

## Academic Degrees

- PhD in Applied Ethics, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM).
- Master in Humanistic Studies, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM).
- Full-time MBA, IPADE Business School.
- BS in Biochemistry with speciality in Marine Sciences, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM).

## Managerial Background

- Director of Liaisons, CEMEX.
- Director of Marketing channel, Allied Domecq.
- Director de Consultancy, Retail Planning Associates.
- Adviser, ALIARSE.
- Founder and CEO, Cinética Educativa S.A. de C.V.
- Founder and Consulting Partner, Senior Advisers Board, S.A. (SAB).
- Founder, Caux Round Table México A.C.
- Founder and CEO, Alimentos Ultramar.

## Professional Activities

- Consultant in competences and business leadership, culture of integrity and development of potential.
- Speaker of corporate events.
- Creator of Código Ciudadano, through the civil organization Sociedad en Movimiento.
- Author of the book *Liderazgo interior*.
- Author in various specialized magazines, journals and publications.

## Areas of Interest

- Competences and business leadership
- Culture of integrity
- Development of potential