

DIEGO M. MENDIETA ROCHA

Phone: +591 70131326

Email: diegomendieta@upb.edu

EXPERIENCE

02/05/2024 – PRESENT
UNIVERSIDAD PRIVADA BOLIVIANA
LA PAZ

FULL-TIME FACULTY MEMBER

- Teach key subjects such as Innovation and Creativity, Entrepreneurship, and Business Intelligence in the Business Administration program, fostering a solid and practical understanding of concepts for training highly skilled, entrepreneurship-oriented professionals.
- Guide and mentor students and teams in developing entrepreneurial projects, including tutoring teams in international competitions such as the SFERA Social Entrepreneurship Contest, promoting leadership, innovation, and problem-solving skills.
- Promote a culture of innovation and entrepreneurship both inside and outside the classroom, encouraging entrepreneurial spirit and supporting project development that contributes to the local and international economy.

02/09/2021 – 12/23/2023
UNIVERSIDAD PRIVADA BOLIVIANA
LA PAZ

GENERAL COORDINATOR OF THE UPB BUSINESS DEVELOPMENT CENTER

- Coordinate pre-incubation programs at the CDN (Business Development Center).
- Conduct preliminary analysis and advise students on the development and proposal of ideas or initiative profiles.
- Coordinate, organize, lead, and oversee work teams in the various activities of the CDN.
- Track student projects throughout the incubation process according to their development stages.
- Coordinate logistics for all CDN activities.
- Ensure the documentation and control of all information generated at the CDN.
- Coordinate IT requirements for the Vice-rectorate of Development and Internationalization with the IT Directorate.
- Advise and manage marketing communications required by the Vice-rectorate of Development and Internationalization.

11/01/2022 – 12/21/2023
UNIVERSIDAD PRIVADA BOLIVIANA
LA PAZ

PROJECT AND DATA COORDINATOR – CAREER SERVICES UPB

- Standardize career development and internationalization training for Undergraduate and MBA programs.
- Improve Network Power Ratio – Undergraduate and MBA.
- Enhance ROI – Undergraduate and MBA.
- Promote success stories.
- Foster and document data on employment or entrepreneurship progression.

01/01/2013 – PRESENT
LA PAZ

ENTREPRENEUR AND INDEPENDENT CONSULTANT

- CEO of Connect Agencia – Digital Marketing and Transformation Agency.
- Consultancy in digital transformation strategies for MSMEs.
- Various support consultancies for technology platforms in distance education.
- Web design and management.
- Design and management of advertising campaigns on social media.

- Community management on social networks.

02/02/2015 – 08/30/2020

BIGSOMER

LA PAZ

DEVELOPMENT AND SUPPORT ENGINEER

- Administration and maintenance of network infrastructure.
- Development of a georeferencing platform for addresses.
- Technical support for computing and communications equipment.
- Administration and maintenance of web systems and applications.
- Database administration and maintenance.
- Website administration and maintenance.
- Operations tracking and support.
- Training for users and clients.

ACADEMIC BACKGROUND

2016 – 2017

UNIVERSIDAD POLITÉCNICA DE VALENCIA

LA PAZ - VALENCIA

MASTER'S IN DIGITAL BUSINESS MANAGEMENT AND ADMINISTRATION

- Dual degree Bolivia – Spain.

2005 - 2010

ESCUELA MILITAR DE INGENIERÍA

LA PAZ

BACHELOR'S IN SYSTEMS ENGINEERING

- 2008 – First place winner in the First EMI Programming Contest – La Paz.
- 2008 – Honorable Mention "National Programming Contest (Bolivian Programming Contest, La Paz Site)" ACM – ICPC.
- 2008 – Honorable Mention "South American Programming Contest (ACM – ICPC South America Contest)" ACM – ICPC, Cochabamba, Bolivia.
- 2008 – Third place in Category "B" of the "6th Science and Technology Exhibition" Systems Engineering, EMI.
- 2008 – Fourth place in Category "A" of the "6th Regional Innovation Technology Expo" Escuela Militar de Ingeniería.
- 2006 – Developed the departmental website as part of the CITWARE Research and Development Group.
- 2006 – Participated in the "Regional Science Fair 2006" at Escuela Militar de Ingeniería.

LANGUAGES

- Advanced English – CETI Universidad Mayor de San Andrés.
- Basic French (B1) – Alliance Française.

OTHER COURSES AND SEMINARS

- Certified Entrepreneurship Mentor UPB (2021).
- Operating Systems Administration.
- ISO 9000 Standards.
- Bluetooth and Zigbee Technologies.
- Methodology for Preparing Theses.
- Technology-Based Entrepreneurship for E-marketplaces.
- Information Society and Knowledge Globalization.
- Simulation and Modeling.
- E-Government.
- Oracle Technology.