A NEW CYCLE BEGINS
A NEW CYCLE PROVIDES AN OPPORTUNITY TO APPRECIATE THE LESSONS BROUGHT BY EXPERIENCE AND EMBRACE NEW CHALLENGES...

IPADE BUSINESS SCHOOL IS THE LEADING BUSINESS SCHOOL IN LATIN AMERICA, FOCUSING ON PERFECTING THE MANAGEMENT SKILLS OF THE BUSINESS COMMUNITY. FOUNDED IN 1967 BY A GROUP OF LEADING BUSINESS EXECUTIVES, IPADE NOW HAS THREE CAMPUSES: MEXICO CITY, GUADALAJARA, AND MONTERREY. OVER THE YEARS, IPADE HAS BUILT A VAST NETWORKING COMMUNITY COMPRISED OF 38,968 ALUMNI.
A Message from the Dean

6

Mexico City Campus

8

Monterrey Campus

10

Guadalajara Campus

A L U M N I

+38,000

46

Focused Programs

50

In-Company Programs

40

International Office

52

Liaisons

4

A Message from the Dean

14

Senior Management Programs

18

MBA Programs

18

Full-Time MBA (MEDE)

32

Executive MBA (MEDEX)

60

2017-2018 Special Guests

62

Faculty

66

Research Centers

72

UP-IPADE Carlos Llano Chair

74

Rankings and Accreditations

76

Social Work

78

Corporate Operations Department

85

Corporate Communications Department

92

50th Anniversary

ANNUAL REPORT

IPADE
DEAR MEMBER
OF THE IPADE COMMUNITY,

I am pleased to present you IPADE’s 2017–2018 Annual Report.

Since IPADE was founded in 1967, we, the Faculty members, management executives, and collaborators, have organized ourselves around the idea that a company’s mission is to be a source of service, development, and community. Over the years, we have strived to pass this idea on to our over 38,968 alumni.

In 2017 we celebrated IPADE’s 50th Anniversary. This celebration offered the opportunity to further reinforce the mission undertaken by our respected founders through an extensive program of academic and commemorative activities aimed at recognizing our history while, at the same time, imagining our future. Each event encouraged the IPADE community to reflect deeply on the actions that IPADE must take today in order to help perfect those who will lead organizations of tomorrow.

The business world has undoubtedly changed over the past 51 years, a period marked by countless technological changes, new business models, changes in leadership styles, and, certainly, changes in the way businesses compete.

IPADE is aware, now more than ever, that this ever-changing environment requires leaders with specific skills and qualities, including a global vision, an innovative approach to managing teams and people, a capacity to start new businesses and drive innovation, and, above all, the ability to guide their management practice towards ends and ideals, with an emphasis on service, development, contribution, and transformation.

This is the type of manager we aspire to develop in an effort to continue to enrich the business environment in Mexico and in Latin America. We hope to be an example of how a people-centered approach can develop leaders who are able to create sustainable organizations with goals and values that align with the goals and values of their communities. Our mission to build the future of IPADE is clear: to continue developing leaders, perfect individuals, and inspire managers to build better organizations and, thus, a better country.

WE ARE PLEASED THAT ANOTHER ACADEMIC YEAR HAS SUCCESSFULLY COME TO A CLOSE. THIS REPORT PROVIDES AN OVERVIEW OF THE ACTIONS WE HAVE CARRIED OUT TO STRENGTHEN IPADE’S STRATEGIC PILLARS: INNOVATION, INTERNATIONAL STRATEGY, RESEARCH, AND POSITIVE IMPACT ON SOCIETY. THANK YOU, IPADE COMMUNITY! THE PROGRESS WE HAVE MADE TOGETHER ENCOURAGES US TO KEEP WORKING, ALWAYS WITH A PERSON-CENTERED APPROACH TO MANAGEMENT AND CAREFUL ATTENTION TO DETAIL.

Rafael Gómez Nava, PhD
Dean
THIS PAST ACADEMIC YEAR, IPADE’S MEXICO CITY CAMPUS HOSTED THE FIRST REGIONAL EDITION OF THE GENERAL MANAGEMENT PROGRAM (AD). IPADE MEXICO CITY ALSO HOSTED THE FIRST EMTECH DIGITAL CONFERENCE HELD IN LATIN AMERICA, AN EVENT ORGANIZED BY THE SPANISH-EDITION OF THE MIT TECHNOLOGY REVIEW.

Since its founding in 1967, IPADE has operated its Mexico City Programs from the San Antonio Clavería Hacienda. Over 50 years later, the school success in the country’s capital city has led to the creation of a wide array of Programs tailored to business executives from across the region.
IPADE’s Monterrey Campus hosted the first “Boards in Action” focused program (January - March 2018), as well as the “The World of Wine” program (October - November 2017). It also held the “IPADE Invitational” annual golf tournament on April 13 to benefit El Pinar School. This year, event’s sponsors and participants provided the school with monetary support for its noble cause.

IPADE’s decades-long presence in Monterrey continues to strengthen the city’s community of entrepreneurs, promoting business development in the state of Nuevo León and beyond. The training and development provided to local leaders will set the course for the years to come, and the best practices they implement will be key to ensuring well-being and progress in Mexico.

The IPADE Guadalajara Campus was established to meet the demand for executive development programs among local business executives in the region interested in staying up to date on contemporary management trends. It offers Senior Management Programs, In-Company Programs, and the Executive MBA Program (MEDEX).
IPADE 2017-2018

6,490 TOTAL PARTICIPANTS

980 TOP MANAGEMENT

437 MBA

974 FOCUSED

4,099 IN-COMPANY

5 RESEARCH CENTERS

74 FACULTY MEMBERS

62 NEW CASES

61 FULL-TIME PROFESSORS

13 RETIRED PROFESSORS

33 FULL-TIME AND RETIRED PROFESSORS WITH DOCTORATE DEGREES

17 FULL-TIME PROFESSORS THAT ARE DOCTORAL CANDIDATES
IPADE’S SENIOR MANAGEMENT PROGRAMS (AD-2, AD, AND D-1) ARE FOCUSED ON HELPING EXECUTIVE MANAGERS EFFECTIVELY RESPOND TO THE INCREASINGLY CHALLENGING BUSINESS ENVIRONMENT FACING THEIR ORGANIZATIONS. THESE PROGRAMS USE A HUMANISTIC APPROACH TO BUSINESS AND AN EMPHASIS ON ACADEMIC EXCELLENCE TO PERFECT PARTICIPANTS’ MANAGEMENT SKILLS.
INTERNATIONAL IMMERSION 1
The International Executive Development Program (International Immersion 1) was designed to perfect management skills in a global environment. The theme of the 2018 International Immersion 1 program was "The Impact of an Interconnected World," and it was held in collaboration with The Wharton School of the University of Pennsylvania.

801 PARTICIPANTS
63 SESSIONS

INTERNATIONAL IMMERSION 2
Every year, participants are offered the opportunity to participate in international experience options to enhance their global vision of business through academic partnerships with other business schools. From April 30 to May 4, 195 participants from the various IPADE campuses visited some of our partner business schools.

