



AMBA & BGA

LATIN AMERICA CONFERENCE

24-26 AUGUST 2025 | VIÑA DEL MAR, CHILE

HOST SCHOOLS



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ANDREW MAIN WILSON

CEO

AMBA & BGA

On behalf of the AMBA & BGA team, I would like to warmly welcome you to our 20th Latin America Conference for Deans & Directors, following on from last year's conference in Rio De Janeiro. This year we have chosen the Sheraton Miramar Hotel and Convention Centre, in Viña del Mar, Chile, ideally situated on the Pacific Ocean, within easy reach of Santiago.

AMBA & BGA have both grown strongly since last year's conference – we have now accredited 299 AMBA schools and the BGA school member network comprises 328 schools, of which 64 have already achieved BGA accreditation.

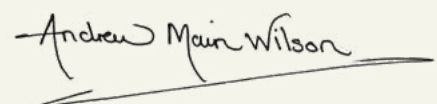
I would like to thank each of our seven host business schools in Chile for their valuable support in helping to arrange and contribute to both our conference programme and our networking events. They are:

- UC School of Management, Pontificia Universidad Católica de Chile
- ESE Business School
- UAI Business School, Universidad Adolfo Ibáñez (UAI)
- Graduate School of Economics and Business, Faculty of Economics and Business, University of Chile
- Universidad del Desarrollo (UDD)
- Universidad Diego Portales (UDP)
- School of Business, Universidad Técnica Federico Santa María (USM)

In an increasingly uncertain economic and geopolitical world, it is more valuable than ever to spend time together with colleagues from all the major Latin America countries to discuss challenges and share ideas. We have selected a fascinating range of key issues to discuss, including: educating for the future - reimagining business school curricula in the age of AI, redesigning the MBA for a changing world, transforming business education for societal good and innovation, leveraging industry connections for impactful business education, key post-pandemic changes in graduate and postgraduate business education and DEI as a necessity, not a trend.

We want to help our network of AMBA & BGA business schools throughout Latin America keep up to date with some of the latest innovations in business education. With that in mind, I would like to welcome and express our sincere thanks to each of our conference sponsors. Their innovative products and financial support enable us to host leading-edge conferences in superb venues. We always aim to work with the 'best in class', so I would encourage you to take the opportunity to network and engage with them.

My team and I look forward to spending time with each of you during the conference.



ANDREW MAIN WILSON
CEO, AMBA & BGA

NETWORKING: DINNER

Monday 25 August Networking Dinner at Castillo del Mar

After a little time to relax following the first day of the conference, we will make our way to Castillo del Mar Restaurant which is just a short five-minute stroll from the Sheraton Miramar Hotel & Convention Centre. A well-known landmark in Viña del Mar, this imposing 19th-century castle renowned for its spectacular ocean views and fine cuisine will provide an enchanting backdrop for a memorable evening.

Transport Information

Please note as Castillo del Mar Restaurant is located within walking distance of the Sheraton Miramar Hotel & Convention Centre and other local hotels, buses have not been arranged for transfers. You can either take a short walk from your accommodation or arrange for a taxi to transport you to the venue.

Please check your travel time from your hotel before leaving to ensure you get to the restaurant for the networking drinks, which start at 19.00.



NETWORKING: ONLINE

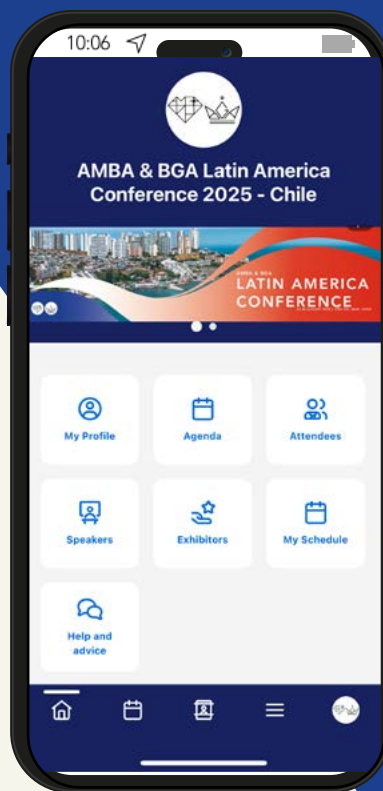
To ensure high-quality networking and meaningful conversations between all attendees, AMBA & BGA has chosen to facilitate interactions at the conference by using the **Cvent platform**.

The platform allows attendees to create and automate the scheduling of qualified face-to-face meetings, while also allowing for off-the-cuff conversations. The platform also offers attendees the option to manage their profile, event schedule and search content within the app.

