

Biografías Participantes

Participants Biographies

Belice / Belize



Ms. Lejia Melanie Gideon

General Manager, Enterprise and Innovation Division, Belize Trade and Investment Development Service (BELTRAIDE)
melanie@belizeinvest.org.bz
www.belizeinvest.org.bz
Twitter: @beltraide

Lejia Melanie Gideon is General Manager of the Enterprise and Innovation Division at Belize Trade and Investment Development Service (BELTRAIDE). She is in charge of three technical units, which are EXPORTBelize, Small Business Development Centre (SBDCBelize), and Belize Training and Employment Centre (BTEC). EXPORTBelize fosters an environment that promotes diversification and competitiveness for Belize's export sector through promotion of Belizean products and services, along with capacity building initiatives and services. SBDCBelize provides customized needs-based services to entrepreneurs, start-ups, and established business to facilitate their competitiveness through growth. BTEC provides on-demand industry-specific job preparedness trainings to first time workforce entrants and those who would like to be retrained in a new field. Previous to her current position, she has been Head of the SME Development and Business Facilitation and Deputy Executive Director at BELTRAIDE. Her academic credentials are a Master's degree in International Development: Industry, Trade & Development and a Bachelor's degree in International Relations.

Brasil / Brazil



Fernando Nobre Cavalcante

Founder and CEO of the Latin-American Innovation and Entrepreneurship Observatory (OBIELA) fernandocavalcante@gmail.com
observatorio@obiela.com
www.fa7.edu.br
www.facebook.com/Faculdade-7-de-Setembro-FA7-177118365713452/timeline

Fernando Nobre Calvacante es CEO y Fundador del Observatorio de Innovación y Emprendimiento Latinoamericano, el primer centro de estudios sociológicos sobre el empresariado y la innovación específicamente para América Latina y se centra en las empresas startups. Ha sido miembro de la International Sociological Association (ISA) y Primer Investigador en el movimiento de las nuevas empresas de tecnología (startups) en las tesis sociológicas de la asociación. También fue investigador sobre el empresariado brasileño en Universidad de Slippery Rock, Pennsylvania, EE.UU. Entre sus logros está la creación de la Conferencia Interestatal de Comunicación, Política y Género; la revitalización del teatro Tereza Rachel (ahora llamado Teatro Net Río), ubicado

en la ciudad de Río de Janeiro; y la ex Dirección General de la productora cultural Brainstorming Entretenimiento (2010-2013).

***Fernando Nobre Calvacante** is Founder and CEO of the Latin-American Innovation and Entrepreneurship Observatory, the first center to focus its attention on Latin-American startup companies and perform sociological studies of entrepreneurs to measure their level of innovation. He is a member of the International Sociological Association (ISA), and the Principal investigator leading a sociological research project on new technology based businesses (startups) in Brazil. Previously, he has been conducting research on Brazilian entrepreneurs at Slippery Rock's University in Pennsylvania, USA. Among his past achievements are the creation of the Inter-State Conference on Communication, Politics and Gender, as well as the revitalization of the Tereza Rachel Theatre (now called Theatre Net Río), located in the City of Rio de Janeiro. He has also been Director General of the Cultural Production Company "Brainstorming Entertainment" between 2010 and 2013.*

Chile



Carolina Rojas

Directora de Gestión y finanzas Universidad Diego Portales
Director of the Department of Management and Finances
University Diego Portales
crojas.aguilar@gmail.com
carolina.rojas@udp.cl

Carolina Rojas es Directora de Gestión y Finanzas en la Universidad Diego Portales en Chile. Es ingeniera comercial y tiene una Maestría en administración de negocios. Ha ocupado los cargos de Jefa de administración y presupuesto en la Universidad de Chile y Jefa de gestión en la Universidad Católica de Maule. En su trabajo actual se dedica a evaluar las decisiones financieras de la unidad y administrar los recursos financieros en los proyectos del plan estratégico.

***Carolina Rojas** is the Director of the Department of Management and Finances of the University Diego Portale of Chile. She is a commercial engineer with a Master's degree in Business Administration (MBA). Previous to her current position, she has been Head of Administration and Budget at the University of Chile as well as Head of Management at the Catholic University of Maule. In her current work, she is responsible for evaluating the financial decisions of the unit and managing financial resources on specific projects in accordance with the University's Strategic Plan.*

Chile

**Luis Alberto Vladimir Guerra Quezada**

Profesor / Professor

Universidad Autónoma de Chile y Universidad Tecnológica de Chile (INACAP)

Autonomous University of Chile and Technological University of Chile

gcamposh@uautonoma.cl

Luis Alberto Vladimir Guerra es ingeniero civil industrial y candidato a Magister en gestión tecnológica de la Universidad de Talca, Chile. El Sr. Vladimir ejerce como docente en las áreas de innovación y emprendimiento de la Universidad Autónoma de Chile y Universidad Tecnológica de Chile (INACAP), con amplia experiencia en gestión de I+D+i en oficinas de transferencias tecnológicas (OTT) en Universidades, formulación y evaluación de proyectos, control de gestión y planificación estratégica.