195 PARTICIPANTS
45 SESSIONS

Global Economic Dynamics: Implications for Business
Critical Thinking & Decision Making
Emotional Intelligence
Goals & Grit
Influence & Persuasion
Authentic Leadership
134 GRADUATES
32 INTERNATIONAL STUDENTS
102 MEXICAN STUDENTS

FULL-TIME MBA

2018 International Week
Full-Time MBA Program

ANNUAL REPORT
IPADE
THE FULL-TIME MBA PROGRAM (MEDE) PROVIDES FUTURE BUSINESS LEADERS WITH ACADEMIC AND HUMAN DEVELOPMENT THROUGH A TRANSFORMATIVE PROCESS AIMED AT DEVELOPING LEADERSHIP, DECISION-MAKING, AND STRATEGIC THINKING SKILLS WITH A GLOBAL BUSINESS APPROACH. GRADUATES FROM THIS PROGRAM DEVELOP THE SOLID FOUNDATIONS NECESSARY TO BE COMPETITIVE IN DOMESTIC AND INTERNATIONAL MARKETS WHILE MAINTAINING A HUMAN-CENTERED BUSINESS APPROACH.

INTERNATIONAL PARTICIPANTS FROM:
- CHILE
- CHINA
- COLOMBIA
- COSTA RICA
- ECUADOR
- GERMANY
- INDIA
- PERU
- SOUTH KOREA
- SPAIN
- SWITZERLAND
- UNITED STATES
- VENEZUELA
- VIETNAM

Antonio Sancho y Maldonado
Director and Professor of the Human Resource Management Department
DOING BUSINESS IN MEXICO: MEXICO AS AN EMERGING MARKET 2018 WAS A GLOBAL EVENT HELD ON MARCH 12–16. THE INTERNATIONAL WEEK BROUGHT TOGETHER FULL-TIME MBA PARTICIPANTS FROM IPADE AND OTHER INTERNATIONAL BUSINESS SCHOOLS FOR IN-DEPTH DISCUSSIONS ABOUT THE OPPORTUNITIES FOR DOING BUSINESS IN MEXICO.

19 COUNTRIES REPRESENTED

AUSTRALIA
CANADA
CHINA
COSTA RICA
FRANCE
GERMANY
GUATEMALA
HONG KONG
INDIA
IRAN
ITALY
JAPAN
MEXICO
MALAYSIA
NIGERIA
NORWAY
POLAND
UKRAINE
VENEZUELA

COUNTRIES REPRESENTED

AUDENCIA BUSINESS SCHOOL
CKGSB
DARDEN SCHOOL OF BUSINESS
EBS BUSINESS SCHOOL
EDHEC BUSINESS SCHOOL
ESSEC BUSINESS SCHOOL
FSA ULAVAL
GEORGE WASHINGTON UNIVERSITY SCHOOL OF BUSINESS
GOIZUETA BUSINESS SCHOOL
GOODMAN SCHOOL OF BUSINESS
HILL AND LEVENE SCHOOLS OF BUSINESS
IAE BUSINESS SCHOOL
IESA BUSINESS SCHOOL
IESE BUSINESS SCHOOL
JONES GRADUATE SCHOOL OF BUSINESS
KELLOGG SCHOOL OF MANAGEMENT
KHUNE LOGISTICS UNIVERSITY
LAGOS BUSINESS SCHOOL
MACQUARIE GRADUATE SCHOOL OF MANAGEMENT
MANNHEIM BUSINESS SCHOOL
MCCOMBS SCHOOL OF BUSINESS
MIP - POLITECNICO DI MILANO
NHH SCHOOL OF ECONOMICS
POZNAŃ UNIVERSITY OF ECONOMICS AND BUSINESS
SIMON BUSINESS SCHOOL
UNC KENAN-FLAGER
UNIS BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA
UNIVERSITÀ BOCCONI
WARWICK BUSINESS SCHOOL

ANNUAL REPORT
IPADE

2018 INTERNATIONAL WEEK
FULL-TIME MBA PROGRAM

2018 International Week
Full-Time MBA Program
STUDY TRIPS

In an effort to enhance their global business perspective and their academic development, participants of this program travel to other countries to visit businesses and business schools with expertise in key industries. This past academic year, 50 participants traveled to various countries, including Israel, Vietnam, and Singapore.

COLLER SCHOOL OF MANAGEMENT, TEL AVIV UNIVERSITY
ISRAEL
FEBRUARY 24 - MARCH 10, 2018
- Start-Up Nation Central
- Microsoft Accelerator
- HearMeOut
- Netafim
- General Electric
- Aleph
- Deep Instinct

RMIT UNIVERSITY
VIETNAM AND SINGAPORE
FEBRUARY 24 - MARCH 10, 2018
- HR1 Vietnam
- Saigon Hi-tech Park Incubation Center
- Luxasia
- KIDO Group
- Kadence International
- PwC
- IBM
- Latin American Chamber of Commerce
- Human Capital Leadership
The Mandatory Exchange Program requires Full-Time MBA participants to spend a quarter abroad at any of the 106 international institutions that have established exchange agreements with IPADE. Furthermore, the program also enhances its international value by hosting students from other business schools as exchange students at IPADE.

**RELEVANT EVENTS**

**PISA CHALLENGE**

CDMX AND MTY

JANUARY 31 - FEBRUARY 1, 2018

54 PARTICIPANTS

Organized by Pisa Farmacéutica, this recruitment event relies on case studies to identify talent that may later be recruited to join the company.

**BBVA CHALLENGE**

CDMX AND MTY

FEBRUARY 21 - 22, 2018

105 PARTICIPANTS

Case competition sponsored by BBVA Bancomer focused on identifying talent for summer internships and full-time positions at the bank.

**HEINEKEN CHALLENGE**

MTY

APRIL 10 - 11, 2018

21 PARTICIPANTS

Event organized by Heineken to identify talent through a student case study competition. Several participants were selected by the company to start its recruitment process.

**WHARTON LATIN AMERICA PRIVATE EQUITY COMPETITION**

PHILADELPHIA, PENNSYLVANIA

JANUARY 31 - FEBRUARY 1, 2018

2 PARTICIPANTS

FROM CDMX CAMPUS

A team consisting of two participants from IPADE’s Full-Time MBA program was selected by the jury panel as the first place team in this private equity competition organized by The Wharton School.

**EXCHANGE PROGRAM**

The Mandatory Exchange Program requires Full-Time MBA participants to spend a quarter abroad at any of the 106 international institutions that have established exchange agreements with IPADE. Furthermore, the program also enhances its international value by hosting students from other business schools as exchange students at IPADE.