Edit your profile and choose if you are visible on the attendee list.

Search content, such as the event schedule, sessions, speaker information and details about exhibitors.

1:1 messaging between fellow attendees for further networking.



Enjoy a **single, unified event experience** across all devices, including desktops and the event app.

Meetings – arrange your own onsite meetings and personalise your agenda to make the most of every minute of your entire event experience.

View your **personal schedules**, with the ability to manage and modify your registration and enroll in sessions.

Manage **timeslots** and **meeting areas** – pre-schedule timeslots and meeting areas, determine who you would like to meet and let the magic happen.

Please download the app using the QR code to interact with fellow attendees and receive the following benefits during the course of the event:



HOST SCHOOLS



leadership positions in both the public and private sectors and its strong academic reputation consistently attracts top-ranked students.

The school offers several postgraduate programmes, including the MBA-UC, and master's degrees in finance and innovation (offered jointly with the UC School of Engineering). It also offers a master's in health administration (with the UC School of Medicine) and a master's of people management and organisational behaviour (with the UC School of Psychology). The school's executive education portfolio includes certificates, short courses and corporate governance programmes in collaboration with the UC School of Law.

<https://escueladeadministracion.uc.cl/> (Spanish)
<https://escueladeadministracion.uc.cl/en/> (English)



ESE Business School, Universidad de los Andes was established in 1999 with an innovative vision: to train integral leaders who seek to positively impact society in general and the business world in particular. Inspired by international models, such as IESE in Spain and IAE in Argentina, ESE quickly positioned itself as a benchmark in Latin America.

In May 2000, the Senior Management Programme (PADE) marked the official start of its activities, with 35 prominent executives as its first ambassadors. Since then, ESE has expanded its academic offerings to more than 50 programmes, including an executive MBA, specialised master's degrees and tailor-made programmes for senior management and companies.

With a modern headquarters and the support of 10 research centres, ESE continues its commitment to excellence, bringing knowledge and leadership to the business world.

<https://www.ese.cl/>



Founded in 1953, Universidad Adolfo Ibáñez Business School (UAI Business School) is a leading private, non-profit institution in Latin America. It is recognised for its academic rigour, innovative approach and commitment to training future business leaders.

UAI Business School fosters a dynamic learning environment that combines cutting-edge research with practical applications, preparing students for an evolving world. It has held the "triple crown" of international accreditations since 2015 and is the only Chilean member of the CEMS alliance.

Through strategic alliances and a forward-thinking curriculum, UAI Business School delivers a transformative experience to its students so they can reimagine business to solve the world's challenges.

<https://negocios.uai.cl/>



Founded in 1934 as the School of Commerce and Industrial Economy, the Faculty of Economics and Business (Facultad de Economía y Negocios, or FEN) at Universidad de Chile (UChile) was created to meet the country's growing economic needs. Led by Pedro Aguirre Cerda, its first dean and a future president of Chile, the school became the foundation for training Chile's first generation of economics

and business professionals.

Today, FEN UChile remains a leading academic institution, committed to forming competent, ethical and influential leaders with strong theoretical and practical knowledge in economics and business. Through rigorous undergraduate, postgraduate and executive education programmes and with a focus on research, excellence and diversity, FEN contributes to sustainable and inclusive development in Chile and beyond.

Strategically located at the university's Andrés Bello campus in Santiago, FEN UChile continues to shape national and regional progress through education, innovation and public engagement.

<https://www.postgradofen.uchile.cl/>



The Facultad de Economía y Negocios (FEN) at Universidad del Desarrollo (UDD) is one of Chile's top business schools, renowned for its high academic standards, distinguished faculty and strong entrepreneurial and leadership spirit. Its excellence is supported by national and international accreditations and rankings.

With over 30 years' experience, FEN serves nearly 2,500 undergraduate students in its business administration programme and 200 postgraduate students across a portfolio that includes a master's in business technology, the MBA UDD and the PhD programme.

FEN stands out for its innovative teaching methods and strong ties to the business sector, reinforced by a network of 5,000 alumni. Its research centres – the Research Centre in Business and Society (CIES), the Entrepreneurship Institute (IE) and the Business Sustainability Center (BSC) – focus on entrepreneurship, innovation and business development.

<https://negocios.udd.cl/>



The School of Business Administration and Economics (la Facultad de Administración y Economía, or FAE) at Universidad Diego Portales is an academic unit committed to the formation of innovative professionals with critical thinking and leadership skills in the fields of management, economics and finance.

Founded in 1982, FAE's main objective is to contribute to the country's development through quality education, combining academic rigour with strong links to the business and social environment.

