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## WORK EXPERIENCE

- 2007- to date                      UNIVERSIDAD PRIVADA BOLIVIANA (UPB) - CONFEDERATION OF PRIVATE ENTREPRENEURS OF BOLIVIA (CEPB). LA PAZ, BOLIVIA.  
Chair of Strategic Marketing and Consultant
- Teaches Marketing, International Business and Entrepreneurship at the Commercial Engineering, Business Administration, Marketing and Corporative Communication Schools.
  - Performs consulting projects such as “Programa de Capacitación de Habilidades Empresariales y Fortalecimiento de la Gestión Empresarial de PYME’s”, founded by USAID. This Project uses BMS methodology.
- 2007 – to date                      FAMILIA SOLIDARIDAD Y DESARROLLO (NGO). La Paz, Bolivia  
EXECUTIVE DIRECTOR
- Developed the Organizational Development Plan - Human Resources Development Plan, Training and Talent Management Programs, according to the Institutional Strategic Plan, Gender Empowerment Policy and Cultural Diversity Members and Constituencies.
  - Advises on the execution of the Plans and Programs stated above.
- 2001 – 2004                        PROJECT AD/BOL/98/D79 “SUPPORT TO THE DRUG CONTROL COUNCIL (CONALTID)”, UNITED NATIONS OFFICE ON DRUGS AND CRIME (UNODC). LA PAZ, BOLIVIA.  
Organizational Management Expert – Project Coordinator
- Supported CONALTID on the development of the National Drug Control Strategy 2003 – 2008. Used the Logic Framework methodology.
  - Defined the Human Resources Management Policies and Strategies on Personnel Administration, Training and Personnel Relations and to the Council and the related organizations.
  - Designed and implemented the National Information System on Drug Control (SINALTID).
  - Supported the development of the Legal Framework of CONALTID approved on January 2004.
  - Designed the Bolivian Observatory on Drugs according to the CICAD/OAS requirements in coordination with the UNODC programme. Used the SWOT methodology
  - Performed administrative and financial tasks according to the UNODC/UNDP requirements.
  - Formulated Operative Annual Programs, developed and wrote proposals for UNDCP, OAS, USAID, and the European Union.
- 1997 – 2000                        ELECTROPAZ – GRUPO IBERDROLA (SPANISH CORPORATION)  
Marketing Manager. La Paz, Bolivia
- Developed and executed the Organizational Redesigning Plan in order to change the Firm from a production approach to a marketing approach.

- Designed the Marketing Information System
- Developed and executed the Marketing Strategic Plan
- Formulated and executed the company's marketing budget of US\$ 2,000,000.-

1996 – 1997

WORLD VISION – BOLIVIA (NGO)

**ORGANIZATIONAL DEVELOPMENT CONSULTANT.** La Paz, Bolivia

- Developed and implemented the Institutions' Organizational Restructuring Plan.
- Developed and executed the Human Resources Development Plan.
- Designed and implemented the Systems and Financial Development Plans.

1994 – 1996

BOLIVIAN CHAMBER OF INDUSTRY

Services Manager. La Paz, Bolivia

- Developed and implemented the Institution's Organizational Restructuring Plan to accomplish the new Institutional Vision, and to enable further growth.
- Developed and implemented the Organization's Human Resources Management Programme according to the new Human Resources Policies.
- Designed the Business Center of the Bolivian Chamber of Industry in order to provide services to its affiliates.
- Designed and executed specific training programs on business planning and evaluation. Developed proposals for IADB, GTZ, USAID, ASDI, among others.
- Formulated and executed the Institution's budget of US\$ 350,000.-

1990 – 1991

USAID/BOLIVIA – INE – PL 480 – US BUREAU OF THE CENSUS

Project Director. La Paz, Bolivia.

- Performed technical, administrative and financial activities to ensure the achievement of Project objectives.
- Developed and implemented a Human Resources Management Plan according to the USAID policies and requirements.

1988 – 1990

COOPERS AND LYBRAND

Senior Consultant. La Paz, Bolivia.

- Developed human resources, management and marketing consulting programs for profit and nonprofit organizations.

### CONSULTING EXPERIENCE

Designed and developed several local and international management and marketing consulting projects for public and private institutions, such as: The Multilateral Investment Fund (MIF), World Vision, USAID/Bolivia, Coordination Programme on Child Survival (PROCOSI), America Textil (Bolivian manufacturers for Polo Ralph Lauren and Tommy Hilfiger), TIGO – Milicon International Cellular S.A of Bolivia.

### EDUCATION

Ph.D. by the Business Administration Programme of the Universidad Politécnica de Valencia 2015.

Master in Defense Studies and Hemispheric Security. Universidad del Salvador and Organization of American States (OAS) – Inter American Defense College (IDC), Washington, D.C., U.S.A. June, 2006. Study and research areas: Negotiation, Conflict Analysis and Resolution, and

Globalization for International Development.

Advanced Course in Hemispheric Defense and Security. Organization of American States, Inter American Defense Collage, Washington, D.C., U.S.A. June, 2006. Studies included 12 credit hours at the International Service Master Programme of the American University. Major study areas: International Relations, Comparative Policy, Cross Cultural Communication and Negotiation.

Latin American Studies, Columbia University, New York, U.S.A., February 2006. Current situation analysis, trends and development alternatives for the region.

Master of Arts in Organizational Communication. Graduate College. The University of Oklahoma, U.S.A. June, 1994.

Licenciado en Administración de Empresas. Carrera de Administración de Empresas. Universidad Mayor de San Andres, Bolivia. November, 1989.

#### TEACHING EXPERIENCE

- Taught Conflict Analysis and Resolution, Coaching and Leadership, International Management and Marketing to undergraduate and graduate levels at major Bolivian universities such as: Universidad Privada Boliviana – INCAE MBA Programme, Universidad Católica Boliviana, Universidad Mayor de San Andrés, and Universidad Privada del Valle.
- Designed and organized a master degree programme in International Management and Marketing at the Universidad Mayor de San Andres. La Paz – Bolivia.
- Taught International Marketing and Marketing of Services at Escuela de Comercio – Cámara Nacional de Comercio.

#### ACTIVITIES AND COMMUNITY INVOLVEMENT

- Member of the Pastoral Council of the Iglesia Nuestra Señora de Guadalupe, Achumani. As a president of the Social Pastoral designed a project proposal to develop a sponsorship programme with Chalice, a catholic Canadian organization.
- Founder member and first president of Partners of America - Bolivia-Utah Junior Chapter. Training in management of volunteer institutions.
- Designed the organizational structure, normative documents and work plan of the TELETON/Bolivia as a Coopers & Lybrand consultant and Partners of America volunteer.
- Organized and actively participated in the TELETON/Bolivia as a volunteer in charge of the relationship between the fundraising committee and the Bolivian Banking System. Partners of America.

#### ADDITIONAL INFORMATION

- Bilingual Spanish/English
- Knowledge of Windows Pro, Windows Vista and Internet.

#### REFERENCES

Patricia Bozo Pabón

Mary Carrasco Monje  
Former Vice Minister of Foreign Affairs  
Bolivian Ministry of Foreign Affairs  
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