**CDMX CAMPUS**

53 PARTICIPANTS HOSTED

17 SCHOOLS

14 COUNTRIES

**SCHOOLS SENT**

77

**COUNTRIES**

47

Costa Rica
France
Germany
India
Iran
Italy
Malaysia
Morocco
Norway
Poland
Switzerland
Ukraine
United Kingdom
United States

Argentina
Belgium
Brazil
Canada
Chile
China
Croatia
Finland
France
Germany
Hong Kong
Hungary
India
Italy
Japan
Morocco
Netherlands
Nigeria
Norway
Peru
Philippines
Poland
South Korea
Spain
Switzerland
United Kingdom
United States
MTY CAMPUS

13 PARTICIPANTS HOSTED
7 SCHOOLS

Germany
Italy
Morocco
Nigeria
Poland
Venezuela

6 COUNTRIES

50 PARTICIPANTS SENT
37 SCHOOLS

Argentina
Australia
Canada
China
Estonia
France
Germany
Hungary
India
Italy
Morocco
Netherlands
Norway
Philippines
Poland
United Kingdom
United States

17 COUNTRIES
THE CAREER SERVICES OFFICE (CEDIC) ESTABLISHES PARTNERSHIPS WITH BUSINESSES THAT ARE INTERESTED IN INCLUDING IPADE PARTICIPANTS AND ALUMNI IN THEIR RECRUITMENT AND SELECTION PROCESSES FOR PERMANENT JOBS OR SUMMER INTERNSHIPS. THE ACTIVITIES ORGANIZED BY THE CEDIC INCLUDE BUSINESS FORUMS AND SECTOR FORUMS WHERE STUDENTS CAN ENGAGE WITH THE COMPANIES AND INDUSTRIES IN THAT THEY HOPE TO BUILD THEIR CAREER.
EXECUTIVE MBA

303 GRADUATES
174 CDMX
75 MTY
54 GDL

Executive MBA Program Participants
IPADE Mexico City Campus
THE EXECUTIVE MBA PROGRAM (MEDEX) IS A CAREER CATALYST MEANT TO BOLSTER PARTICIPANTS’ CONFIDENCE IN THEIR DECISION-MAKING SKILLS AND PERFECT THE SKILLS THEY NEED TO TAKE ON HIGHER-LEVEL RESPONSIBILITIES. PARTICIPANTS GRADUATE FROM THIS PROGRAM WITH REMARKABLE LEADERSHIP SKILLS, A GLOBAL VISION, AND A SOCIAL APPROACH TO BUSINESS.
International Week hosted annually, International Week brings together participants from executive MBA programs from business schools around the world for a week of sharing ideas about competitiveness and social responsibility. On October 3 – 6, 496 participants attended the 20th edition of this event focused on the topic of entrepreneurial solutions to poverty.

319 Mexican participants

177 International participants

10 Countries represented

Australia
Canada
Dominican Republic
Ecuador
France
Germany
Guatemala
Italy
Mexico
United States

8 Invited guest schools

Barna Management School
Crummer Graduate School of Business
IDE Business School
Macquarie Graduate School of Management
MIP Politecnico di Milano Graduate School of Business
Montpellier Business School
Nordakademie Graduate School
UNIS Business School

Mary Conway, Professor at Rollins College, at the 2017 Executive MBA International Week
Every year, the MEDEX Program offers participants the opportunity to join academic visits to various business schools around the world. This international experience is enriched with discussions of relevant current events and issues. This year, participants were able to enhance their global vision of business through visits to the United States, Canada, and the United Kingdom.

**Ivey Business School**

**7 PARTICIPANTS**

Doing Business in a Global Environment

**Berkeley Haas School of Business**

**42 PARTICIPANTS**

Entrepreneurship & Innovation

**Kellogg School of Management**

**25 PARTICIPANTS**

IPADE – EMBA Marketing Program

**Columbia Business School**

**37 PARTICIPANTS**

Value Investing

**London Business School**

**49 PARTICIPANTS**

Digital Futures: Are You Ready Programme?
The aim of the International Office is to establish partnerships and agreements for academic cooperation with other global institutions and to promote and position IPADE among the best business schools globally. The International Office is dedicated to strengthening the global scope of IPADE’s programs to ensure that participants are up to date on global management trends.

International Visits

IPADE’s global outlook is enriched through dialogue with other international institutions. Every academic year, IPADE receives representatives from universities and business schools from around the world that are interested in collaborating with IPADE.
THE NETWORK OF PARTNERSHIPS THAT IPADE HAS ESTABLISHED WITH LEADING BUSINESS SCHOOLS FROM AROUND THE WORLD FACILITATES SHARED SYNERGIES AND COLLABORATIVE ACADEMIC PROJECTS WITH A GLOBAL FOCUS.
HIGHLIGHTS FROM THE 2017-2018 ACADEMIC YEAR

The International Office designs, plans, and facilitates the global components of all IPADE Programs.

EXECUTIVE MBA (MEDEX)

• London Business School was added to the international study trips options this year. The school hosted academic sessions focused on the theme ‘Digital Futures.’
• The participation of foreign students from schools not included in the “Sister Schools Network” increased by 46% for the 2017 International Week.

FULL-TIME MBA (MEDE)

• Israel was added to the new academic international study trips through a partnership with Coller School of Management at Tel-Aviv University.
• The number of schools participating in the “Doing Business in Mexico” International Week increased by 17%.

CONTINUING AND UPDATING MANAGEMENT PROGRAM

• For the first time, participants of this Program were given the opportunity to participate in a trade mission organized by IPADE to Los Angeles and San Francisco. Companies visits were made possible thanks to collaboration with the Mexican consulates in both cities, and Stanford University facilitated the academic programming.
FOCUSED PROGRAMS ENCOURAGE INNOVATIVE SOLUTIONS TO MODERN PROBLEMS AND RESPOND TO SPECIFIC BUSINESS NEEDS IN ORDER TO ADDRESS THE CHALLENGES THAT HAVE EMERGED IN VARIOUS SECTORS AROUND THE WORLD.

THIS PAST YEAR, FOCUSED PROGRAMS WERE OFFERED FOR THE FIRST TIME IN CENTRAL AMERICA, AT IPADE’S PANAMA AND COSTA RICA FACILITIES.
INDUSTRY MEETINGS

These forums offer opportunities for experts, executives, and leaders from different sectors to analyze and discuss the major opportunities and best practices in their industries.

IPADE AUTO SUMMIT

On October 10, 2017, the second edition of the summit, titled “An Effervescent Industry,” was held in collaboration with IESE Business School. The event focused on three major topics: 1) The impact of global geopolitical changes, 2) The digital transformation for various stakeholders in the value chain, and 3) The Industry 4.0 model and its impact on the manufacturing of cars and car parts.

181 attendees

SPECIAL GUESTS

HERMINIO BLANCO,
President, IQOM Inteligencia Comercial

ENRIQUE DUSSEL,
Director of the China-Mexico Studies Center, UNAM

ALEXANDER WEHR,
President and CEO, BMW Mexico

GLYNN FLETCHER,
President, EOS North America

FOOD AND BEVERAGE INDUSTRY SUMMIT

On April 19, the fourth edition of this summit was held in coordination with IESE Business School, GS1, and Grupo Rosmar to address the topic of “Change, Uncertainty, and Opportunity” in the sector. The Summit offered opportunities for discussion, as well as opportunities to develop market strategies, innovation, and partnerships to guide decision-makers in consolidating their brands.

