

# Curriculum Vitae

## Información personal

**Last Name:** Córdova Olivera  
**First Name:** Juan Pablo  
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**Date of Birth:** May 20, 1988  
**Place of Birth:** Cochabamba  
**Nationality:** Bolivian  
**ID Number:** 5309580 Cbba



## Work Experience

**August 2022 – Present: Lecturer and Director of the Applied Neuroscience Laboratory, UPB**

- **Management of the Applied Neuroscience Laboratory.**
- **Conducting studies in coordination with the Marketing and Logistics Department and other units.**
- **Updates and maintenance of laboratory equipment and software.**
- **Management of annual laboratory support licenses.**
- **Academic and research support for undergraduate and postgraduate courses.**
- **Promotion of the Neuromarketing Laboratory internally and externally.**
- **Undergraduate Courses Taught:**
  - **Sales Administration**
  - **Market Research I**
  - **Market Research II**
  - **Quantitative Models**
  - **Statistical Inference**
- **Postgraduate Courses Taught:**
  - **Artificial Intelligence for Sales**
  - **Comprehensive Sales Training**
  - **Artificial Intelligence in Marketing**
  - **Sales Management**
  - **Market Analysis and Research**
  - **Neuromarketing Strategies**
  - **Consumer Neuroscience**

**March 2022 – July 2022: Lecturer at UPB**

- **Teaching courses: Sales Administration, Market Research I, and Market Research II.**
- **Curriculum design, classroom management, and handling of both virtual and in-person classes.**

**November 2018 – December 2021: Commercial Advisor, Institutional Channel, UNILEVER Andina Bolivia S.A.**

- Identifying and developing business opportunities in new and existing accounts.
- Personalized and efficient service to assigned and developed accounts.
- Designing and implementing reliable sales strategies and projections.
- Conducting negotiations, sales closures, and contract confirmations.

**September 2018 – Present: Guest Researcher, UPB**

- Support in applied research projects in economics and business.
- Database management.

**March 2018 – September 2018: Strategy Manager, Nelson Mandela Business School**

- Supervised a team of four people.
- Management of the neuroscience lab construction.
- Coordination of the Neuromarketing event with Néstor Braidot.
- Coordinator of the Neuromarketing and Neuro-Sales Diploma.

**April 2017 – March 2018: Operations Manager, Los Olivos Clinic**

- Supervised 30 people.
- Operational management, cost analysis, and strategic planning.
- Supervised procurement, maintenance, general services, and sales strategies.

**July 2013 – March 2018: Marketing, Sales, and Cost Management Chief, Los Olivos Clinic**

- Cost analysis and comparative assessments among business units.
- Marketing strategies, digital advertising, and website management.

**May 2013 – July 2013: Admissions Advisor, UPB**

- Database management and sales coordination with designated schools.

**January 2012 – April 2012: Marketing Intern, Embol S.A.**

- Supported the establishment of a new maintenance center for refrigeration equipment.

**January 2011 – December 2011: Marketing Department, Universidad Privada del Valle**

- Conducted market research, competition analysis, and developed marketing strategies.

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## **Education**

### **Postgraduate Studies**

- 2012–2013: MBA Full-Time, Universidad Privada Boliviana (Outstanding Student)

### **Undergraduate Studies**

- 2007–2012: Commercial Engineering, Universidad Privada del Valle, Cochabamba (Graduated with Academic Excellence)

### **Primary and Secondary Education**

- 1992–2006: Instituto Americano, Cochabamba (Graduated with Honors)

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## **Academic Recognitions**

- **2011: Graduated with Academic Excellence, Universidad Privada del Valle.**
  - **2010: Winner of the 15th FEXPO Univalle competition with a reforestation project.**
  - **2007: Excellence Scholarship, Universidad Privada del Valle.**
  - **2006: Academic Excellence Award, Instituto Americano.**
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#### **Courses and Seminars**

- **2024: Generative AI in Education, Universidad Internacional de la Rioja (UNIR).**
  - **2022–2023: Online Master's in AI and Innovation, Founderz Business School/Microsoft.**
  - **2017: Harvard Negotiation Model Course, Nelson Mandela Business School.**
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#### **Academic Publications**

- **2024: *Embracing the hybrid experience: Uncovering emotional effects of hybrid education, Journal of Infrastructure, Policy and Development.***
  - **2024: *Embracing artificial intelligence in the arts classroom, Cogent Education.***
  - **2023: *Bolivian Agriculture in the 21st Century*, Chapters 1 and 10.**
  - **2022: *Impact of Interest Rate Hikes in Latin America*, Chapter 6.**
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#### **Languages**

- **English: Advanced (Speaking, Reading, Writing)**
  - **Spanish: Native**
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#### **Extracurricular Activities**

- **National basketball championships and recognition for outstanding performance.**
  - **Achievements in karate and athletics.**
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#### **References**

- **Mario Rupay Fernández, Financial Manager, Jala Soft (Phone: 70344414)**
- **Johnny Burgos Mendoza, National MBA Director, UPB (Phone: 72244811)**
- **Manuel Olave Sarmiento, Rector, UPB**
- **Eduardo Velasco, UNILEVER Andina Bolivia S.A. (Phone: 76400944)**