Luis Alberto Vladimir Guerra is a civil engineer and candidate for a Master's degree in Technology Management at the University of Talca, Chile. He teaches innovation and entrepreneurship at the Autonomous University of Chile as well as the Technological University of Chile (INACAP). He has experience in managing R&D in technology transfer offices (OTT) in Universities, as well as in the formulation and evaluation of projects, management and strategic planning.

Colombia

**Edwin Geovany Carvajal Vallejo**

Gerente de la Comisión Regional de Competitividad

Departamento de Nariño

General Manager of the Regional Commission on Competitiveness

Department of Nariño

gerentecrcn@narino.gov.co

geovanycar@gmail.com

Edwin Geovany Carvajal es Gerente de la Comisión Regional de Competitividad del Departamento de Nariño. Cuenta con un Magister en Administración. Ha sido gerente de Porveingsur SAS y decano de la facultad de ingeniería mecánica de la Universidad Autónoma de Nariño. Actualmente articula en el Departamento de Nariño las políticas de desarrollo productivo, fortaleciendo las micro, pequeñas y medianas empresas, fomentando la cultura de emprendimiento. Agrupa las 37 entidades de alto nivel, públicas, privadas y académicas para tratar temas de productividad, competitividad e innovación regional. Su comisión se encarga de tener interlocución con el gobierno nacional para implementar la Agenda Nacional de Competitividad, Ciencia, Tecnología e Innovación, el Consejo Departamental de Ciencia Tecnología e Innovación, las redes de emprendimiento, el Consejo Regional de Mipymes y las instituciones del gobierno Nacional.

Edwin Geovany Carvajal is the General Manager of the Regional Commission on Competitiveness of the Department of Nariño, Colombia. He holds a Master's degree in Business Administration (MBA). Previously, he has been Director of "Porveingsur SAS" and Dean of the Faculty of Mechanical Engineering of the Autonomous University of Nariño. Currently, he is responsible for the articulation of productive development policies in the

Department of Nariño, as well as for the strengthening of micro, small and medium size enterprises. Mr. Carvajal is in charge of bringing together the 37 high-level entities, public, private and academic institutions of the Department of Nariño to address issues of productivity, competitiveness and regional innovation. His Commission is the interlocutor with the Government to implement the National Competitiveness Agenda of Science, Technology and Innovation, the Departmental Council for Science Technology and Innovation, the entrepreneurship networks, and the Regional Council of MSMEs of the Department of Nariño.

Colombia



Jerónimo Silva Valenzuela

Gerente de Desarrollo Económico, ProBogotá
Manager of Economic Development, ProBogota
jsilva@probogota.org
Twitter: @jerosilvav
www.probogota.org

Jerónimo Silva es Gerente de Desarrollo Económico en ProBogotá, Colombia. Es responsable de formular ideas y proyectos que impacten de manera positiva la política pública de la ciudad y de los municipios circundantes. Se concentra en el sistema educativo público de la ciudad desde el punto de vista de la calidad docente, la infraestructura, la organización logística, la primera infancia y la planeación del sistema (dicho sistema está compuesto por 385 colegios y cerca de 1 millón de estudiantes) y la generación de ingresos para la ciudad. Ha sido asesor en temas de infraestructura para el Servicio Nacional de Aprendizaje (SENA) donde estuvo a cargo de la planeación, distribución y verificación de la ejecución presupuestal para el rubro de infraestructura de dicha entidad durante 2014. En segunda instancia fue oficial de inversión en Invest In Bogotá, entidad de carácter público-privado encargada de la atracción de inversión extranjera directa a la ciudad. Ejerciendo dicho cargo, visitó EEUU, China, Chile, México y España promocionando la inversión en Bogotá, logrando inversiones por cerca de 2 millones de dólares. Silva es abogado de la Universidad Javeriana de Bogotá y tiene un Master en Negocios Internacionales de The Fletcher School, Boston, Estados Unidos.

