

Tatiana Zdenka Duran Ayoroa PhD.c

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La Paz - Bolivia

## EDUCATION

**Ph.D.c in Business Administration 2018-2024** Universidad Privada Boliviana.

**Master Degree in Business Administration MBA** 04/2008-11/2009 Universidad Privada Boliviana. MBA full time with support of INCAE Business School.

Specialization in Banking and Finance. GPA of 96.10, first in the class of 2009.

**Diploma in International Management and Finance** 9/2009-11/2009 Universidad Privada Boliviana, Specialized in International Financial sector and International Business.

**Bachelor Degree in Commercial Engineering** 08/2002-09/2006 Universidad Privada Boliviana. Commercial Engineer. Specialization in International Business and Finance with emphasis in Management and Marketing.

**AFS Exchange student** 08/2001-07/2002 Mount Rainier High School (Des Moines, WA, USA)

**Primary, Middle School and High School Studies** 02/1988-07/2001 Colegio Alemán de Oruro. Bachelor in Humanities

## EMPLOYMENT RECORD

### **UPB (Universidad Privada Boliviana Education Foundation)**

#### ▪ **January 2016 - Present day:**

**MBA Full Time program Academic Director La Paz:** review of Master's program, contact, evaluate and schedule teachers and Spoke persons, coordinate program with students, recruitment, marketing and logistics of program.

**MADE program Academic Director:** review of Master's program, contact, evaluate and schedule teachers and Spoke persons, coordinate program with students, recruitment, marketing and logistics of program.

#### ▪ **March / 2016- Jan 2020:**

**MCI Master in International Business program Academic Director La Paz:** review of Master's program, contact, evaluate and schedule teachers and Spoke persons, coordinate program with students, recruitment, marketing and logistics of program.

**MADE USACH program Academic Director La Paz:** review of Master's program, contact, evaluate and schedule teachers and Spoke persons, coordinate program with students, recruitment, marketing and logistics of program.

**UPB (Universidad Privada Boliviana Education Foundation)**

▪ **March / 2011- Jan 2016:**

**MBA Full Time program Coordinator La Paz:** review of Master's program, contact, evaluate and schedule teachers and Spoke persons, coordinate program with students, recruitment, marketing and logistics of program.

**UPB (Universidad Privada Boliviana Education Foundation)**

▪ **December/ 2011- Jan/2016:**

**Head of Human Resources UPB:** Development of staff training programs, program development, induction, update the base functions manual, update the organization chart of the university throughout Bolivia , archive files, motivation and performance evaluation.

**Terminal de Buses Cochabamba S.A.**

▪ **Dicember/ 2010 -Present day**

**Financial Consultant:** Development and evaluation of financial feasibility of investment projects nationwide.

**UPB (Universidad Privada Boliviana Education Foundation)**

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| <p>▪ <b><u>April/ 2011- to present: Professor of:</u></b></p> <ul style="list-style-type: none"><li>○ <b>Undergraduate Taught Courses In :</b><ul style="list-style-type: none"><li>▪ Sales Management</li><li>▪ Basic Accounting</li><li>▪ Cost Accounting</li><li>▪ Pricing Strategy And Policy</li><li>▪ Management Control</li></ul></li></ul> | <p>▪ <b><u>April/ 2011- to present: Professor of:</u></b></p> <ul style="list-style-type: none"><li>○ <b>Graduate Courses Master level:</b><ul style="list-style-type: none"><li>▪ Market Research</li><li>▪ Organization 2</li><li>▪ Process Management</li><li>▪ International Management</li><li>▪ International Logistics</li><li>▪ Simulation</li></ul></li></ul> |
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**UPB (Universidad Privada Boliviana Education Foundation)**

▪ **September / 2009- October/ 2009 and March / 2011- December/ 2011:**

**Administrative Director a.i:** Human Resource Management, purchases and suppliers Management, outsourced services Management, activity planning.

**INTELIGENCIA DE MERCADO (Consulting firm)**

▪ **January /2011 –March/2011**

**Consultant:** Market study Project for the implementation of business plans for production, processing, market positioning and marketing in local, national and international Markets for three products: Plantain (Musa paradisiaca), Beans (Phaseolus vulgaris) and cassava (Manihot sculenta), with emphasis in their derivatives.

