

MARIO ALFREDO CENTELLAS GUTIÉRREZ
Curriculum Vitae



PERSONAL INFORMATION

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Home/Cellphone Number

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Marital Status

Married

Date of Birth

April 30, 1972

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Nationality

Bolivian

ID Number

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ACADEMIC BACKGROUND

- PhD Student in Economics (DREA 2023-2028), Universidad Privada Boliviana (UPB)
- Master's in Financial Management, Universidad Mayor de San Andrés (UMSA), 2007
- Bachelor's in Business Administration, Universidad Católica Boliviana San Pablo (UCB), 2000
- International Diploma: "Analysis and Conception of Value Proposals and Business Models" (virtual format), Universidad Autónoma Metropolitana Unidad Azcapotzalco, Mexico City, May-July 2021
- Diploma in "Quality Management in Small and Medium Enterprises (SMEs)", Universidad Privada Boliviana (UPB) / Escuela de Comercio y Negocios of the Cámara Nacional de Comercio, 2008
- Diploma in "Higher Education", CEPIES – Universidad Mayor de San Andrés (UMSA), 2002

PROFESSIONAL EXPERIENCE

- **Head of Business Administration Program**, Universidad Privada Boliviana (UPB), La Paz Campus: May 2023 – Present
 - **Project Manager of Innovation and Entrepreneurship**, Universidad Privada Boliviana (UPB): February 2019 – April 2023
 - **Associate Professor**, Universidad Privada Boliviana (UPB): 2013 – 2018
 - **General Manager**, Centro de Transferencia de Tecnología Bolivia S.A. (CTT), Member of CCT Corp., Venezuela: 2011 – 2012
 - **Postgraduate Director**, Universidad Real de la Cámara Nacional de Comercio S.A.: 2010 – 2012
 - **Postgraduate Chief**, Escuela de Comercio y Negocios de la Cámara Nacional de Comercio (ECOM): 2008 – 2010
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EXPERIENCE IN CONSULTING, TRAINING, AND TEACHING

- **Lead Consultant for the project “Service for the Systematization and Development of the Institutional Strategic Plan 2022-2026 and the Annual Operational Plan 2022”**. Conducted for the company UNIBIENES DE SEGUROS Y REASEGUROS S.A.
- **General Coordinator of the Program "MYPES VS COVID LATINOAMÉRICA"**, aimed at supporting, through consultancy, 100 SMEs in Bolivia and Mexico affected by the pandemic in their management and sales. Developed by the Universidad Privada Boliviana and the Universidad Autónoma Metropolitana, Azcapotzalco Unit, Mexico City.
- **Consultant in Financial Strategies**, developed by the NGO “AGRITERRA,” funded with support from Dutch agricultural associations. Directed at the Board Chairman, Oversight Committee Chairman, General Manager, and Financial Director of Cooperatives and Productive Associations in Bolivia.
- **Consultant for Strategic, Operational, and Business Plan Development** for strategic units of ENDESER (ENDE Corporation), directed at the Heads of Strategic Units in Workshops, Commercial, Posts, Technical, and Printing Departments.
- **Trainer in “Negotiation and Conflict Management”**, targeting credit and risk personnel from BANCO UNION S.A.
- **Facilitator hired for the topic “Creation and Management of Microenterprises (SMEs)”**, under the “Portfolio of Entrepreneurial Training Offer” program of the National Chamber of Industry (CNI), an open course for entrepreneurs and businesspeople in La Paz.
- **Consultant for the Competitive Fund Program “Energy and Environment Alliance with the Andean Region (AEA)”**, under an agreement between the Ministry of Foreign Affairs of Finland (MAEF) and the Inter-American Institute for Cooperation on Agriculture (IICA), for the preparation of business plans. Hired for “Advisory Services for the Development of Strategic and Business Plans” for the proposing entity “Fundación Valle,” with participants from Bolivia, Ecuador, Colombia, and Peru.

- **Trainer for the San Cristobal Mining Company**, on topics such as “Problem Solving and Conflict Management,” “Quality and Financial Control,” and “Strategic Management Skills.”
- **Consultant for the “Idea tu Empresa” Contest**, organized by the Municipal Government of Yacuiba, focusing on business plan formulation.
- **Consultant for the business plan training program for the Municipal Government of La Paz**, targeting management and mid-level personnel of EMAVIAS and EMAVERDE companies, with the goal of fostering knowledge in business plan development.
- **Speaker hired for the topic “Success is within You”** at the national business forum “Share-Learn-Innovate,” developed by Banco de Crédito (BCP), aimed at entrepreneurs and business owners nationwide.
- **Consultant for EMBOL** on customer service quality training for sales representatives and supervisors in La Paz, Cochabamba, Sucre, Santa Cruz, Oruro, and Potosí.
- **Consultant for the preparation and presentation of rural business plans in municipalities in Sucre**, developed by CARE Bolivia.
- **Consultant in training and advisory programs for developing and presenting business plans for new ideas and ongoing projects.** “Regular Empreendeideas” and “Emprendeideas Mujer,” developed by SOBOCE S.A. with support from TechnoServe (Colombia) and the UPB.
- **Consultant for UPB programs**, including:
 - “PRODER” – Rural Entrepreneurial Development Training Program
 - “IDEAR” – Innovation and Development of Rural Associative Enterprises Training Program
 - “CASDER” – Rural Business Development Services Training Program
 - “CADHE” – Entrepreneurial Development Tools Training Program for SMEs and Rural Associative Enterprises
- **Executive Coordinator and Consultant designated by the National Chamber of Commerce for the “ALINVEST IV” program**, an institutional articulation model for the internationalization of SMEs in the Andean region, funded by the European Union.
- **Certified Trainer for “BUSINESS EDGE”**, a managerial training program developed by the International Finance Corporation (IFC), a World Bank Group member.
- **Consultant in a managerial training program for SME clients of Banco de Crédito.**
- **Executive Coordinator and Consultant in the consultancy program for training in local economic development for micro-entrepreneurs**, funded by the International Republican Institute (IRI), implemented in the municipalities of Coroico, Bermejo, Sucre, and Trinidad.
- **Trainer on “Strategic Planning”**, targeting senior management staff of the National Chamber of Commerce (CNC).
- **Advisor in the development of the winning business plan of the entrepreneurial ideas contest – “Industrialization of llama and alpaca carpets: ALPACA CARPETS,”** led by entrepreneur Jorge Valda.
- **Postgraduate Trainer** in areas including business plan development, finance, management skills, quality management, supply chain management and logistics, conflict management, senior management, human resource management, and customer service.

- **Undergraduate Lecturer** at the Universidad Privada Boliviana (UPB), teaching topics in Administration, Commerce, Marketing, Finance, Foreign Trade, Innovation, and Entrepreneurship.