***Jerónimo Silva** is Manager of economic development in ProBogotá, Colombia. He is in charge of articulating ideas and projects that positively impact the City of Bogota's public policies and its surrounding municipalities. His work focusses on the public education system of the City, with a special attention on education quality, infrastructure, logistics, early childhood, systemic planning and generating an income for the City. The educational system of Bogota is composed by 385 colleges and nearly 1 million students. Previously, Mr. Silva has been Advisor in infrastructure for the National Learning Service (SENA), where he was in charge of the planning, execution and evaluation of the budget of the entity during 2014. He was also an Advisor at Invest In Bogota, a public-private entity that aims to attract direct foreign investment to the City. During this job he travelled to the USA, China, Chile, Mexico and Spain to promote investments in Bogota, and successfully attracted investments of nearly \$2MM. Mr. Silva holds a Law degree from the Javeriana University of Bogota and has a Master's degree in International Business from The Fletcher School of Boston, United States.*

Colombia

**Aydée Patricia Guerrero**

Directora de la Oficina de Transferencia de Resultados de Investigación
Universidad del Valle
Resources and research Transfer Office Director
Valle University
patricia.guerrero@correounivalle.edu.co
@OTRIunivalle - **Facebook:** otriunivalle

Aydée Patricia Guerrero es Directora de la Oficina de Transferencia de Resultados de Investigación en la Universidad del Valle en Colombia. Desde el 2008 ha fortalecido la cultura de respeto por la propiedad intelectual y ha posicionado la Universidad del Valle como la universidad colombiana con más patentes de invención, concedidas en Colombia en los últimos 5 años, y la segunda institución colombiana con más patentes solicitadas a nivel internacional, a marzo del 2013. Conformó la red universitaria de universidades de la innovación (Rupiv) en noviembre del 2005, y a través de la misma, ha facilitado la transferencia y los procesos de difusión de las tecnologías de las universidades con los empresarios. Entre sus experiencias laborales se encuentra Profesora de Ingeniería Civil y posteriormente Directora de Posgrado de Ingeniería Civil.

Aydée Patricia Guerrero is Director of the Research Results Transfer Office at the “Universidad del Valle” in Colombia. Since 2008, she has contributed to raise awareness on the importance of intellectual property and has positioned the Universidad del Valle as the University with the most invention patents granted in Colombia in the last 5 years, and the second Colombian institution with the most requested patents worldwide, as of March, 2013. She also consolidated the Innovative Universities Network (Rupiv) in November 2005, which has since helped to raise awareness on technology transfer among universities and businessmen. Previously, she worked as Professor of Civil Engineering and later Directed the post graduate degree on Civil Engineering at the same university.

Costa Rica

**Cindy Medaglia Monge**

Analista Económica
Promotora del Comercio Exterior de Costa Rica (PROCOMER)
Economic Analysts
External Commerce Development Agency (PROCOMER)
cmedaglia@procomer.com

Cindy Medaglia Monge es analista Económica en la Promotora de Comercio Exterior de Costa Rica (PROCOMER). Entre sus funciones principales se encuentra la investigación de la oferta de bienes y servicios locales para su encadenamiento con la inversión extranjera, la investigaciones de mercado, monitoreo de las exportaciones de bienes del país, y brindar asesoría a empresas en el proceso de internacionalización y gestión con énfasis en la generación de valor agregado. Medaglia Monge es miembro fundador del comité de innovación de PROCOMER, encargado de establecer la política de innovación de la institución, promover la coordinación interinstitucional en este tema, e incentivar en el sistema empresarial costarricense los temas de innovación y creación de valor agregado. Adicionalmente, ha participado en el equipo técnico del proyecto “Aportes para la internacionalización

de las PYMES en Costa Rica”. Es licenciada en Economía y Gestora de Innovación de la Universidad de Leipzig, Alemania.

Cindy Medaglia Monge is Economic Analyst for the External Commerce Development Agency of Costa Rica (PROCOMER). She is responsible for investigating the goods and local services opened to foreign investments, market investigation and exports. She also provides advice to companies willing to start their internationalization process or in need of managerial support, with a focus on generating value added. Ms. Medaglia Monge is also a founding member of the PROCOMER Innovation Committee, which manages the formulation and implementation of the agency's innovation policies, promotes the inter-institutional cooperation on innovation, and stimulates companies with themes related to innovation and value added. She has participated in the research project: "Contributions for the internationalization of SMES in Costa Rica". She has a Bachelor's degree in Economy and Innovation Management from the University of Leipzig, Germany.