205 asistentes

SPECIAL GUESTS

VICENTE YÁÑEZ,
Executive President, ANTAD

ALEJANDRO MALAGÓN,
Director, Jugos del Valle

PEDRO PADERNA,
Chairman of the Board, PepsiCo Mexico

JORGE AGUILAR,
CEO, Alpura

FLOR ARGUMEDO,
President, GS1 Mexico

HUMBERTO MARTÍNEZ
CEO, Grupo Rosmar
IN-COMPANY PROGRAMS

This programs are focused on providing participants with key insights regarding the business world so they are able to develop and implement strategic skills that help improve their organizations and society at large. IPADE provides each leader with a comprehensive and transformative learning experience that significantly impacts each individual’s way of thinking and professional performance.

4,099 PARTICIPANTS PER CAMPUS

<table>
<thead>
<tr>
<th>Location</th>
<th>CDMX</th>
<th>GDL</th>
<th>MTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDMX</td>
<td>2,950</td>
<td>729</td>
<td>420</td>
</tr>
<tr>
<td>GDL</td>
<td>638</td>
<td>85</td>
<td>126</td>
</tr>
</tbody>
</table>

849 SESSIONS GIVEN

<table>
<thead>
<tr>
<th>Location</th>
<th>CDMX</th>
<th>GDL</th>
<th>MTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDMX</td>
<td>638</td>
<td>85</td>
<td>126</td>
</tr>
</tbody>
</table>

Companies that implemented an in-company program:

ABARROTERA EL DUERO
ALPURA
AMAAC
AMDA JAL
AMEX
ANADIN
ANUIES
ASOFOM
BANORTE
BANXICO
BBVA BANCOMER
BLUEBOX
CAAAREM
CALSONIC KANSEI
CENAGAS
CENTROS EDUCATIVOS
CFE
CISCO
CITIBANAMEX
COCA-COLA FEMSA
DHL
EGRESADOS COMUNIDAD JUDÍA
GIS
GM
GUMA
HEINEKEN
LAMOSA
LIVERPOOL
MAZDA
NATURAL SWEET
PISA FARMACEUTICA
PPG GLOBAL
SECTUR
SIGMA ALIMENTOS
STIHL
SYMANTEC
UCB
WRIGLEY-MARS
XIGNUS
The Liaisons Department works to reaffirm IPADE’s commitment to developing and renewing management skills in the Mexican business world while also striving to maintain the largest business networking community in the country.

CONTINUING AND UPDATING MANAGEMENT PROGRAM
This program provides participants with an overview of the current global outlook and new trends in the business world to enhance their understanding of the business environment.

INTERNATIONAL CONTINUING AND UPDATING MANAGEMENT COURSE (CICA)
This event provides a unique forum to share ideas and experiences with entrepreneurs and managers from all over the country, as well as Central and South America.

PARTICIPATING SCHOOLS
- BARRA BUSINESS SCHOOL
  - DOMINICAN REPUBLIC
- INALDE BUSINESS SCHOOL
  - COLOMBIA
- IPADE COSTA RICA
- IDE BUSINESS SCHOOL
  - ECUADOR
- UNIS BUSINESS SCHOOL
  - GUATEMALA
- IPADE
  - MEXICO CITY

ONE OF IPADE’S KEY GOALS IS TO PROVIDE ALUMNI WITH THE TOOLS THEY NEED TO STAY CONNECTED WITH EACH OTHER AND WITH IPADE. IN RECENT YEARS, WE’VE LAUNCHED A SERIES OF PROGRAMS AND SERVICES TO FACILITATE THIS EFFORT.
EXTRAORDINARY SESSIONS

Modern business executives are faced with the challenge of staying on top of current issues and events. In an effort to support the business world in these efforts, IPADE brings together distinguished guests and faculty members to engage with participants and alumni and enhance their global vision of the business world.

• The Value of Communication and the ROI of Advertising
  Carlos Chávez Solís
  Professor of the Marketing Management Department at IPADE

• Presentation of the book published by the CIES: Empresa y Sociedad. Generación de Valor Social [Business and Society: Generating Social Value]
  Agustín Llamas Mendoza
  Director of the Research Center for Business and Society (CIES)

• Anti-corruption System: Challenges and Opportunities
  Luis. M. Pérez de Acha
  Member of the Citizen Participation Committee of the National Anti-Corruption System

• Carlos Llano Chair
  Arturo Picos Moreno (with participation of guest speakers)
  Director of the Carlos Llano Chair and Professor of the Organizational Behavior Department at IPADE

• Presentation of the book published by the CiiE-EY: Iniciativa Empresarial. Hacerlo bien y hacer el bien [Entrepreneurial Initiative: Doing Well While Doing Good]
  José Antonio Dávila Castilla, co-author
  Director of the Research Center for Business Entrepreneurial Initiative-EY (CiiE-EY)

• Presentation of the book published by the CIFE: El Director como persona. Hablar al hombre del hombre [The Human Side of Management: Speaking to Man of Man]
  Alejandro Armenta Pico
  Director of the Research Center for Philosophy and Management (CIFE)
• **CEO LECTURE SERIES**
The purpose of these sessions is to bring together the Mexican business community to discuss and share views on current issues with prominent global business leaders.

- **Daniel Servitje**  
  Chairman and CEO of Grupo Bimbo

- **Hans Joseph Backhoff Guerrero**  
  CEO of Monte Xanic

- **Peter Brabeck-Letmathe**  
  Chairman Emeritus, Former Chairman and CEO of the Nestlé Group

- **Edwin Catmull**  
  Co-founder of Pixar and President of Pixar Animation Studios and Walt Disney Animation Studios

- **Carlos Morales Paulín**  
  Executive President and CEO of Telefónica México

---

• **IPADE ALUMNI SESSIONS**

In a globalized world that is not limited by borders or time and space, constant updating and training becomes critical for all business leaders, wherever they are. This is why IPADE offers cutting-edge sessions for alumni living in various cities in Mexico and internationally.

<table>
<thead>
<tr>
<th>City</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aguascalientes</td>
<td>66</td>
</tr>
<tr>
<td>Cd. Juárez</td>
<td>23</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>18</td>
</tr>
<tr>
<td>León</td>
<td>33</td>
</tr>
<tr>
<td>Mérida</td>
<td>53</td>
</tr>
<tr>
<td>San Luis Potosí</td>
<td>31</td>
</tr>
<tr>
<td>Torreón</td>
<td>23</td>
</tr>
<tr>
<td>Veracruz</td>
<td>39</td>
</tr>
</tbody>
</table>
REUNIONS
The Liaisons Department convenes IPADE alumni at annual meetings (Reunions). In 2018, the Liaisons Department invited the classes that graduated in years ending in 3 and 8 and the class of 2015 to celebrate together at the three IPADE campuses.