FAE's portfolio includes undergraduate programmes in commercial engineering, auditing, management control, engineering and public administration, as well as a bachelor's degree in administration and economics. It also offers undergraduate and postgraduate programmes in the areas of administration, economics, accounting and auditing, as well as several diploma programmes, master's degrees, two MBAs and a doctorate in management sciences. The faculty stands out for its practical approach, first-class academic staff, applied research and national and international collaboration networks.

<https://administracionyeconomia.udp.cl>



Inspired by the entrepreneurial legacy of Chilean businessman and philanthropist Don Federico Santa María Carrera, the School of Business at Universidad Técnica Federico Santa María (USM) merges practice-oriented education with cutting-edge research. Its aim is to cultivate ethical and socially responsible leaders that are adept in sustainable management and technological entrepreneurship.

Launched in 2000, the school's flagship MBA delivers an internationally aligned curriculum that blends rigorous theory with real-world application, enabling working professionals to advance their careers through flexible evening and weekend classes.

Supported by USM's global reputation for landmark research, strong industry partnerships and distinguished faculty, the programme seeks to equip graduates with sharp analytical skills, an innovative mindset and the leadership acumen to launch ventures or drive transformative growth within established organisations, extending the university's tradition of excellence and impact in an ever-evolving business landscape.

School: <https://comercial.usm.cl/>
MBA: <https://mba.usm.cl/>

AMBA & BGA

ASIA PACIFIC CONFERENCE

BALI, INDONESIA
23-26 NOVEMBER 2025

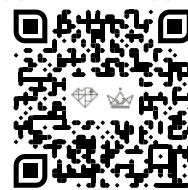


The AMBA & BGA Asia Pacific Conference will be held in Bali, Indonesia, from Sunday 23 to Wednesday 26 November 2025.

This dynamic three-day event will feature world-class thought leadership, insightful discussions, and two memorable dinners at some of Bali's most iconic venues. Delegates will explore the key issues set to shape business schools across the Asia Pacific region over the coming years. Topics are expected to include innovation through digitalisation and AI, lifelong learning and alumni engagement, sustainable entrepreneurship, industry collaboration, and the integration of responsible management and sustainability into business education.

GRAND HYATT BALI | 23-26 NOVEMBER 2025

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OR VISIT
www.amba-bga.com/events/apac-2025

CONFERENCE HOST

Andrew Main Wilson is CEO of AMBA & BGA. AMBA accredits 299 business schools in 75 countries and provides membership to just under 65,000 MBA students and graduates in 150 countries.

BGA, launched in January 2019, is the organisation's most significant launch in more than 50 years and over 300 BGA member schools have joined in less than six years.

Main Wilson was Chairman of the United Nations PRME (Principles for Responsible Management Education) initiative, from 2016 to 2018. He commenced his career with Thomson Holidays (now TUI), then the world's largest travel tour operator.

He became Marketing and Commercial Director of Thomas Cook and then Sales and Marketing Director of Citibank Diners Club. He subsequently joined the Institute of Directors (IoD) as Chief Operating Officer.

He has interviewed more than 100 of the world's most influential leaders in the fields of business, politics, sport and entertainment, including Bill Gates, Baroness Thatcher, HRH The Duke of Edinburgh, Archbishop Desmond Tutu, Jack Welch, Sir Richard Branson and Sir David Attenborough.

Main Wilson has also visited 179 of the world's 200 countries, on a global journey to become the first person to visit all 200 countries and tell the story, in images and words, of the most inspiring travel experiences on Earth.

He was educated at Dulwich College and the University of Birmingham in the UK and Harvard Business School in the US.



Andrew Main Wilson
CEO, AMBA & BGA

A handwritten signature in black ink that reads "Andrew Main Wilson". The signature is written in a cursive style and is underlined with a single horizontal stroke.



Academic Quality and Delivery

Evaluación y diseño curricular para una educación de calidad.

Diseño de planes de estudio

Organización de Syllabus

Medición de competencias

Registration and networking 09:00–09:30

Conference overview and welcome 09:30–10:10

Andrew Main Wilson

CEO,
AMBA & BGA

Juan Pablo Torres

Vice-Dean of
Graduate Studies, UAI
School of Business,
Universidad Adolfo
Ibáñez (UAI)

Matías Lira Aviles

Dean, Faculty of
Economics and
Business, Universidad
del Desarrollo

Juan Nagel Beck

Academic Dean,
ESE Business School

Mauricio Villena

Chamorro Dean
and Full Professor of
Economics, Faculty
of Administration
and Economics,
Universidad Diego
Portales

Marcelo Villena Ch.

