

Verónica Alicia Moreno Ponce de León

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Cochabamba

I. Certifications

Project Management Professional – PMP®

Project Management Institute – PMI®
July, 27 2020

II. Studies

Warehouse Management Program with ISO 9001

Fundación IDEA
November 2014 to January 2015
Cochabamba – Bolivia

Diploma in Rural Business Development Services

Universidad Privada Boliviana con Fundación Valles
January 2011 to July 2011
Cochabamba – Bolivia

Master in Operations Management (M.Sc. in Operation Management)

Universidad de Chile
August 2002 to December 2004
Santiago - Chile

Industrial Engineer

Universidad Mayor de San Simón
February 1994 to October 1999
Cochabamba - Bolivia

Bachelor of Humanities

Colegio Loyola
February 1982 to October 1993
Cochabamba - Bolivia

III. Teaching and Tutoring Experience

UNIVERSIDAD MAYOR DE SAN SIMÓN – POSTGRADUATE ENGINEERING

Tutor and Reviewer of Monographs November 2022 - Present

- Tutor of monographs for the Diploma in Project Management with an Agile approach.
- Tutor of monographs for the Diploma in Project Management.

UNIVERSIDAD PRIVADA BOLIVIANA – POSTGRADUATE ENGINEERING

Lecturer

- Lecturer for the module "Quality Management in Projects" 1st and 2nd versions (2022 and 2023).
- Lecturer for the module "Resource, Quality, and Communication Management" 1st, 2nd, 3rd, and 4th versions (2022, 2023, February 2024, and November 2024).

UNIVERSIDAD PRIVADA BOLIVIANA

Thesis Tutor and Reviewer

2007 - Present

- Tutor of undergraduate projects and internships on topics of production plant optimization, pre-feasibility projects, and quality management.

UNIVERSIDAD PRIVADA BOLIVIANA

Lecturer

- Full-time lecturer since August 2021.
- Lecturer for project diplomas since September 2014.
- Part-time lecturer from February 2005 to June 2021.

NIVEL	MATERIA	ÁREA
UNDERGRADUATE	- Production Engineering I - Production Engineering II - Production Engineering III - Quality and Productivity	Operations
UNDERGRADUATE	- Graduation Project I - Project Preparation and Evaluation I - Project Management	Projects
UNDERGRADUATE	- Introduction to Systems Engineering - Administrative Industrial Systems	Systemic Approach
POSTGRADUATE	- Engineering and Production Function (Diploma in Project Preparation and Management) - Project Preparation and Planning (Diploma in Project Preparation and Management)	Projects

Workshop Facilitator March 2007

- Facilitator of the creativity workshop for students of Electromechanical and Industrial Systems Engineering. Workshop duration: 4 hours.

- Preparation of workshop materials.

UNIVERSIDAD DE LAS AMÉRICAS (CHILE)

Lecturer

May 2004

- Lecturer of the module Organization and Production Planning in the Industrial Execution Engineering degree (Semi-presential Program).
- Preparation of class materials, tests, exercises, etc.
- Correction of tests, assignments, exercises, etc.

UNIVERSIDAD MAYOR DE SAN SIMÓN – INDUSTRIAL ENGINEERING CAREER

Operational Research II

Assistant

August 1998 to July 1999

- Planning and execution of auxiliary classes, tasks, and exercises.
- Liaison between professor and students.

IV. General Work Experience

OPINIÓN

Consultant

November 2023 to February 2024

- Strategic planning workshops
- Facilitator for the development of the balance score card
- Generated products: Business Canvas, Empathy Map, Value Chain, SWOT Analysis, Strategic Map, Balanced Scorecard, Operational Planning

PRIVATE INVESTOR

Consultant

January 6 to February 14, 2020

- Document determining the conditions, requirements, and necessary characteristics for implementing a research studies company
- Business plan for implementing a research studies company, including:
 - Development of the Canvas Model and Empathy Map
 - Demand validation
 - Competitor analysis
 - Legal requirements identification
 - Definition of the organizational structure

FUNDACIÓN FAUTAPO

Consultant: Responsible for Technical Administrative Assistance: Program “Socioeconomic Empowerment of Women and Men within the Framework of a Shared Vision of Sustainable Local Productive Development, with a Gender Approach” in its 1st, 2nd, and 3rd versions

February 20, 2017 to December 5, 2019

- Planning the implementation of the Cochabamba Produce Program
- Adult training workshops
- Call for and selection of enterprises
- Diagnosis of 160 enterprises in risk sectors

- Development of Improvement Plans for 150 enterprises
- Implementation of improvement plans for 150 enterprises
- Logistical support for program activities
- Development of the intervention implementation manual for the program

PRIVATE INVESTOR

Consultant

June 25 to July 25, 2016

- Business plan for the implementation of a food court in Tiquipaya, including:
 - Market study
 - Technical study
 - Financial evaluation

UNIVERSIDAD FRANZ TAMAYO

Consultant

January 7 to June 7 and June 29 to July 21, 2016

- Curriculum design for the Industrial Engineering program
- Update of the curriculum redesign for the Industrial Engineering program

Rent Auto

Consultant

February 29 to April 1, 2016

- Business plan for the investment in a vehicle rental company “Rent Auto”, including:
 - Market study
 - Technical study
 - Financial evaluation

JALASOFT

Consultant

July 6 to November 6, 2015

- Identification and characterization of technical competencies of administrative staff

INDUSTRIAS TORRICO ANTELO

Consultant

July to October 2014

- Feasibility study for the relocation of Industrias Torrico Antelo to the Industrial Park, including:
 - Market study
 - Technical study
 - Financial evaluation