IPADE MEXICO CITY
- Graduating classes from years ending in 3 and 8 and the class of 2015
- Executive MBA (MEDEX): 165 alumni
- Management Development Program (D-1), Innovation and Technology Management Program (ADIT), and Senior Management Program in Private Equity (AdECap): 266 alumni
- Executive and General Management Programs (AD-2 and AD): 190 alumni
- Full-Time MBA (MEDE): 270 alumni

IPADE GUADALAJARA
- Graduating classes from years ending in 3 and 8
- Executive MBA (MEDEX): 97 alumni
- Management Development Program (D-1): 49 alumni
- Executive Management Program (AD-2): 45 alumni

IPADE MONTERREY
- Executive Management Program (AD-2) 77/78, 87/88, 97/98, 02/03, 07/08, 12/13, and 2016/2017: 97 alumni
- Full-Time MBA (MEDE) 11/13 and 15/17: 46 alumni
- Management Development Program (D-1) 87/88, 92/93, 97/98, 02/03, 07/08, 12/13, and 2016/2017: 82 alumni
The work of the IPADE faculty is guided by the following principles: professionalizing management, integrating leadership skills into a global organizational culture, promoting the need for personal improvement in all areas of one’s personal and professional life, and imbuing business activities with a sense of ethics and social responsibility.

**DOCTORAL THESES PUBLISHED BY OUR FACULTY**

**Rodrigo Garza Burgos**  
Professor of the Operations Management Department  
Organizational Learning Processes in Services and Manufacturing: A Quantitative Analysis of Mexican Firms  
Crummer Graduate School of Business at Rollins College, Winter Park, Florida, U.S.A.

**Antonio Casanueva Fernández**  
Professor of the Managerial Control and Information Department  
Management Control Systems and Their Use in Aligning Managerial Values: The Case of a Mexican Microfinance  
Warwick Business School at The University of Warwick, Coventry, United Kingdom

**Juan Romero McCarthy**  
Professor of the Managerial Control and Information Department  
Diffusion of the Focus of Attention in the Boardroom: A Cognitive Approach to the Influence of Board Characteristics and Dynamics on CEO Attentional Focus  
A.B. Freeman School of Business at the University of Tulane, New Orleans, U.S.A.
IPADE’s academic and administrative staff came together to discuss the economic, social, cultural, and moral challenges posed by the world today, as well as the individual, business, and societal dilemmas that we are called to answer in line with our institutional identity.

The 2018 meeting featured the participation of the following guests:

**Business Schools Today: Business Ethics**
- Arturo Picos Moreno
- Ramón Ibarra Ramos
- Franchi Martínez Moreira

**Ethics and Leadership for Executive Managers**
- Kenneth Goodpaster, University of St. Thomas

**Social Responsibility: An Ethical Perspective on Business**
- Kenneth Goodpaster
- Brad Googins
- Rodrigo De León
- Moderator: Ana Cristina Dahik

**2018 - 2019 Economic Prospects**
- Luis Foncerrada

**The Era of Post-Truth and Fake News**
- Pbr. Francisco Ugarte Corcuera

**Apostolic Exhortation: Gaudete et Exsultate**
- Pbr. Héctor Montañés

**The Beatles: A Musical and Historical Journey**
- Arturo Picos Moreno

**The Mexican Identity Expressed Through Art**
- Benjamín Juárez Echenique
- Marisa Canales
The changes that occur in the business world require ongoing monitoring to assess the relevance and effectiveness of current management trends.

IPADE’s five Research Centers aim to connect two major sources of knowledge: academia and the business world. The mission of these Centers is to promote reflection, interdisciplinary dialogue, and original academic content, whose originality, relevance, and usefulness positions IPADE as a global organization of reference on topics that are relevant to the business world and the art of management.

Research Center for Women in Senior Management (CIMAD)

In 2017, Eugenio Gómez Alatorre, Professor of IPADE’s Economic Environment Department, took over as head of CIMAD. Recent relevant actions include its presentation at the “Empowering Women in Mexico” panel at the Women's Empowerment Training forum organized by PROMÉXICO.

Publications

Books

La Nueva era de los negocios: Mujeres rumbo a la alta dirección [The New Era of Business: Women in Upper Management] Authors: María del Carmen Bernal and Alejandra Moreno

Prosperidad Incluyente: El talento femenino como estrategia de negociación inclusiva [Inclusive Prosperity: Female Talent as a Negotiation Strategy] Authors: María del Carmen Bernal and Alejandra Moreno

Cases

“3M—Diversity and Inclusion as a Business Strategy: The Women’s Leadership Forum (WLF) Initiative in Mexico”

In-Company

Ministry of Tourism

General Motors

Events

Women and Men + Senior Management: Sharing Power and Decisions

Book Presentation: La Nueva era de los negocios: Mujeres rumbo a la alta dirección Authors: María del Carmen Bernal and Alejandra Moreno

Women in Senior Management Case Study: “3M—Diversity and Inclusion as a Business Strategy: The Women’s Leadership Forum (WLF) Initiative in Mexico”

Programs

In-Company

Ministry of Tourism

General Motors
RESEARCH CENTER FOR BUSINESS AND SOCIETY (CIES)
Agustín Llamas Mendoza, head of the CIES, supplemented his academic training with a postgraduate degree in Corporate Social Responsibility from Universidad de Castilla-La Mancha.

PUBLICATIONS
BOOK
GENERACIÓN DE VALOR SOCIAL
[GENERATING SOCIAL VALUE]
AUTHOR: AGUSTÍN LLAMAS MENDOZA

CASES
"JAVICA S.A. de C.V."
AUTHOR: AGUSTÍN LLAMAS MENDOZA

TECHNICAL NOTE
"NATIONAL ANTI-CORRUPTION SYSTEM"
AUTHOR: AGUSTÍN LLAMAS MENDOZA

EVENTS
BOOK PRESENTATION
GENERACIÓN DE VALOR SOCIAL
AUTHOR: AGUSTÍN LLAMAS MENDOZA

EXTRAORDINARY CONFERENCE FOR ALUMNI ON THE NATIONAL ANTI-CORRUPTION SYSTEM

RESEARCH PROJECTS
MEXICAN FAMILY BUSINESS OBSERVATORY: INSTITUTIONALIZATION AND EVOLUTION OF FAMILY BUSINESS
The project began in the first half of 2018, and the findings were presented in the second half of 2018.
Author: Ricardo Aparicio.

BOOKS
SER Y HACER DE LAS FAMILIAS EMPRESARIAS [THE WHY AND HOW OF FAMILY BUSINESSES]
EDITORIAL LID. COORDINATOR: RICARDO APARICIO
Authors and professors cited: Carlos Llano Cifuentes, Joan Ginebra Torrá, and Ramón Ibarra Ramos.
External collaborator: Paola Espino Garza

CASES
FOR IPADE’S 50TH ANNIVERSARY
"JAVICA S.A. de C.V."
Authors: Rubén Urtzuástegui and Ricardo Aparicio (IPADE) and Josep Tàpies (IESE)

"Pastas Ricci"
Authors: Ricardo Aparicio (IPADE) and Miguel Ángel Gallo (IESE)

RESEARCH CENTER FOR FAMILY BUSINESSES-BBVA BANCOMER
This past year, the Center signed an exclusive sponsorship agreement with BBVA Bancomer.

