ARBOLEDA

Bogotá, Colombia Academic Dean of Marketing y International Business

- Private Colombian University founded in 1985. The main site is in the city of Bogotá with subsidiaries in Barranquilla, Santa Marta, Madrid and Miami. Offers Undergraduate, Specializations, Master's, and Doctoral Programs

Functions, Responsibilities and Achievements:

- Evaluation and adjustment of the Marketing and International Business Program Curriculum, including syllabus, teaching guides, assessment guides and required learning resources, relating to current market needs and professional profile trends, at national and international levels, achieving the total transition from MK01 to the new MK02 curriculum
- Evaluation and management of the academic staff, such as assistant professors, associate professors, full time professors, guest professors, lecturers, researchers, speakers, and auxiliary and support staff, in order to offer the highest levels of excellence for the student community, obtaining for all teachers assigned to the Marketing and International Business department teaching performance results above 4 out of 5
- Development and implementation of a policy of quality and excellence with the students, faculty, and research groups, in order to achieve continuous improvement with the students of the Marketing and International Business Program
- Implementation and development of international agreements with institutions and entities related to the International School of Business and Marketing – EIAM, that provide added value to the Marketing and International Business Program
- Ensure, enhance, and promote the positioning of the Marketing and International Business Program, within the academic and student community, at national and international level, increasing the number of enrollments of new students in the range of 5 to 10% per semester
- Motivate and encourage the participation of students, academic staff, and research teams of the Marketing and International Business Program in national and international competitions to gain experience, visibility, prestige and international

recognition by the School and the Program, as well as to enhance the interdisciplinarity between the different programs of the university and with external entities and institutions

- Faculty Committee member, Deans Committee member, Academic and Self-Evaluation Committee member, Research Committee member, Doctoral Committee member, Corporate University and Knowledge Management Committee member, Experts Committee member of the Colombian National Learning Service – SENA
- Execution of any other responsibility required by the Rector or higher academic authority

7/2014 – 1/2018 UNIVERSIDAD SERGIO ARBOLEDA

Bogota, Colombia Research professor and consultant

- Private Colombian University founded in 1985. Its main site is in the city of Bogota with subsidiaries in Barranquilla, Santa Marta, Madrid and Miami. Offers Undergraduate, Specializations, Master's, and Doctoral Programs.

Functions, Responsibilities and Achievements:

- Professor at the International School of Business and Marketing – EIAM, Marketing and International Business Program, responsible for the International Marketing and Marketing Foundations subjects, with teaching performance results in the region of 4.5 out of 5
- Associate professor at PRIME Business School Postgraduate Programs in charge of the subjects: Market Research and Business Intelligence, International Business Structure and Marketing of Goods and Services for Postgraduates, with teaching performance results in the region of 5 out of 5
- Member of the Academic Committee in charge of reviewing and evaluating the Undergraduate and master's degree Thesis
- Speaker at conferences and lectures on subjects relating to Marketing, Social Marketing, Marketing Metrics, Personal Branding, Corporate Social Responsibility, Intercultural Negotiation, Strategic Management, Leadership Management, Fair Trade, and Social and Inclusive Business
- Full research professor at the International School of Business and Marketing - EIAM, initiating research projects relating to Personal Branding, Corporate University, Postgraduate Programs Development, Marketing, etc.
- Senior consultant on different areas such as Knowledge Management, Corporate University, Strategy and Management and Marketing
- Interviewing new students as part of the admission process at the International School of Business and Marketing - EIAM for all programs, achieving conversion rates from interviewees to enrollment close to 70%
- Project management, participation in academic committees and other activities required by International School of Business and Marketing - EIAM and PRIME Business School
- Member of the emergency brigade at Universidad Sergio Arboleda

10/2014 – 12/2017 CETYS UNIVERSIDAD BAJA CALIFORNIA

Mexicali, Tijuana and Ensenada, Mexico Guest professor at Postgraduate Programs

- Private Mexican University founded in 1961. Its main site is in Mexicali, in the state of Baja California, Mexico. It also has subsidiaries in Tijuana and Ensenada, offering undergraduate and postgraduate programs, as well as general, bilingual and international baccalaureate

Functions, Responsibilities and Achievements:

- Guest Professor at CETYS Universidad Baja California on master's degree in Administration, collaborating on the following subjects: Marketing Management, Strategic Management and Leadership and Strategy
- Speaker at conferences and lectures on subjects relating to Marketing, Social Marketing, Marketing Metrics, Personal Branding, Corporate Social Responsibility, Intercultural Negotiation, Strategic Management, Leadership Management, Fair Trade, and Social and Inclusive Business

Freelance Consultant specialized in International Projects

3/2013 – 3/2014 MEDIAPLUS HOLDING Ltd.