**DIGICORP-DIGITRAVEL (PC's Services - Travel Agency)**

- **November/ 2008- January / 2011: FINANCIAL ADVISOR:** statistic and financial analysis, investments advise and control.

**Jala Foundation (Jalasoft)**

▪ **May / 2010- August/ 2010:**

**Lead Consultant:** experience Jala 2010 Project, corporate image development, personnel training, data collection and administration of material and equipment. Development of promotional material and marketing plan.

**UPB (Universidad Privada Boliviana Education Foundation)**

▪ **June / 2009- August/ 2009:**

**Consultant UPB MBA Full Time Program:** Development of the Strategic Marketing Plan for the UPB MBA Full time Program for 2009-201.1

**DIGICORP-DIGITRAVEL (PC’s Services - Travel Agency)**

- **September / 2006- November / 2008: COMMERCIAL MANAGER:** costumer service, market research, client data base, statistic and financial analysis, book keeping, personal management and organization.

**KENDERSOFT (Software company project “Municipal Technical Assistance Program”)**

- **June /2005- July /2006: Consultant:** Contribution in the Municipal technical assistance program” with research about corruption in different municipalities of Bolivia, Cash flow projections, Balance Projections and viability project analysis.

**FOUNDATION VIDA PLENA (Foundation against the diabetes NGO)**

- **January /2004 – To present: Consultant:** Market research, statistical analysis, project financial analysis. Translations Spanish to English on topics about diabetes programs in Bolivia.

**INTERN, PENCOS RESTAURANT, CBBA 01/2005-04/2005.** Reviewed accounting entries, used for financial planning and analysis, generated reports and customer service review.

**FOREIGN LANGUAGE PROFICIENCY.**

	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>English</b>	X			
<b>German</b>			X	
<b>Spanish</b>	X			

TOEFL Computer bases test, score 99 over 120

**COMPUTER SKILLS**

<b>PROGRAMS</b>	Excellent	Good	Fair	<b>PROGRAMS</b>	Excellent	Good	Fair
MS Windows	X			MS Publisher	X		
MS Excel	X			MS Project Manager	X		
MS Word	X			Photoshop	X		
MS Internet Explorer	X			MS Visio	X		
MS PowerPoint	X			EVIEWS	X		
SPSS y Crystall Ball	X			QM For Windows	X		
STATA	X			POWER BI	X		

## **SHORT COURSES / INTERNATIONAL COURSES**

2014- Capstone Course INCAE Costa Rica 2014

2019-Global Business And Leadership Program, Florida Gulf Coast University Miami 2019

2021-Diploma in quantitative methods UPB

2022-Power BI/Python -UPB

2023-Executive Program for Women in Senior Management UPB – Iguales Foundation -Santa Cruz 2023

## **RESEARCH AND PUBLICATIONS**

- 2020: **Participation** in the **GLOBE Project** (Global Leadership and Organizational Behavior Effectiveness), which examined the relationships among societal culture, leadership, and organizational practices in collaboration with more than 200 researchers from 62 societies. GLOBE has become one of the largest and most comprehensive studies in the social sciences.
- 2021: **Publication** – Duran Ayoroa, Tatiana Z. "Relationship between GDP, Electricity, and the Shadow Economy in Bolivia." *Inv. y Des.* [online]. 2021, vol. 21, no. 2, pp. 19-30. Epub 30-Dec-2021. ISSN 2518-4431. <https://doi.org/10.23881/idupbo.021.2-2e>.
- 2022: **Participation** in research on commercial networks in Bolivia and Latin America.
- 2023: **Authorship** of the Market Research Chapter in a book about bread, published by UPB Edicions.

## **COMMUNITY SERVICE**

2018-Present day- ROTARIAN ROTARY CLUB LA PAZ SOPOCACHI

2013-2014 ROTARACT ROTARY CLUB SAN JORGE (LA PAZ) Member

2006-2012 ROTARACT ROTARY CLUB COCHABAMBA sympathizer

2005-2006 PROGRAM "CONSTRUYENDO PUENTES"

1996-1999 INTERACT ROTARY URURO

## **REFERENCES**

- MBA Eng Edgar Cardenas Arocha  
President DIGICORP  
Phone: 591-2-2154499 or 2314783
- Ing. Nataly Veizaga  
General Manager Terminal de Buses Cochabamba  
Telephone: 591-79793608