Ecuador



Florípes del Rocío Samaniego Erazo

Directora del Centro de Investigaciones,
Escuela Superior Politécnica de Chimborazo
Director of Research Center
Polytechnical College of Chimborazo
floripes1763@gmail.com

Florípes del Rocío Samaniego es Directora del Centro de Investigaciones en la Escuela Superior Politécnica de Chimborazo en Ecuador. Su trabajo consiste en impulsar la innovación organizacional, de mercado y tecnológico que se crea en el contexto local, nacional e internacional generado a través del conocimiento científico. Con el patrocinio empresarial e institucional que recibe, logra difundir sus resultados a un gran número de actores con influencia en las agendas económicas. Samaniego es doctora en ciencias económicas, técnica en emprendimientos y cuenta con un máster en proyectos. Entre sus cargos anteriores se encuentra la Dirección del Departamento de Talento Humano de ESPOCH, la Gerencia de ANDINATEL Chimborazo y la Dirección ejecutiva del Centro de Emprendimiento y Simulación de Negocios ESPOCH.

Florípes del Rocío Samaniego is Director of the Researcher Center of the Polytechnical College of Chimborazo (ESPOCH). She is responsible of stimulating organizational innovation, markets and technologies based on scientific knowledge generated at the local, national and international level. With the managerial and institutional sponsorship she receives, she is able to disseminate the results of her studies to many stakeholders and influence the national agenda on economic development. Mrs. Rocío Samaniego holds a Ph.D in Economics, has technical knowledge in entrepreneurship and a Master's degree in Project Management. Previously, she worked as Director of the Department of Human Talent of ESPOCH; General Manager of ANDINATEL Chimborazo; and Executive Director of the Center for Entrepreneurship and Business Simulation of ESPOCH.

Guatemala

**Rosa Amarilis Dubón Mazariegos**

Coordinadora de la Unidad de Vinculación y Propiedad Intelectual
Facultad de Ingeniería Universidad de San Carlos de Guatemala
*Coordinator of the Unit for Intellectual Property and Outreach
Faculty of Engineering University of San Carlos de Guatemala*
rossydubon@gmail.com
dubonmazariegos.r.a@ieee.org

Rosa Amarilis Dubón Mazariegos es Coordinadora de la Unidad de Vinculación y de Propiedad Intelectual de la Facultad de Ingeniería de la Universidad de San Carlos Guatemala. Cuenta con una Maestría en ingeniería ambiental de la National Chiao Tung University, Hsinchu (en Taiwán) y una licenciatura en ingeniería industrial de la Universidad de San Carlos de Guatemala. Ha desarrollado diplomados sobre Innovación y Emprendimiento empresarial, con el apoyo del Consejo Privado de Competitividad de Guatemala (CPC), así como talleres sobre propiedad intelectual, para fomentar tanto el área de investigación como el de patentes. En la parte de innovación tiene un rol fundamental en el Club inn de innovación con estudiantes del primer año de ingeniería.

Rosa Amarilis Dubón Mazariegos currently coordinates the Unit of Intellectual Property and Outreach of the Faculty of Engineering of the University of San Carlos de Guatemala. She holds a Master's degree in Environmental Engineering from the National Chiao Tung University, Hsinchu, Taiwan, and a Bachelor's degree in Industrial Engineering from the University of San Carlos de Guatemala. Mrs. Dubón has developed Graduates Programs on innovation and entrepreneurship, with the support of the Private Competitiveness Council of Guatemala (CPC), as well as workshops on intellectual property, to promote patenting among researchers. In the innovation area, she manages and coordinates the "Club inn" Program for first-year engineering students.

Honduras

**Anael Espinal Varela**

Presidente del Comité Nacional Espejo ISO 279
President of the National Committee Espejo ISO 279
aespinalv@unitec.edu
Linked In: Anaelespinal
Facebook: Anael.espinal
Google: anaelespinal

Anael Espinal coordina el Comité Nacional Espejo ISO 279 y representa a Honduras en el Comité Internacional de ISO 279, el cual tiene la responsabilidad de la redacción de normas de gestión de la innovación a nivel internacional. Es profesor de la materia "Innovación y desarrollo de productos" en la Facultad de Ingeniería de la Universidad Tecnológica Centroamericana de Honduras. Ha sido Consultor en implementación de normas de Sistemas de Gestión de Innovación en QUARA Group (Argentina); líder en Kaizen y Director de Control de Inventarios en Corporación Flores TOYOTA (Honduras).

Anael Espinal coordinates the National ISO 279 Mirror Committee and represents Honduras on the International ISO 279 Committee, which is responsible for writing the group of standards for innovation management at the international level. Mr. Espinal also teaches the course "Innovation and product development" within the School of Engineering of the Universidad Tecnológica Centroamericana. Previously, he worked as a Consultant for QUARA Innovation Group (Argentina); leader in Kaizen; and Director of Inventory Control for TOYOTA Flores in Honduras.