Director, Commercial
Engineering
Department,
Universidad Técnica
Federico Santa María

Rodrigo Uribe

Graduate School
Director, Graduate
School of Business
and Economics,
University of Chile

Álvaro Bustos

Head of UC School
of Management,
Pontificia Universidad
Católica de Chile

Juan Pablo Mena

CEO, uPlanner

Session 1: Educating for the future: reimagining business school curricula in the age of AI 10:10–11:10

This panel, moderated by Horacio Arredondo, brings together diverse voices: Denisse Goldfarb, a leadership expert and advocate for the future of work; John Atkinson, an AI scholar and consultant with deep technical insight; and Paul A Pavlou, a leading academic dean with expertise in digital transformation. Together, they will discuss how to integrate AI into business education, balance human and technological capabilities and prepare future leaders to thrive in a rapidly evolving, AI-augmented global economy.

CHAIR

Horacio Arredondo

Dean, EGADE
Business School,
Tecnológico de
Monterrey

SPEAKERS

Paul Pavlou

Dean, Miami Herbert
Business School,
University of Miami

Denisse Goldfarb

Casas
CEO, The People
Future

John Atkinson-

Abutridy
PhD in AI, Professor &
AI Consultant,
AI-Empowered

Session 2: From classroom to career: bridging the skills gap with digital credentials 11:10–11:40

In today's evolving workforce, digital verifiable credentials are essential for bridging the gap between education and employment. This session explores how institutions can leverage blockchain-powered credentials to empower learners with verifiable, job-ready skills, driving both student success and institutional growth.

This session will dive into strategies to:

- Quantify economic mobility by tracking graduate career progression
- Boost course completion rates through strategic credentialing
- Leverage shared credentials as organic marketing tools to attract new students

Additionally, it will discuss how to optimise learning pathways, harness engagement metrics and ensure security and trust through blockchain-backed credentials.

Discover how data-driven credentialing strategies can help your institution close the skills gap, enhance employability and future-proof learner success in a rapidly changing job market.

Roger Berman

Co-Founder and
CEO for Latam
Spanish, POK

PROGRAMME CONTENT

Networking and refreshment break

11:40–12:10

Session 3: Redesigning the MBA for the changing world

12:10–12:55

The MBA is undergoing a transformation. As technology reshapes industries and learner needs shift, traditional programme models are being challenged. This session examines the structural reinvention of the MBA-focusing on curriculum agility, emerging skillsets, alternative delivery formats and evolving faculty roles. Panellists will present practical examples of how schools are reconfiguring their offerings to stay competitive, relevant and responsive to both student aspirations and employer demands in a fast-moving world.

CHAIR

George Iliev

Director of Strategic Projects & Innovation; Accreditation & China Director, AMBA & BGA

Marcelo Villena Ch.

Director, Commercial Engineering Department, Universidad Técnica Federico Santa María

SPEAKERS

Juan José Espinosa de los Monteros

Director of Graduate Programmes, Escuela de Empresas, Universidad San Francisco de Quito

Carolina Moreno Gonzalez

MBA Director, Universidad ICESI

Session 4: AI's blind spot: no data, no impact

12:55–13:25

Artificial Intelligence promises to transform business education, but without the right data, its impact falls flat. In this session, we expose AI's biggest blind spot: the absence of robust, structured, and digitized curriculum data. Drawing on insights from our analysis of 280,000 business school syllabi, we reveal a troubling gap between what MBA programs teach and the analytical skills employers need in today's data-driven economy.

This session challenges institutions to move beyond the buzzwords and toward actionable change. We'll outline the foundational data business schools must generate to unlock AI's full potential—not just for automation or personalization, but for strategic program design and long-term relevance.

Join us to discover how a data-first approach can fuel innovation, empower faculty, and better prepare graduates for the future of work. Because without data, AI isn't just limited—it's blind.

Esteban Veintimilla

Director of Product and Partnerships for Employability, QS Quacquarelli Symonds

Networking lunch

13:25–14:40

Session 5: Transforming business education for societal good and innovation

14:40–15:25

As global challenges intensify - from climate change to social inequality - the role of business education must evolve. This panel explores how institutions can reframe their purpose to develop leaders who are not only commercially astute but also agents of positive change. Join senior academic leaders and changemakers as they share strategies to embed social impact, ethical leadership and sustainability into the DNA of their institutions. This discussion will spotlight innovative partnerships, value-driven missions and bold moves that place societal good at the heart of business school identity.