EVENTS
BOOK PRESENTATION: SER Y HACER DE LAS FAMILIAS EMPRESARIAS COORDINATOR: RICARDO APARICIO

15TH COLLOQUIUM ON FAMILY BUSINESS HOUSTON, TEXAS

7TH FAMILY BUSINESS MEETING FEATURING THE PARTICIPATION OF JOSEP TÀPIES (IESE), GUILLERMO PERKINS (IAE), JOSÉ ANTONIO DÁVILA (IPADE), ERNESTO BOLIO BARAJAS (IPADE), AND AGUSTÍN IRURITA (GRUPO ADO)

CONFERENCE FOR MEXICO CITY’S ROTARY CLUB

PARTICIPATION IN PANEL DISCUSSION TITLED “WHEN RESEARCH MEETS PRACTICE” AT THE 2018 FAMILY ENTERPRISE RESEARCH CONFERENCE

PROGRAMS
IN-COMPANY
ALPURÀ
SIGMA ALIMENTOS
ABARROTERA DEL DUERO
ANNUAL REPORT
IPADE

RESEARCH CENTER FOR ENTREPRENEURIAL INITIATIVE
CIE-EY

CIE-EY Dialogues is an initiative launched this year with the purpose of organizing conferences and panels to disseminate the findings of the research projects undertaken by the Center.

PUBLICATIONS

BOOKS

“EXPECTATIONS AND PRACTICES OF GORILLA CORPORATIONS IN INTERACTIONS WITH ENTREPRENEURS WITHIN THE MEXICAN ECO SYSTEM”
Author: Luis Antonio Paredes Lizarraga

“IMPACT INVESTING PARTNERSHIPS IN MEXICO”
Author: José Antonio Dávila Castilla and Ethos Public Policy Lab

“THE INTERACTION BETWEEN FINANCIAL INSTITUTIONS AND FINTECH ENTREPRENEURS”
Author: José Antonio Dávila Castilla

“BLOCKCHAIN ENTREPRENEURSHIP”
Author: José Antonio Dávila Castilla

ARTICLES

Published in Istmo magazine
Author: José Antonio Dávila Castilla:

“BLOCKCHAIN: A TECHNOLOGY THAT CAN CHANGE EVERYTHING”

“THE MEXICO WE ASPIRE TO IS BEING BUILT BY TODAY’S ENTREPRENEURS”

RESEARCH CENTER FOR PHILOSOPHY AND BUSINESS (CIFE)

A number of professors who have attended IPADE’s International Anthropology Program have taught sessions from the “The Human Side of Management” program at their schools and requested the corresponding academic materials. Additionally, ISE Business School in Brazil offered an abridged, intensive version of the program.

PUBLICATIONS

BOOKS

“THE IMPACT OF SENIOR MANAGEMENT PROGRAMS ON PROFESSIONAL DEVELOPMENT”
Findings of the “Flight Plan” technical note
Author: Alejandro Armenta Pico

“WOMEN IN SENIOR MANAGEMENT: FINDINGS FROM THE RESEARCH PROJECT DOS MUNDOS (TWO WORLDS)”
Author: Alejandro Armenta Pico

“COLLEGIATIVITY IN POWER: FINDINGS FROM THE RESEARCH PROJECT DE FIESTA A FIESTA [FROM FESTIVAL TO FESTIVAL]”
Author: Alejandro Armenta Pico

EVENTS

BOOK PRESENTATION: “HACERLO BIEN Y HACER EL BIEN”
WellWhile Doing Good
While Doing Good

PROGRAMS

THE HUMAN SIDE OF MANAGEMENT FOCUSED PROGRAM MEXICO CITY CAMPUS: MODULES I AND II
THE HUMAN SIDE OF MANAGEMENT FOCUSED PROGRAM PUEBLA (SATELLITE CAMPUS): MODULE I

INTERNATIONAL PROGRAM ON PHILOSOPHICAL ANTHROPOLOGY ATTENDED BY 20 PROFESSORS FROM LATIN AMERICAN UNIVERSITIES

MEDEX WEEKEND MEETINGS TOPIC: THE HUMAN SIDE OF MANAGEMENT PROGRAM
The Carlos Llano Chair is a showcase to promote and perpetuate the Carlos Llano's work in research, dissemination, and teaching.

The Carlos Llano Chair disseminates research projects covering a wide range of topics among professors, researchers, and students in an effort to contribute to bridge the gap between a humanistic approach and the search for practical solutions to various contemporary challenges.

Events

- Dialogues on Ethics, Business, and Life: “Carlos Llano: The Map of a Fulfilling Life”
  - November 1, 2017
  - IPADE Mexico City Campus

- Reflection Days: “What Kind of Mexico Can We Be?”
  - October 21, 2017
  - Universidad Panamericana, Mexico City

- Master Class: “Liberal Education and Human Freedom”
  - Dr. Walter Wlodarski from the University of Notre Dame
  - November 29 - December 1, 2017
  - Universidad Panamericana, Mexico City

- Doctoral thesis, January 2018
  - Guillermo Arregui Cussi
  - Pontificia Universidad de la Santa Cruz, Rome

- La Teoría de la Idea Práctica de Carlos Llano: Realismo y Praxis within a Llanoan Paideia
  - Doctoral thesis to be defended in October 2018 at the University of Navarra
  - Víctor Isolino Doval
  - Universidad Panamericana, Mexico City

- “Los Alcances del Desarrollo Inclusivo en el Pensamiento de Carlos Llano” (“The Scope of Inclusive Development in the Ideas of Carlos Llano”)
  - Article published in the Empresa y Humanismo magazine of the Instituto Empresa y Humanismo of the Universidad de Navarra
  - Arturo Picos Moreno and José Díez Deustua
  - IPADE

- “The Central Nature of the Individual in Carlos Llano’s Anthropology of Management”
  - Conference given at the IV Congreso Iberoamericano de Personalismo held at Universidad Popular Autónoma de Puebla (UPAEP)
  - September 6, 2017
  - Arturo Picos Moreno
THE QUALITY OF IPADE’S ACADEMIC OFFERING AND OF ITS FACULTY HAS POSITIONED THE UNIVERSITY AMONG THE BEST BUSINESS SCHOOLS IN THE WORLD, ACCORDING TO RANKINGS PUBLISHED BY SPECIALIZED MEDIA. IPADE HAS ALSO BEEN ACCREDITED BY INTERNATIONAL AGENCIES THAT CERTIFY THE QUALITY OF ITS PROGRAMS.

IN JUNE, AACSB’S PEER REVIEW TEAM VISITED IPADE TO EVALUATE THE PROGRESS MADE BY THE SCHOOL WITH REGARDS TO THE RECOMMENDATIONS FOR IMPROVEMENT MADE BY THE ASSOCIATION AND BASED ON INTERNATIONAL STANDARDS.

#1 IN MEXICO
FOR THE 11TH CONSECUTIVE YEAR

BEST RATED MBA PROGRAMS
(EXECUTIVE MBA AND FULL-TIME MBA):

PROGRAM (9.7)
FACULTY (9.6)
CLASSMATES (9.4)

9TH PLACE
GLOBAL

THE ONLY LATIN AMERICAN BUSINESS SCHOOL FEATURED ON THE LAST TWO EDITIONS OF THE RANKING

FULL-TIME MBA RECOGNIZED FOR ITS RETURN ON INVESTMENT

#4
GLOBALLY IN THE CATEGORY OF PARTNER SCHOOLS

ASSESS THE QUANTITY AND QUALITY OF PROGRAMS TAUGHT IN CONJUNCTION WITH OTHER BUSINESS SCHOOLS ACCREDITED BY EQUIS OR AACSB.

