



BRANKO LENAR FERNÁNDEZ ROJAS

PERSONAL INFORMATION

 603-20883

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 July 26, 1983

 Cochabamba, Bolivia

 Bolivian

 4533811 CB

PROFESSIONAL EXPERIENCE

AUGUST 2023 - PRESENT:

- Full-Time Professor at UPB

JANUARY 2019 - JULY 2023:

- Postgraduate Admissions Coordinator at UPB

FEBRUARY 2018 - APRIL 2018:

- Business Management Consultant at Len & Asociados Ingenieros Consultores LTDA., Santiago, Chile

JANUARY 2013 - JANUARY 2016:

- Commercial Advisor at Banco Prodem S.A., Sucre, Bolivia

APRIL 2009 - DECEMBER 2012:

- Head Cashier at Banco Prodem S.A., Sucre, Bolivia

NOVEMBER 2008 - MARCH 2009:

- Cashier at Banco Prodem S.A., Sucre, Bolivia

JUNE 2004 - OCTOBER 2008:

- Owner and Administrative Manager of 'Que me Falta' Mini Market, Sucre, Bolivia

TEACHING EXPERIENCE

Extensive teaching experience encompasses key business and marketing subjects, including Strategy and Pricing Policy, Innovation and Product Development, Strategic Marketing, Management Control, and Business Administration I. These courses focus on practical applications, analytical thinking, and strategic decision-making, providing students with essential tools for success in competitive business environments. Advanced methodologies, such as simulations and case studies, are employed to foster a comprehensive understanding of complex concepts and their real-world applications.

EDUCATION

2024

- International University of La Rioja - Courses in Teaching Competencies and Research Culture

2022

- Major University of San Simon - Diploma in Competency-Based Higher Education

2021

- Research Proposal: Initiating Research, University of California

2020

- Corporate Strategy, University of London & UCL School of Management

2020

- Pricing Strategy, IE Business School

2020

- Certificate in Teaching, University of Hong Kong

2019

- Virtual Tutor Certification, Universidad Privada Boliviana

2016-2017

- MBA in Management and Finance, Universidad Privada Boliviana (Graduated with honors)

2017

- Diploma in Business Management, Universidad Privada Boliviana

2000-2005

- Bachelor's Degree in Commercial Engineering, Universidad San Francisco Xavier de Chuquisaca.

COCHABAMBA, APRIL 2024