CHAIR

Steef van de Velde

Former Dean and Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University (RSM)

Juan Nagel Beck

Academic Dean, ESE Business School

SPEAKERS

Mauricio Villena

Chamorro, Dean and Full Professor of Economics, Faculty of Administration and Economics, Universidad Diego Portales

Teresa Cometto

Dean, School of Management and Social Sciences, Universidad ORT Uruguay

Sergio Olavarrieta

Vice-President for Economic Affairs and Institutional Management, University of Chile

Session 6: Business for good: embedding community and public value in the MBA UC journey

15:25–15:55

This session will highlight the MBA UC programme's strong commitment to community engagement and public value. Participants will explore how the school integrates social responsibility and public impact into its academic and extracurricular activities. The session will also showcase flagship activities such as the Festival de Innovación y Futuro (FIF), the Financiamiento de Impacto Sostenible UC (FISUC) and thematic HUBs focused on mining and energy, finance and innovation, among others. Programmes like MBA 4Life and Diploma 4Life promote lifelong learning and sustained community involvement. These opportunities enable students to apply business knowledge to real societal challenges, fostering ethical leadership and sustainable impact. Attendees will learn how community engagement not only strengthens the learning experience, but also contributes to shaping responsible leaders committed to making a meaningful difference.

Andrés Ibáñez

Director of International Affairs and Executive Education,
Pontificia Universidad Católica de Chile

Networking and refreshment break

15:55–16:25

Session 7: DEI as a necessity, not a trend: the imperative for business schools in the Global South

16:25–16:55

Business schools in the Global South cannot afford to overlook DEI; it is not a passing trend, but rather a fundamental necessity. In regions like Latin America, where inequality is among the highest in the world, elite business schools cannot truly fulfil their role without actively engaging with their communities and environments. DEI is not just an ethical imperative – it is essential in order to remain relevant, impactful and sustainable.

Cristina Vélez-Valencia

Dean, School of Business, Universidad EAFIT

Session 8: Developing conscious leaders for a region in transformation

16:55–17:40

In an age of complexity and disruption, the next generation of leaders must be developed from the inside out. This session will explore how business schools across Latin America are rethinking leadership education - moving beyond technical competencies to cultivate ethical, self-aware and purpose-driven individuals.

The discussion will examine how institutions are embedding personal growth, emotional intelligence, and psychological safety into their programmes, while also addressing the specific cultural and societal challenges facing the region. By fostering environments that support reflection, collaboration and resilience, business schools can better equip leaders to navigate uncertainty and drive meaningful change.

This conversation will offer a holistic and practical perspective on leadership development - one that balances inner transformation with real-world impact.

CHAIR

Carlos Ramos
International Advisor
for Latin America and
the Caribbean,
AMBA & BGA

SPEAKERS

Marcos Soto
Dean, UCU
Business School

Silke Bucher
Dean of Faculty and
Research, INCAE
Business School

Luiz Artur Brito
Dean, FGV EAESP

Networking dinner at Castillo del Mar Restaurant19:00–22:00

Session 9: AMBA & BGA activity update and business school market overview

09:30–10:00

AMBA & BGA's CEO will share his views on the most impressive ideas in the management education sector that he has witnessed during the past 12 months, along with his own insights into key market trends for the next five years.

He will also update delegates on both AMBA and BGA's current performance and plans for the future, as well as the positioning of AMBA & BGA within the international and Latin American markets.

Andrew Main Wilson

CEO, AMBA & BGA

Session 10: Leveraging industry connections for impactful business education

10:00–10:30

The UAI Business School at Adolfo Ibáñez University has a long tradition of establishing and sustaining industry connections. In recent years, the school has leveraged its connections to industry in various ways, including via the graduation projects of its degree programmes, the initiatives developed in the context of the school's Centre for the Future of Business and the school's advisory committee.

The school aims to engage students with industry-relevant challenges through graduation projects, while providing insights into faculty expertise. The initiatives developed by the Centre for the Future of Business provide a platform to showcase innovative contributions in specific industries, all aligned with the school's strategic plan.

This session will cover how these efforts ensure that UAI Business School remains closely connected to industry practice while delivering impactful business education.

Juan Carlos Jobet

Dean, Universidad Adolfo Ibáñez Business School

Networking and refreshment break

10:30–11:15

Session 11: The Latam DBA: global collaboration, local impact

11:15–12:00

A conversation at last year's AMBA & BGA Latin America Conference raised a pressing question: how can Latin American business schools strengthen their faculty without relying on models built for other regions? In many countries, fewer than 10 per cent of university lecturers hold a doctoral degree - limiting research capacity and reinforcing dependence on knowledge produced elsewhere.

In response, Universidad del Desarrollo, EGADE, UBI Business School, and Porto Business School have pursued a shared ambition: to build a doctoral pathway tailored to local needs, rooted in regional expertise, and designed to retain talent. This session will explore a new collaborative approach to doctoral education, based on a long-term academic partnership grounded in sustainability, equity, and impact.