PROGRAMS: EXECUTIVE EDUCATION AND FOCUSED PROGRAMS

16TH
WORLDWIDE

IN-COMPANY PROGRAMS:

7TH
IN THE CATEGORY OF NEW SKILLS & LEARNING

7TH
IN THE CATEGORY OF VALUE FOR MONEY

10TH
IN THE CATEGORY OF TEACHING METHODS & MATERIALS

10TH
IN THE CATEGORY OF FACILITIES

9TH PLACE
GLOBAL

#1 IN MEXICO
FOR THE 11TH CONSECUTIVE YEAR

ACCREDITATIONS
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB)
ASSOCIATION OF MBAS (AMBA)
In line with IPADE’s mission to develop leaders with a strong sense of social responsibility, the institutional development department organizes activities to connect IPADE alumni and participants with two educational institutions for young people with limited resources in the state of Morelos—Fundación El Peñón and Colegio Montefalco.

**Social Work**

**Fundación El Peñón**
- 391 Students
- 3,207 Graduates as of 2017

**Colegio Montefalco**
- 526 Students
- 3,301 Graduates as of 2017

**RELEVANT ACTIVITIES**

**Social Responsibility Day:** Every year, participants of IPADE’s MBA programs come together with students from Fundación El Peñón and Colegio Montefalco to participate in a day devoted to volunteer work.

**IPADE Invitational Golf Tournament:** Implemented in 2005 as a fundraiser to benefit students from El Peñón, the 2018 edition of the tournament brought together over 180 IPADE alumni.

**Your House, My Project:** Following the earthquake that hit Mexico in September 2017, IPADE and Universidad Panamericana launched a campaign for participants and alumni to support families in the region where both schools are located, which was considerably affected. The initiative had three phases: delivering supplies, rebuilding houses, and providing scholarships.

**Emergency Phase**
- 7 Collection centers
- 15 Tons of supplies collected
- 491 Families in Morelos received help
- +4,500 Volunteers during the first few weeks

**Reconstruction Phase**
- 22 Houses of at least 46 M² were rebuilt in eight towns
- 100 Temporary jobs

**Emergency Scholarships**
- 58 Students from affected families were supported with tuition payments
+8,600 SESSIONS

600,000 MEALS

+12.9% YEAR OVER YEAR (2016-2017)

9 PROJECTS COMPLETED

940 PARTICIPANTS IMPACTED

52 TECHNOLOGICAL PROJECTS
In an effort to guarantee that each participant has the best possible experience, IPADE is dedicated to implementing ongoing innovation processes to develop and implement new projects to ensure that its services, facilities, and infrastructure are of the highest quality.

To strengthen the case method working to reach IPADE’s goals, 940 MBA students from all campuses were impacted. It is crucial to guarantee the conditions for the full IPADE experience.

To meet these goals, IPADE’s Office of Institutional Projects, Innovation Forum, and Hands-On Gamification support the achievement of strategic objectives in an effort to guarantee that each participant has the best possible experience.

This office was created this year with the implementation of healthy menus for certified employees in an effort to guarantee that each participant has the best possible experience. IPADE is dedicated to implementing ongoing innovation processes to develop and implement new projects to ensure that its services, facilities, and infrastructure are of the highest quality.
EACH OF OUR DEPARTMENTS IS COMMITTED TO EXCELLENCE.
<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Fans</th>
<th>Followers</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>23.1K</td>
<td>3.7K</td>
<td>53.3K</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>1642</td>
<td>22.7K</td>
<td>35.2K</td>
<td>53.3K</td>
</tr>
<tr>
<td>Facebook</td>
<td>4,367</td>
<td>5,679</td>
<td>1,320</td>
<td>694</td>
</tr>
</tbody>
</table>

**Content Items Produced**

- Promotional Materials: 102
- Notes, Articles, and Infographics: 291
- Videos: 83
- Brochures: 42
- Banners: 24
- Digital Postcards: 36
- ISTMO Articles: 162
- Articles: 309
- Interviews: 107

**Printed Media Impacts**

- Articles: 309
THE CORPORATE COMMUNICATIONS DEPARTMENT SPECIALIZES IN EFFECTIVELY USING DIFFERENT TYPES OF MEDIA, GRAPHICS, AND IMAGES, AS WELL AS PRINT, DIGITAL, AND JOURNALISTIC SERVICES. IT IS RESPONSIBLE FOR COMMUNICATING ACADEMIC DEVELOPMENTS AT IPADE AND POSITIONING THE BUSINESS SCHOOL AMONG TARGET NATIONAL AND INTERNATIONAL POTENTIAL APPLICANTS, PARTICIPANTS, ALUMNI, BUSINESS EXECUTIVES, ENTREPRENEURS, AND SENIOR EXECUTIVES.

10 ISSUES PUBLISHED SINCE THE RELAUNCH
44 INTERNATIONAL COLUMNISTS PUBLISHED IN ITS VARIOUS SECTIONS
BUILDING A BUSINESS COMMUNITY THROUGH THE 2017 ISTMO FORUM

NEW BOOKSTORE AND SOUVENIR STORE
REACHING A NEW MARKET AT A RENOVATED CAMPUS

THE SECOND EDITION OF THE HBR SUMMIT ENCOURAGED DISCUSSION ABOUT THE IDEAS, PRACTICES, AND SOLUTIONS THAT WILL TRANSFORM THE WAY WE DO BUSINESS IN MEXICO, LATIN AMERICA, AND THE WORLD.

400 BUSINESS LEADERS DISCUSSED MAJOR MANAGEMENT AND LEADERSHIP TRENDS

HARVARD BUSINESS REVIEW SUMMIT 2017

LA POSTA STORE INAUGURATED IN GUADALAJARA

3,955 CANDIDATES REACHED THROUGH DIGITAL MEDIA

THE CORPORATE COMMUNICATIONS DEPARTMENT SPECIALIZES IN EFFECTIVELY USING DIFFERENT TYPES OF MEDIA, GRAPHICS, AND IMAGES, AS WELL AS PRINT, DIGITAL, AND JOURNALISTIC SERVICES. IT IS RESPONSIBLE FOR COMMUNICATING ACADEMIC DEVELOPMENTS AT IPADE AND POSITIONING THE BUSINESS SCHOOL AMONG TARGET NATIONAL AND INTERNATIONAL POTENTIAL APPLICANTS, PARTICIPANTS, ALUMNI, BUSINESS EXECUTIVES, ENTREPRENEURS, AND SENIOR EXECUTIVES.