México



Michel Marfil Rivero

Director General I+D+i Hub
Oficina de Transferencia de Tecnología y Conocimiento y Espacio de Vinculación
General Manager R+D+I Hub
Technology and Knowledge Transfer Office
innovacion@idihub.com

Michel Marfil Rivero es el Director General del I+D+i Hub Oficina de Transferencia de Tecnología y Conocimiento certificada por el Consejo Nacional de Ciencia y Tecnología (CONACYT) de México. Sus responsabilidades en el cargo son desarrollar actividades de I+D+i, detectar proyectos con potencial comercial en la región Sureste de México, identificar necesidades tecnológicas en las empresas de la región, desarrollar mecanismos de vinculación entre las empresas y universidades, centros de investigación, asesores, consultores especializados, realizar gestión integral de proyectos de innovación con transferencia de conocimiento y tecnología, apoyar la solicitud de patentes y su posterior licenciamiento a empresas, gestionar apoyo financiero, entre otras. Marfil Rivero ha sido Catedrático en la Universidad Interamericana para el Desarrollo, Gerente Regional Sur Sureste del Proyecto Desarrollo de Infraestructura Tecnológica de Sistemas de Adquisición y Comunicación de Información Geoespacial para el Sector Pesquero de México y Director de Gestión de la Innovación y Transferencia de Tecnología del Grupo Enersureste S.A. de C.V. Entre sus estudios se encuentra una Maestría en Administración con especialidad en Dirección de Negocios.

Michel Marfil Rivero is the General Manager of the I+D+i Hub, a Technology and Knowledge Transfer Office certified by the National Council of Science and Technology (CONACYT) of Mexico. He is responsible for the development of I+D+i activities, identifying projects with commercial potential in the South-East region of Mexico; identifying technological needs in companies of the region; developing mechanisms to articulate Companies with Universities; Investigation Centers and Specialized Consulting firms; implementing integral project management for Knowledge and Technology Transfer, supporting companies in the patent solicitation process, and last but not least, managing financial support to local businesses. He has been Professor in the Inter-American University for Development in Mexico, Regional Manager at the South-East Development Project for Technological Infrastructure, Geospatial Information System (GIS) and Communication for the Fishing Sector of Mexico, and Director of Innovation and Technology Transfer Management for the Group Enersureste C.V S.A.. Mr. Rivero holds a Master in Administration with a specialty on Business administration.

México**Iván Gerardo Torres Menchaca**

Presidente

Jóvenes Empresarios de la Confederación de Cámaras Nacionales de Comercio

President

Young Entrepreneur's Affiliation of the National Confederation of Chambers of Commerce

jovenes@concanaco.com.mx

Twitter: @CONCANACOJE @ivantorres20

Facebook: www.facebook.com/ivantorresmenchaca

Facebook: Concanaco Jovenes Empresarios

Ivan Gerardo Torres is the president of the young entrepreneur's affiliation of the national confederation of chambers of commerce in Mexico. He is responsible for the promotion of the entrepreneurship culture at federal level in the 254 chambers of commerce; the creation of new young entrepreneur groups in the commerce chambers; promote networking between the entrepreneurs and investment funds, government agencies and innovation projects of entrepreneurs of 30 years or less and the creation of relationships with young entrepreneur groups from other countries, with an special emphasis in Latin-American, in order to promote the exchange of experiences and the strengthens of international commerce. Mr. Torres is also the vice president of innovation at the chamber of commerce of Guadalajara, where he has to search for projects oriented to transform the way of doing business in Guadalajara, as well as incentive innovation companies to develop programs through the chamber of commerce of Guadalajara.

Paraguay**Nora Angélica Medina**

Coordinadora del Área de Desarrollo Empresarial

Parque Tecnológico ITAIPU

Coordinator of Business Development

Technological Park Itaipu (PTI)

nora.medina@pti.org.py

noritamedina@gmail.com

Nora Angélica Medina actualmente trabaja en el Parque Tecnológico Itaipu de Paraguay (PIT), coordinando el área de desarrollo empresarial. Cuenta con un pregrado en Ingeniera Electromecánica y una Maestría en Gestión de la Ciencia y la Innovación. Es integrante del Comité Técnico de Fronteras Cooperativas que tiene por objetivo buscar soluciones para la problemática que viven las ciudades fronterizas de Ciudad del Este-Py, Foz de Iguazu-Br y Puerto Iguazu-Ar, proyecto coordinado por el SEBRAE del Brasil. También es miembro de la Comisión Directiva de Asociación de Incubadoras de Empresas y Parques Tecnológicos del Paraguay, representante del PTI en el Sistema Nacional de MIPYMES del Ministerio de Industria y Comercio, integrante de la Mesa de Turismo de la Ciudad de Hernandarias (ciudad donde está instalado el PTI) y catedrática de Matemática y Física de la Facultad de Ciencias y Tecnología de la Universidad Católica "Ntra. Sra. de la Asunción".