SPICY

Consultant

May to June 2014

- Business diagnosis
- Creation of management tools
- Training in the use of management tools

DIGITAL GSM

Consultant

July to September 2013

- Business diagnosis
- Establishment of the organizational structure

- Development of a Procedures Manual
- Development of the Job Description Manual

LABELS BOLIVIA

Consultant

October 1 to December 14, 2012

- Company diagnosis, with emphasis on the production area
- Training in production planning, Inventory System, and 5S
- Development of a Procedures Manual
- Development of the Job Description Manual
- Determination of management indicators by area

PRIVATE INVESTOR

Consultant

October 1 to November 30, 2012

- Business Plan “Indoor Park in Miami, Florida”, including:
 - Market study
 - Technical study
 - Financial evaluation

FUNDACIÓN JALA

Consultant

August 2, 2011 to January 25, 2012

- Development of an Administrative and Academic Processes Manual for Fundación Jala
- Development of the Job Description Manual

FUNDACIÓN VALLES

Consultant

September 12, 2011 to November 10, 2011

- Business Plan “Complementary Support to the Bella Vista Agricultural and Ecological Producers Association (APAEBV)”

INDUSTRY CHAMBER

Consultant

June 27 to August 28, 2010

- Data processing for an export diagnosis for SMEs
- Data processing for a Product Design and Redesign diagnosis for SMEs
- 30-hour training on management and production topics

OPCIONES OGC

Consultant

August to December 2009

- Project to strengthen SMEs of the Chamber of Industry with financing from the AL-INVEST project funded by the European Commission; conducted Business Diagnostics for companies in various sectors and Technical Assistance in management and production areas for: Cordill, UTD, Laboratorios Valencia, Madervaf, and Madersec.

ICARUSPRO INGENIERÍA

Consultant

January 22 to July 31, 2009

- Identification of hazards and industrial risk assessment at EMBOL Cochabamba plant.
- Training course “Production Management” for SOBOCE HORMIGON.

- Coordination in the development of Interpretation Guides for ISO 9001 and ISO 22000 standards.

MAXAM FANEXA

Consultant

April to October 2008

- Consultancy “Redesign of 18 Processes and Development of Administrative Procedures Manual,” information gathering, analysis, and improvement of company procedures: Sales, Customer Collections, Credit Granting, Goods and Services Procurement, Supplier Payments, Explosives Transportation, Explosives Storage, Inventory Control, Investment Approval, Personnel Hiring, Operational Funds, Petty Cash Management, General Services, Fixed Assets, Expense Authorization, Account Settlement.

MUSHROOM COMPANY

Consultant

June to August 2008

- Market and technical study; cost calculation for a mushroom processing plant to be installed in the Chapare area.

CORPORACIÓN INDUSTRIAL DILLMAN

Consultant

October 17 to December 17, 2007

- Consultancy “Application of Operations Engineering for Distribution,” developing a conceptual manual, methodology design for safety stock calculation, development of basic management tools, and review of necessary resources for peak season.

EDITORIAL CANELAS - LOS TIEMPOS

Consultant

October 9, 2007 to November 16, 2007

- Diagnosis of the administrative and financial area.

PRIVATE INVESTOR

Consultant

January to February 2007

- Pre-feasibility study of a wooden furniture factory in the Free Zone of Cochabamba.

FAMOSA EVENTOS

Consultant

March 1 to April 15, 2006

- Design and development of an Excel system with four modules: Order Quotation, Inventory System, Contract Assignment to Staff, and Debt and Payment Control for Clients.
- Training staff in system use.

FUNDES BOLIVIA

Consultant

March 9 to October 14, 2005

- Support in the 3rd monitoring of the project “Procedure Simplification (Operating and Advertising Licenses) in three Sub-Mayor’s Offices of Cochabamba.
- Support in training courses for ISO 9001 Standard under the framework of its implementation in various companies.
- Diagnostics and Technical Assistance financed by SAT in the following companies:

CONSULTORA C&E (CHILE)

Consultant

August to October 2004

- Consultant on the project “Cost Reduction in a University Entity”.
- Analysis and study of administrative area processes.
- Use of activity-based costing (ABC) methodology.

CONSEJO DEPARTAMENTAL DE COMPETITIVIDAD - CDC

Intern

January 30 to March 19, 2002

- Design and development of tourism promotion projects for the Department of Cochabamba for the CDC Tourism Commission.
- Liaison with the Tourism Commission Director.

Federación de Entidades Empresariales de Cochabamba - Unidad de Comercio Exterior

Project Coordinator

April 4, 2000 – December 31, 2001

- Responsible for accounting for the Foreign Trade Unit, managing, and distributing the annual budget.
- Development of the “Export Market Study for Priority Industrialized Products of the Cochabamba Tropic and Bolivian Legislation on Investment Protection and Guarantee”.

Foreign Trade Assistant

April 4, 2000 – December 31, 2001

- Coordination, development, and execution of courses and seminars for various companies.
- Responsible for editing the “Cruzando Fronteras” Bulletin on Foreign Trade issues.
- Coordination between the Catholic University and the Foreign Trade Unit in developing the CD “Cochabamba: Foreign Trade in the 21st Century”.

V. Other Activities

- Volunteer and founding member of the PMI Cochabamba Community since 2016.
- Mentor for the Starup Conciencia Verde 2019 and judge for Conciencia Verde 2020 of Fundación Gaia Pacha.
- Guide, leader, and director of the Scout Guide Association for 17 years, using learning techniques for girls, youths, and adults.