Gaston Fornes

Dean, UBI Business School

Matías Lira Aviles

Dean, Faculty of Economics and Business,
Universidad del Desarrollo

Session 12: Business simulations and AI in practice

12:00–12:30

This session offers a deep dive into the pedagogical experience of a business simulation within the General Management course of the business administration programme at the School of Economic Sciences, National University of La Plata (UNLP).

In particular, it will outline how the introduction of an AI module to the CESIM Global Challenge simulator in 2024 has enhanced an established course that integrates theory and practice, while promoting active and applied learning. It will also explain how the course's added dimension is designed to foster students' ability to interact with AI tools, craft effective and responsible prompts and encourage a critical and conscious engagement with AI technologies.

Alfredo Troncoso

Adjunct Professor of General Management and Financial Statement Interpretation,
Faculty of Economics, National University of La Plata (UNLP), Professor of Management
Accounting, MBA Program, National University of the Northwest of the Province of
Buenos Aires (UNNOBA)

Networking lunch12:30–13:45

Session 13: Key post-pandemic changes in graduate and postgraduate business education

13:45–14:15

Following the pandemic, a significant redefinition of university education took place, strongly affecting graduate and postgraduate business education. Until 2019 it offered a limited number of players, relatively captive local demand and significant levels of profitability for large universities. This session reviews some key changes in graduate and postgraduate education in the post-pandemic period and proposes alternatives for Latin American universities to address these new challenges.

Rodrigo Uribe

Graduate School Director, Faculty of Economics and Business, University of Chile

Session 14: Driving institutional transformation with a positive impact framework

14:15–14:45

Centrum PUCP has developed a comprehensive positive impact framework that serves as a strategic guide to align all dimensions of its institution – from academic programmes and research to outreach and partnerships – with societal impact.

This session will share the design and implementation of the framework, how it supports decision-making and the way it redefines the value of the business school beyond traditional metrics. It will also explore how this model is integrated with BGA principles, enabling a transformative vision of education focused on relevance, purpose and positive impact.

Beatrice Avolio Alecchi

Dean of Faculty, Centrum PUCP, Pontificia
Universidad Católica del Perú

Session 15: Flight plan for the future: leading through complexity in Latin America

14:45–15:30

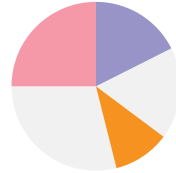
In an era shaped by disruption, climate urgency and evolving workforce expectations, business schools face growing pressure to equip future leaders with the right mix of skills, values and vision. In this keynote session, Roberto Alvo, CEO of LATAM Airlines Group, shares insights from his leadership journey at the helm of one of Latin America's largest and most complex companies.

Alvo will explore what it means to lead with purpose in a multinational context, how sustainability is driving strategic change, and what business schools must do to prepare graduates for a rapidly changing global economy. From digital transformation to decarbonisation, he will offer a candid view into the talent companies are seeking - and the leadership that Latin America needs.

Roberto Alvo

CEO, LATAM Airlines, LATAM Airlines Group

Networking and refreshments15:30–16:15



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max.apperce@cesim.com

or register
for a demo:



cesim.com

SPEAKERS



Roberto Alvo
CEO, LATAM Airlines,
LATAM Airlines Group

Roberto Alvo is LATAM's chief executive officer, a position he has held since March 31 2020, prior to which he worked as LATAM's chief commercial officer, since May 2017 and was responsible for the group's passenger and cargo revenue management, with all the commercial units reporting to him. Previously, he was vice-president of International and Alliances at LATAM Airlines since 2015 and vice-president of Strategic Planning and Development since 2008.

Alvo joined LAN Airlines in November 2001, where he served as chief financial officer of LAN Argentina, as Manager of Development and Financial Planning at LAN Airlines and as deputy chief financial officer of LAN Airlines. Before 2001, Alvo held various positions at Sociedad Química y Minera de Chile, a leading Chilean non-metallic mining company. He is a civil engineer and holds an MBA from IMD in Lausanne, Switzerland.



Horacio Arredondo
Dean, EGADE Business School,
Tecnológico de Monterrey

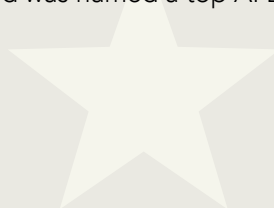
Horacio Arredondo is the dean of EGADE Business School and the Undergraduate School of Business at Tecnológico de Monterrey, Mexico. With extensive experience as a business advisor and board member, he has worked across diverse industries and countries in Latin America, spanning the private sector, public sector and NGOs. Arredondo is passionate about driving innovation in business education, fostering strategic leadership and guiding organisations through complex, dynamic environments. His expertise in family businesses and strategic management makes him a sought-after advisor and thought leader in the field.