***Nora Angélica Medina Galeano** works at the Technological Park Itaipu (PTI) as coordinator of Business Development. She has a degree in Electromechanical Engineering and a Master's in Science and Innovation Management. She is member of the Technical Committee of Cooperative Borders, a project coordinated by SEBRAE, Brazil, which aims to find solutions to issues at the frontier cities of Este (Py), Foz de Iguazu (Br) and Puerto Iguazu (Ar). Additionally, she is a member of the Steering Committee of the Association of Business Incubators and Technological Parks of Paraguay, a representative of the PTI in the National System of MSME's of the Ministry of Industry and Commerce of Paraguay, a member of Tourism Board of Hernandarias City and a Professor of Mathematics and Physics at the Sciences and Technology School of "Ntra. Sra. de la Asunción" Catholic University.*

Perú



José Forero Lara

Director Fablab - ESAN University
jforero@esan.edu.pe

José Forero Lara es actualmente el director del Fablab ESAN, laboratorio perteneciente a la red de FABLAB mundial creada en el MIT, en operación hace 12 meses y en proceso de desarrollo continuo. El FABLAB es un espacio de articulación y promoción de la innovación abierta basada en la investigación aplicada y prototipado con soporte en tecnología de producción digital, abierto a la comunidad empresarial. Adicionalmente es director del Proyecto de Planeamiento Estratégico de la Universidad ESAN (Pre Grado) para el periodo 2015-2025, promueve de la innovación e investigación aplicada al mundo empresarial, formó parte del proyecto para la creación de un parque de innovación y su consiguiente acreditación en la IASP (International Association of Science Parks), en colaboración con la Universidad de La Salle en España.

***José Forero Lara** is the director of the ESAN Fablab, a member of the worldwide FABLAB network created by MIT, which has been operating for the past 12 months and is in constant development. The lab is a space for coordination and promotion of open innovation based on applied investigations and prototypes using digital and technological support, and it is open to the entrepreneurial community. Mr. Forero Lara is also responsible for the University's Strategic Planning for 2015 – 2025 (at the undergraduate level), and actively promotes innovation and applied investigation in the academic as well as the private sectors. Additionally, Mr. Forero Lara was part of the group that created the University's Innovation Park which recently obtained accreditation from the International Association of Science Parks (IASP), with the support of La Salle University in Spain.*

Uruguay



Luis Miguel Silveira Argenzio

Investigador Senior

Instituto de Competitividad de la Universidad Católica del Uruguay

Senior Researcher

Competitiveness Institute of the Catholic University of Uruguay

luis.silveira@ucu.edu.uy

Twitter: @lcompetitividad

Facebook: Instituto de Competitividad de la Universidad Católica del Uruguay

Luis Miguel Silveira es Investigador Senior y Profesor Asociado del Instituto de Competitividad de la Universidad Católica de Uruguay. El Sr. Silveira tiene un PhD en Competitividad Empresarial y Desarrollo Económico de la Universidad de Deusto en España. En su cargo actual contribuye con la creación de pensamiento en los temas de competitividad, estrategia, clústeres, innovación y emprendimiento. Ha participado en proyectos sobre la vinculaciones de las Pymes industriales uruguayas y sus efectos sobre las innovaciones realizadas, el Informe de Competitividad de Uruguay 2014, la caracterización competitiva de la región del Maule, La industria de las TIC en Uruguay: un análisis competitivo (estudio de competitividad del clúster TIC en Montevideo), y Estrategias de Especialización Inteligente basadas en la Innovación (Elli).

Luis Miguel Silveira is a Senior Researcher and Associate Professor at the Competitiveness Institute of the Catholic University of Uruguay. Mr. Silveira holds a Ph.D in Business Competitiveness and Economic Development from the University of Deusto, Spain. In his current position, he contributes to the creation of ideas in areas such as competitiveness, strategies, clusters, innovation and entrepreneurship. He has participated in projects on linkages between Uruguayan Industrial SMEs and their effects on innovation; The Competitiveness Report of Uruguay 2014, competitive aspects of the Maule region; "The ICT Industry in Uruguay: A Competitive Analysis (Study on the competitiveness of the ICT Cluster in Montevideo) and "Smart Specialization Strategies (SSS) based on Innovation".