THE CORPORATE COMMUNICATIONS DEPARTMENT SPECIALIZES IN EFFECTIVELY USING DIFFERENT TYPES OF MEDIA, GRAPHICS, AND IMAGES, AS WELL AS PRINT, DIGITAL, AND JOURNALISTIC SERVICES. IT IS RESPONSIBLE FOR COMMUNICATING ACADEMIC DEVELOPMENTS AT IPADE AND POSITIONING THE BUSINESS SCHOOL AMONG TARGET NATIONAL AND INTERNATIONAL POTENTIAL APPLICANTS, PARTICIPANTS, ALUMNI, BUSINESS EXECUTIVES, ENTREPRENEURS, AND SENIOR EXECUTIVES.

THE CORPORATE COMMUNICATIONS DEPARTMENT SPECIALIZES IN EFFECTIVELY USING DIFFERENT TYPES OF MEDIA, GRAPHICS, AND IMAGES, AS WELL AS PRINT, DIGITAL, AND JOURNALISTIC SERVICES. IT IS RESPONSIBLE FOR COMMUNICATING ACADEMIC DEVELOPMENTS AT IPADE AND POSITIONING THE BUSINESS SCHOOL AMONG TARGET NATIONAL AND INTERNATIONAL POTENTIAL APPLICANTS, PARTICIPANTS, ALUMNI, BUSINESS EXECUTIVES, ENTREPRENEURS, AND SENIOR EXECUTIVES.

THE CORPORATE COMMUNICATIONS DEPARTMENT SPECIALIZES IN EFFECTIVELY USING DIFFERENT TYPES OF MEDIA, GRAPHICS, AND IMAGES, AS WELL AS PRINT, DIGITAL, AND JOURNALISTIC SERVICES. IT IS RESPONSIBLE FOR COMMUNICATING ACADEMIC DEVELOPMENTS AT IPADE AND POSITIONING THE BUSINESS SCHOOL AMONG TARGET NATIONAL AND INTERNATIONAL POTENTIAL APPLICANTS, PARTICIPANTS, ALUMNI, BUSINESS EXECUTIVES, ENTREPRENEURS, AND SENIOR EXECUTIVES.
GALA DINNER EVENT WITH BUSINESS EXECUTIVES
SAN IGNAZIO DE LOYOLA VIZCAÍNAS, MARCH 30, 2017

COMMEMORATIVE EVENT
IPADE MEXICO CITY CAMPUS, MARCH 31, 2017

COMMEMORATIVE EVENT
IPADE MONTERREY CAMPUS, MAY 24, 2017

PEOPLE, COMPANIES, AND SOCIETY: INCLUSIVE GROWTH SUMMLT
IPADE MEXICO CITY CAMPUS, JUNE 26 - 27, 2017

IPADE EVENINGS
SATELLITE CAMPUSES, MAY - OCTOBER 2017

GLOBAL ALUMNI MEETING
GUADALAJARA CAMPUS, NOVEMBER 10 - 11, 2017

50 CASE STUDIES PUBLISHED
CO-AUTHORED WITH PROFESSORS FROM MAJOR GLOBAL BUSINESS SCHOOLS

BOOK COLLECTION PUBLISHED BY IPADE’S FIVE RESEARCH CENTERS
EMPRESA Y SOCIEDAD, GENERACIÓN DE VALOR, SOCIAL BUSINESS AND SOCIETY: GENERATING SOCIAL VALUE
SER Y HACER DE LAS FAMILIAS EMPRESARIAS, UNA VISION INTEGRAL (THE WHY AND HOW OF FAMILY BUSINESSES: A COMPREHENSIVE VISION)
LA NUEVA ERA DE LOS NEGOCIOS. MUJERES RUMBO A LA ALTA DIRECCIÓN (THE NEW ERA OF BUSINESS: WOMEN IN UPPER MANAGEMENT)
INICIATIVA EMPRESARIAL. HACERLO BIEN Y HACER EL BIEN ENTREPRENEURAL INITIATIVE: DOING WELL WHILE DOING GOOD

50 YEARS OF SERVING THE BUSINESS COMMUNITY: IDENTITY, HISTORY, AND OUTREACH

AUDIVOISUAL DOCUMENTARY
50 YEARS OF TRAINING BUSINESS LEADERS WITH VALUES
PRODUCED BY CLIO TV AND AIRED ON BROADCAST TELEVISION

ESPACIO PEDRO CASCIARO

SYMPHONY PREMIERE
HORIZONS: MUSICAL REFLECTIONS ON VIRTUE
COMMISSIONED BY IPADE, THE SYMPHONY WAS INSPIRED BY THE DAILY LIFE AND RESPONSIBILITIES OF BUSINESS LEADERS.
Composer: Samuel Zyman

COMMEMORATIVE PAINTING TITLED VIRTUE, THE PATH TO EXCELLENCE
THIS WORK CAPTURES THE MAJOR ELEMENTS OF IPADE’S IDENTITY AND MISSION.
Painter: Natalia Orozco

MICRO-SITE FOR IPADE’S 50TH ANNIVERSARY
A SPECIAL WEBSITE CREATED TO PROMOTE THE 50TH ANNIVERSARY PROGRAM AND ITS CONTENT.
The Guadalajara campus inaugurated the facilities of the second construction stage during the Global Alumni Meeting.

Pankaj Ghemawat, Professor at IESE and expert in globalization, participated in the event as special guest.

A plaque bearing the names of the alumni and employees who supported the second construction phase was also unveiled during the event. Bearing the names of the benefactors, the plaque is located at the building’s entrance as a reminder of the powerful results of cooperation and service, virtues that have characterized IPADE since its foundation.

The Guadalajara campus hosted the largest alumni gathering in IPADE history, welcoming back alumni to spend time with their life-long friends.

The gathering was attended by alumni from all IPADE programs and classes, as well as all faculty and key stakeholders from the institution’s founding.

Spontaneous tribute to IPADE’s directors during the Global Alumni Meeting held at IPADE’s Guadalajara Campus on November 10, 2017 (from left to right: Carlos Acedo, Sergio Raimond Kedilhac, Jorge Gutiérrez, and Alfonso Bolio).
IPADE
BUSINESS SCHOOL

BOARD OF DIRECTORS

Rafael Gómez Nava
Dean

Julián Sánchez García
Vice Dean
Academic Staff and Programs Director

Laura Ponce de León Garduño
Secretary General
Human Resources Director

Lorenzo Fernández Alonso
Monterrey Campus Director

Antonio Casanueva Fernández
Guadalajara Campus Director

Rodrigo De León González
Senior Management Programs Director

Ernesto Bolio Barajas
Full-Time MBA Corporate Director

Rafael Ramírez de Alba
Executive MBA Director

Gonzalo Díaz García
Liaisons Director

Juan Romero McCarthy
Research and Academic Processes Director

Oscar Aguirre Macías
Central America’s International Programs Director

Miguel Espinoza García
Corporate Administrative Director

Alejandro Llovet Abascal
Chief Operating Officer

Roberto Manríquez Delgado
Integral Human Development Director

Paulo Tort Ortega
Corporate Communications Director

Arturo Picos Moreno
Director of the Carlos Llano Chair and Professor of the Organizational Behavior and Business and the Family Departments
A NEW CYCLE PROVIDES AN OPPORTUNITY TO APPRECIATE THE LESSONS BROUGHT BY EXPERIENCE AND EMBRACE NEW CHALLENGES...

A NEW CYCLE BEGINS