

Miguel Ochoa Torres

Dean Professor



Academic Degrees

- MD in Statistics, Centro de Estudios Económicos y Demográficos, El Colegio de México (COLMEX).
- Executive Officers Management Program, Instituto Panamericano de Alta Dirección de Empresa (IPADE Business School).
- BS in Actuary, Universidad Nacional Autónoma de México (UNAM).

Managerial Background

- Founder and Chief Executive Officer of several corporations within the IT business.
- Advisor and Member of the Board for several family businesses in Mexico City.
- Advisor to various self financing corporations in the car business, agricultural machinery dealers and consumption products distributors.
- Member of the Board of Directors of a number of corporations.

Professional Activities

- Guest to the colloquium “Teaching and the Case Method,” along a group of 80 professors from the best business schools in the world, organized to celebrate the 75^o anniversary of the Harvard Business School foundation. Presented a case latterly incorporated to the book *Teaching and the Case Method*, by Professor Roland Christensen.
- Guest professor to teach the program “Doing Business in Mexico”, at the Richard Ivey School of Business, Canada.
- Visiting researcher to collaborate with Professor Sherwood C. Frey, Harvard Business School, 1978-1979.
- Member of the International Faculty of the program “Achieving Breakthrough Service” jointly organized by business schools like Harvard, IAE, IESE, IPADE and Ivey in Boston, Toronto, Miami and Mexico, since 1994.
- Member of the International Faculty of the program “Value Chain Management”, carried on by Harvard Business School and IPADE, 2003 and 2004.
- Director, promoter and professor of the course “The art of negotiating”, along with professor Sherwood C. Frey, from Darden School of Business.

Publications:

- *El fracaso del éxito*. Brainware, 2010.
- *g², Ganas-gano. El maravilloso juego de la negociación prudencial*. Brainware, 2009.
- *RION GEO y Valores, tres instrumentos para generar valor*. Brainware, 1998.
- *Futuro: ¿adivinarlo?... ¿o forjárnoslo?* International Thomson Editores, 1994.
- *Asignación de recursos*. Limusa, 1979.

Areas of Interest

- Negotiation strategies
- Mathematical models for decision making
- Risk analysis and prevention
- Analytical thought focused on action