Lommel, Belgium Government Relations Manager, Project Coordinator

- Multinational company specializing in investment consulting, international business relations and development of socio-economic promotion projects in collaboration with governments through high-impact media (US-Television, European Times, Asia Business Channel)

Functions, Responsibilities and Achievements:

- Meetings with high-level government officials and high net-worth business entrepreneurs to produce in depth economic country reports/documentaries that highlight opportunities for foreign trade and investment (TV and print)
- Networking with government officials, ministers, country ambassadors and directors, negotiating and closing communication/public relations campaigns with government agencies and private companies
- Building and maintaining extensive networks/business relationships within each country composed of top-level business executives and government officials, attending various economic, political, business, and social events in order to establish this professional network
- Preparing and conducting interviews with top ranking business and political officials around the world, interviewing CEOs, ambassadors, ministers and government officials
- Conducting local research on current issues and topics relevant to the country project, including socioeconomic and political developments, political and social conditions of the specific country and the top 50-100 companies within every sector of economy, gathering all relevant information to produce a successful country report/documentary and obtaining editorial information, data collection, sponsorship and advertising within the report
- Negotiating commercial space for report/documentary, conducting commercials meetings with the final decision maker in order to obtain financial contribution for selling advertisement in country reports, creating the value for the client and handling potential objections in order to close the deal on the spot
- Training new company's professionals in negotiation and project management areas
- Latin America 2013 Project: In charge of managing the opening of new projects in the LATAM area in collaboration with several Latin American embassies in Brussels
- Panama 2013 Project: In charge of opening, developing and closing the project, in collaboration with the highest government officials, former Minister of Economy and Finance Frank de Lima, former Minister of Trade and Industry Ricardo Quijano
- Project Colombia 2013: In charge of opening and developing the project, in collaboration with the highest government officials, former Minister of Information Technology and Communications Diego Molano Vega, former Minister of Culture Mariana Garces Córdoba, Vice Minister of Defense Jorge Enrique Bedoya, former Minister of the Interior Fernando Carrillo Flórez, President of the National Association of Employers Bruce Mac Master

Freelance consultant specialized in Private Sector

3/2014 – 12/2015 **MISS CONVERSION™**

Godella, Valencia, Spain **Management Advisor**

- Company provider of web positioning, digital marketing, and other Internet services

5/2010 – 12/2015 **NUEVA BETERA URBANA S.L.**

Bétera, Valencia, Spain **Management Advisor**

- Real estate company specializing in the development of new housing and construction projects

2/2010-9/2012 **TOKI ENGINEERING S.L.**

Godella, Valencia, Spain **Assistant Consultant, Management Advisor, Project Manager**

- Company specializing in the capitalization of new business opportunities in various productive sectors

2/2007-12/2008 **SERPICO S.L.**

Picassent, Valencia, Spain **Assistant Consultant, Management Advisor**

- Construction company specializing in the development of public works projects

3/2006-10/2008 **LAK2 FEGASE S.L.**

Manises, Valencia, Spain **Assistant Consultant, Management Advisor**

- Industrial Company specializing in the manufacture of lacquered and varnished wooden products

2/2005-12/2009 GRUPO MAPORTA S.L.

Godella, Valencia, Spain Assistant Consultant of the HR, Quality and R&D Departments.