John Atkinson-Abutridy
PhD in AI, Professor & AI
Consultant, AI-Empowered

John Atkinson-Abutridy is an AI expert with over 28 years' of experience in R&D, teaching, and consulting in AI. He served as a full professor at several universities in Chile (UAI UTFSM, U. de Concepción) and abroad, founding Chile's first AI master's program. Holding a PhD in AI from University of Edinburgh, he has been a visiting researcher at Cambridge, IBM TJ Watson, and MIT, published extensively, and led pioneering NLP and AI projects.

An AI consultant and founder of AI-Empowered, Atkinson-Abutridy pioneered the world's first web-based dialogue model, contributed to the national AI strategy, authored books, and was named a top AI Leader in 2024 by MirrorReview (USA).



SPEAKERS



Beatrice Avolio Alecchi
Dean of Faculty, Centrum
PUCP, Pontificia Universidad
Católica del Peru

Beatrice Avolio Alecchi has over 25 years' experience in graduate business education, encompassing management, academic management, teaching and research. As a founding member of Centrum PUCP, the business school of the Pontificia Universidad Católica del Perú, she has played an integral role in its growth and consolidation as one of Latin America's leading business schools. Currently, she serves as dean of faculty of Centrum PUCP, a role focused on the overall management and strategic direction of the institution. Additionally, she holds the position of head of the Department of Graduate Studies in Business (PUCP), an academic leadership role to which she was elected by her peers.



Roger Berman
Co-founder and CEO for
Latam Spanish, POK

Roger Berman is the co-founder and CEO for Latam Spanish at POK (Proof of Knowledge), an innovative platform that issues secure, verifiable digital credentials for education and professional sectors. He has led POK's expansion across Latin America, establishing it as a leading player in blockchain-based certifications for skills and academic achievements.

Under his guidance, POK has developed solutions enabling universities and organizations to issue customizable, fully online verifiable credentials—impossible to falsify—and compatible with international standards like Open Badge and ELM. The platform also utilizes NFT certificates recorded on Blockchain, ensuring authenticity and portability. Recognized for his innovative vision in digital education transformation, Roger promotes aligning student skills with market needs, enhancing employability, professional visibility, and global recognition for users of POK's solutions.



Luiz Brito
Dean, FGV EAESP

Luiz Brito is a professor of the operations department and has been the dean of FGV EAESP since 2015. His research covers the intersection between strategic management and operations: value creation and appropriation in supply chains and operational capabilities and practices.

He is a member of the AMBA Latin America Advisory Board. Prior to his academic activity, he had a long-standing involvement with the private sector, taking senior management positions at the Bunge group and Bemis Inc.

SPEAKERS



Silke Bucher

Dean of Faculty and Research,
INCAE Business School

Silke Bucher is dean of faculty and research at INCAE Business School, where she teaches leadership and organisational behaviour. She also serves as faculty liaison for accreditation and successfully led INCAE's most recent triple-crown reaccreditation processes.

Before joining INCAE, Bucher worked at McKinsey & Company. Her research focuses on change processes and impact dynamics, particularly in healthcare and base-of-the-pyramid contexts. Her work has been published in leading journals such as *Organisation Science*, *Organisation Studies*, and the *Journal of Management Studies*.

Bucher earned her PhD in organisational change from the University of St. Gallen, Switzerland.



Álvaro Bustos

Head of UC School of
Management, Pontificia
Universidad Católica de Chile

Álvaro Bustos is an associate professor and director of the School of Management at Pontificia Universidad Católica de Chile. He holds a PhD in economics from Princeton University and a master's in legal studies from Northwestern University, as well as degrees in engineering and economics from the University of Chile.

His research focuses on law and economics, regulation, corporate governance and strategy. He has published in several leading publications, including the *Journal of Law and Economics* and the *Journal of Development Economics*. He is also a board member of the UC Corporate Governance Centre and co-organiser of the Latin American Workshop in Law and Economics.



Teresa Cometto

Dean of the School of
Management and Social
Sciences, Universidad
ORT Uruguay

Teresa Cometto is dean of the School of Management and Social Sciences at Universidad ORT Uruguay, where she teaches marketing and sustainable development.

Previously, Cometto was country manager and marketing director at Unilever Uruguay, leading innovation and market insight initiatives. She is known for her commitment to responsible leadership and is a passionate advocate for diversity and inclusion.

Cometto holds a DBA from Universidad Politécnica de Madrid and combines academic rigour with more than 30 years' of executive experience.