Uruguay



Daniel Yavuz Kefeli

Director de la División Política Industrial Sectorial

Ministerio de Industria, Energía y Minería del Uruguay

Director of the Division on Industrial Policies

Ministry of Industry, Energy and Mining of Uruguay

daniel.kefeli@dni.miem.gub.uy

Página Web de la institución: www.miem.gub.uy

Twitter: @DanielKefeli

Daniel Yavuz Kefeli es el Director de la División de Política Industrial Sectorial en la Dirección Nacional de Industrias del Ministerio de Industria, Energía y Minería del Uruguay. Coordina la participación en el Consejo Sectorial del Gabinete Productivo; un espacio de articulación público – privado donde los actores más vinculados a cada sector, entre ellos cámaras empresariales, empresas, sindicatos de trabajadores, instituciones gubernamentales, centros de investigación, universidades, etc., se encuentran para encontrar soluciones a problemas comunes. También

analiza la coyuntura de la situación industrial nacional, regional e internacional para distintas ramas industriales. Ha participado en negociaciones comerciales y en la firma de acuerdos de inversión a nivel regional e internacional. Ha trabajado como consultor en proyectos internacionales del BID, CEPAL y ONUDI, ha coordinado el Consejo Sectorial Automotriz y el Consejo Sectorial de las Tecnologías de la Información y Comunicación. Es profesional en economía.

Daniel Yavuz Kefeli is the Director of the Division on Industrial Policies at the Department of Industry of the Ministry of Industry, Energy and Mining of Uruguay. He coordinates the Sectorial Counsel of the Production Cabinet; a public-private space where numerous stakeholders such as Chambers of Commerce, private companies, workers' unions, governmental institutions, research centers and universities meet to foster dialogue and find solutions to common problems. He also analyzes the current situation of the industrial sector of Uruguay at the national, regional and international level. Mr. Yavuz Kefeli has participated in trade negotiations as well as in the signing of regional and international investment agreements. He has worked as a Consultant in international projects at the Inter-American Development Bank (IDB), CEPAL and UNIDO; and has coordinated the Sectorial Councils of the Automotive and Information and Communication Technologies Sectors. He is an Economist.

Uruguay



Juan Eduardo Cros Ramos

Director del Centro de conocimiento y experiencias
Consultora Internacional PricewaterhouseCoopers
Director of the Center for Knowledge and Experiences
International Consulting Firm PricewaterhouseCoopers
juan.cros@co.pwc.com

Juan Eduardo Cros es Director del Centro de Conocimientos y Experiencias de la Consultora Internacional PricewaterhouseCoopers. Fomenta el conocimiento, emprendimiento y cultura de innovación en el sector privado en coordinación con los organismos públicos de los países, así como las políticas de incentivo a nuevos proyectos y negocios que existen en la región. Está involucrado en una iniciativa sin costo para los participantes, denominada Club del Conocimiento, que busca generar una Comunidad de expertos en diversos temas empresariales en coordinación con el BID, a través de Connectamericas. Posiciones importantes: Consultor de organismos públicos uruguayos, a través de proyectos del BID, como el Poder Judicial, la Alcaldía de Montevideo, el Ministerio de Trabajo, la Cámara de Comercio de Uruguay, etc.

Juan Eduardo Cros Ramos is the Director of the Center for Knowledge and Experiences of the International Consulting Firm PricewaterhouseCoopers. In his current work, he promotes awareness, entrepreneurship and innovation within the private sector in coordination with public agencies of the countries. He is involved in a learning initiative – at no cost for participants – called Knowledge Club, which seeks to create a community of experts on a number of business issues. The project is run in coordination with the IDB, through Connect Americas, among other international partners. Previous to his current position, Mr. Cros Ramos was a Consultant for numerous Uruguayan Government agencies, such as the Ministry of Justice, the Mayor of Montevideo, the Ministry of Labor and the Chamber of Commerce of Uruguay. Most those consultancies were related to IDB projects.

Estados Unidos / United States

**Lisa Simone Herr**

Executive Director
The 7 Rivers Alliance
lisa@7riversalliance.org

Lisa Simone is the Executive Director for the 7 Rivers Alliance. She convenes businesses and community leaders as well as public officials to discuss and plan for advancing the economy of the Upper Mississippi Region and advocates for strategies that support business growth. Thanks to her work, she has positioned The 7 Rivers Alliance as a regional clearinghouse of information and resources to support economic development and business innovation in the region. She works with elected officials and business leaders to identify and remove barriers to business growth. She also strives to bring businesses together to explore vendor-supplier relationships as well as partnership opportunities. She connects community members with regional resources to support business start-up from proof of concept to commercialization. In the past, she has worked as a Global Solutions Officer for Invista Performance Solutions, a training organization for businesses. She also acted as Executive Dean for Workforce and Economic Development at Community Colleges.