- Construction company specializing in electrical and carpentry for development projects

Functions, Responsibilities and Achievements as freelance consultant in the aforementioned companies:

- **ENGINEERING & PROJECT MANAGEMENT:**
 - Project management. Coordinating work between different inter-dependent teams
 - Implementation of new production plans, viability and profitability studies on new projects
 - Development and implementation of new production lines and integration with existing ones
 - Implementation of measures to increase added value, improving efficiency or reducing costs
 - Measuring and monitoring progress of projects, adjusting as necessary
 - Developing and/or reviewing estimates and estimating assumptions for the project's timeline and cost
 - Establishing accountability planning and production planning. Profit and loss studies
 - Improvement and cost optimization in computer tools, flow of material processes and vehicle fleet
 - Production and storage facility optimization
- **FINANCE:**
 - Analysis, study and improvement of the company's business model, potential products & services and appropriate personal skills required for the optimal output level in the company
 - Consulting and advisory work. Strategic planning and financial advice. Investment opportunities and diversification
 - Development and implementation of a new estimate methodology and improvements on the project's timeline, effort and cost. Improvements and cost optimization in all company's areas
 - Accountancy analysis and viability studies. Negotiations with commercial banks
 - High knowledge in Macroeconomics, Financial Markets and Business Management and Administration
 - Planning and development of trading strategies based on Technical Analysis (trend lines, support and resistance levels, oscillators) and Fundamental Analysis (economic indicators and news release)
 - Trading consultant in FX market, IBEX 35 market and investment funds
 - Expertise management of Market Makers and ECN trading platforms (MT4, FXCM, Alpari, FxPro, etc.) in FX market
 - Development and implementation of parameters optimization techniques for FX market algorithmic trading and auto trading robots
 - Expertise in FX product sales (cold call, face to face, mailing) and marketing techniques knowledge
 - Monitoring, evaluation and management of performance and profitability values of FX market client accounts
- **HR & RECRUITMENT:**
 - Analysis and improvement of communication and information flows between departments
 - Recruitment and specific training of professionals in required areas by the company
 - Advertising vacancies appropriately by drafting and placing adverts in a wide range of media
 - Receiving and reviewing applications, managing interviews, and creating a shortlist of candidates
 - Organizing interviews for candidates as requested by the companies and the specified vacancies
 - Headhunting, social media research, management of candidate databases and other recruitment techniques
 - Recruitment, management, and evaluation of subcontractors for production flexibility in high workload cycles
 - Defining jobs, roles and responsibilities of all positions and departments. Proper workload distribution
 - Development and implementation of a production control tool
 - Definition of the wage policy of the company based on productivity and objectives
 - Requirements and implementation of the training plan for the company
- **MARKETING:**
 - Analysis and improvement of marketing strategies developed by the company
 - Conduction of customers' satisfaction surveys, studies, analysis and evaluation of results
 - Market research studies, according to the businesses needs
 - Strengthening of products and services' brands offered by companies
 - Construction and implementation of a CRM tailor-made software for the company
 - Digital marketing campaigns based on contents production and social networks
 - Implementation of new estimates methodology according to clients' needs and requirements
 - Negotiation with suppliers and clients to improve buying and selling conditions
- **QUALITY & HEALTH & SAFETY:**
 - Development, implementation, and management of documentation relating to the current quality policies in the company (ISO 9001) and document management of Health and Safety

- Management of non-conforming products, corrective and preventive actions, and other Quality Department information, as well as Health and Safety documentation

15. REFERENCES

Professional References

PhD. Lorena Palacios Chacón, Professor at TEC Monterrey, Guadalajara Campus (Guadalajara, Mexico)
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Relationship: Professor at Universidad Politecnica de Valencia
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16. ADDITIONAL INFORMATION

Languages

Spanish: Native
English: Fluent

Valencian/Catalan: Native
German: Basic

Computer skills

MS Windows, MS Word, MS Excel, MS Powerpoint, MS Access, MS Outlook, MS Project, MS Internet Explorer, Chrome, FXCM, MT4, Alpari, FxPro, Indicore SDK, HTML5, C++, C# y LUA.

Other academic activities

- Tutor of internship students at Universidad Politecnica de Valencia, Spain
- Tutor of internship students at Inforlingua Center Institut of Picassent, Spain
- Tutor of internship students at Professional Schools Luis Amigo of Godella, Spain

Interests

- To share the history, culture, and gastronomy of the countries that I have had the opportunity to visit, as well as establishing friendships and professional links with people from those countries
- To talk about history, science, and contemporary politics, and to respect wildlife and the environment, as well as visiting places surrounded by nature

I am at your entire disposal to address any concerns or questions that may arise.

Best regards,

Prof. Antonio Alonso Gonzalez, Ph.D.