Estados Unidos / United States

**Michael P. Gay**

Senior Vice President of Economic Development
Madison Region Economic Partnership (MadREP)
michaelg@madisonregion.org

Michael holds the Certified Economic Developer classification (CECd) by the International Economic Development Council. He has a B.S. in Public and Environmental Administration (University of Wisconsin-Green Bay) and an M.S. in Urban and Regional Planning—International Focus (University of Wisconsin-Madison). During his undergraduate and graduate studies, Michael spent several years in Latin America volunteering for various non-profits involved in low-income housing and human rights, micro-enterprises and micro-lending, and performing his thesis research on Non-Governmental Organizations (NGOs). Prior to joining MadREP in May 2013, he served as the Director of the Center for New Ventures (CNV) at University of Wisconsin-Platteville from 2011-2013, and worked for the City of Madison for over a decade as the Business Development Coordinator, serving as the official liaison between city government and the Madison business community. Michael's time and resources were focused on technology transfer, innovation, marketing the regional nationally and globally, and the creation of new economy employment centers and business incubation facilities. Other various functions of his City position included brownfield redevelopment, marketing real estate, providing technical and financial assistance to small business start-ups, business retention and expansion, major employer attraction, and business district planning.

Estados Unidos / United States

**Paul F. Jadin**

President / CEO

Madison Region Economic Partnership (MadREP)

pjadin@madisonregion.org

Paul Jadin joined MadREP as President /CEO in November 2012. Prior to that, Paul served as both the Secretary of Commerce and Secretary/CEO of the new Wisconsin Economic Development Corporation since January 2011. He was charged with transitioning from a state agency that had responsibility for economic development and regulatory activities to a public/private authority that is 100% focused on economic development. That reorganization has brought an expanded emphasis on international activities, with networks being developed in over a dozen countries; it has fostered a significant investment in entrepreneurship and innovation; and it has enabled the state to better understand and support its key industry sectors. Mr. Jadin has been president and CEO of the Green Bay Area Chamber of Commerce, which has 1,400 members employing 93,000 workers. He directly oversaw economic development, government affairs, member services, and education functions. Additionally in partnership with Northeast Wisconsin Technical College, he led the development and growth of a 50,000-sq.-ft. business incubator, which has become a model for collaborative efforts involving small business activities. He has also served two terms as Mayor of Green Bay. As Mayor, he led economic development efforts that yielded a 50 percent increase in the tax base over his two terms in office and represented the city in all private and intergovernmental negotiations, including the Lambeau expansion agreement with the Green Bay Packers and the fee-for-service agreement with the Oneida Nation. In partnership with the Department of Commerce, he established the award-winning On Broadway Main Street Program. Mr. Jadin studied Political Science in Northwestern University in Evanston, IL, and an M.S. in Public Administration at Florida State University in Tallahassee, FL

Estados Unidos / United States

**David Michael Drennon**

Vice President, Strategic Initiatives

Arizona Commerce Authority

DavidD@azcommerce.com

David Michael Drennon currently serves on the Boards of Arizona Association for Economic Development, Arizona Autism United and Phoenix Theatre and is an active member of the Arizona Bioscience Roadmap Committee (PR & Communications). As the Vice President of Strategic Initiatives for the Arizona Commerce Authority, he continues his efforts to promote the state of Arizona and its leadership in statewide business and economic development. Through his role and unique contacts across the state and nation, Mr. Drennon serves as a convener and connector for businesses and government. Following 15 years of producing and managing award-winning television news, Mr. Drennon joined the Arizona Department of Commerce in May 2005 to lead the agency's communication and public outreach activities. He has a Bachelor of Arts in Mass Media Communications from the California State University in Sacramento.

Estados Unidos / United States

**David Jonathan Cobin**

Manager, Strategic Engagement
Arizona Commerce Authority
DavidC@azcommerce.com

David Michael Drennon currently serves on the Boards of Arizona Association for Economic Development, Arizona Autism United and Phoenix Theatre and is an active member of the Arizona Bioscience Roadmap Committee (PR & Communications). As the Vice President of Strategic Initiatives for the Arizona Commerce Authority, he continues his efforts to promote the state of Arizona and its leadership in statewide business and economic development. Through his role and unique contacts across the state and nation, Mr. Drennon serves as a convener and connector for businesses and government. Following 15 years of producing and managing award-winning television news, Mr. Drennon joined the Arizona Department of Commerce in May 2005 to lead the agency's communication and public outreach activities. He has a Bachelor of Arts in Mass Media Communications from the California State University in Sacramento.