SPEAKERS



**Juan José Espinosa
de los Monteros**

Director of Graduate
Programmes, Escuela de
Empresas, Universidad San
Francisco de Quito

Juan José Espinosa de los Monteros discovered his passion for storytelling early on through drawing, filmmaking, music, and eventually, marketing. He studied Marketing at Universidad San Francisco de Quito (2004) and earned a Master's in Strategic Business Management from Universidad de Palermo (2009). He later became a certified professional coach (2012).

He has held managerial roles at multinational firms like Mondelez and Nestlé. Since 2010, he has trained over 6,000 executives across Latin America in major companies like AB InBev, Merck Sharpe & Dohme, Ernst & Young, among others. He has taught leadership, business strategy and marketing at USFQ (since 2018) and Instituto Tecnológico de Monterrey (since 2021).



Gaston Fornes

Dean, UBI Business School

Gaston Fornes is dean for Europe at UBI Business School in Belgium, Luxembourg and China.

Previously, Fornes was director of executive education & lifelong learning at the University of Bristol Business School in the UK and dean of graduate studies and executive education at ESIC Business School in Spain. He is also a senior advisor for the Shanghai University MBA.

Fornes completed post-doctoral studies at IE Business School after receiving a PhD from the University of Bath. He also holds an MBA from the University of Southern California and Universidad Adolfo Ibañez.



Denisse Goldfarb Casas
CEO, The People Future

Denisse Goldfarb Casas is an international speaker, professor and author, and is CEO & founder of The People Future. A former VP of people at Walmart and Microsoft Chile, Goldfarb has also served as an adjunct professor at Pontificia Universidad Católica de Chile since 2019. She is a recognised LinkedIn Top Voice and instructor at LinkedIn Learning, with over 200,000 students.

Committed to empowering professionals and organizations to navigate the evolving world of work with confidence and purpose, she holds a psychology degree and an MBA from Pontificia Universidad Católica de Chile.

SPEAKERS



Andrés Ibáñez

Director of International Affairs
and Executive Education,
Pontificia Universidad Católica
de Chile

Andrés Ibáñez is a marketing professor at the UC School of Management, Pontificia Universidad Católica de Chile (UC Chile), where he also serves as director of international affairs and executive education. Previously, he was director of the school's MBA programme.

Ibáñez has more than 30 years' teaching experience and specialises in leadership, pricing strategy, customer experience and branding. He was formerly chairman of the Partnership for International Management (PIM) and is recognised internationally for his leadership in executive education.

Ibáñez holds a degree in business and economics from UC Chile and an MBA from Northwestern University.



George Iliev

Director of Strategic Projects
& Innovation; Accreditation &
China Director, AMBA & BGA

George Iliev manages the AMBA accreditation of 130 business schools in Asia, Europe and Latin America. In 2023, he co-authored an MBA guide, *The MBA Compass*, published by Springer.

Before joining AMBA in 2011, Iliev had a career in management consulting and media, and taught China Business at Sofia University. He speaks Mandarin Chinese, English, Spanish and Bulgarian. As a hobby he writes a blog exploring the parallels between nature and business.

Iliev has an MBA from Emory University, where he was a Fulbright Scholar and an MSc from the London School of Economics, where he was a Chevening Scholar.



Juan Carlos Jobet

Dean, Universidad Adolfo
Ibáñez Business School

Juan Carlos Jobet is dean at the Universidad Adolfo Ibáñez Business School. He was Chile's minister of energy and mining between 2019 and 2022 and previously served as minister of labour and social security and under secretary of housing and urban development.

Before entering public service, Jobet developed his career working in investment banking and has held various executive and managerial positions across a number of industries, including finance, real estate, forestry, infrastructure and waste management. He is a fellow at the Centre on Global Energy Policy at Columbia University and holds a bachelor's in business from the Catholic University of Chile, as well as a master's in business administration and a master's in public administration from Harvard University.

SPEAKERS



Matías Lira Aviles

Dean, Faculty of Economics and
Business, Universidad
del Desarrollo

Matías Lira Aviles is dean of the Faculty of Economics and Business (FEN) at the Universidad del Desarrollo (UDD) in Chile, where he also teaches at undergraduate and postgraduate level in the area of management.

Previously, Lira served as head of the planning and budget division of the Chilean Ministry of Education, where he played a key role in resource management and the design of public policies for the education sector. He is also currently involved with Acción Educar, a think tank dedicated to the analysis and discussion of public education policies.

Lira holds a DBA from IE Business School, a master's in policy management from Georgetown University and a bachelor's in business administration from Universidad Diego Portales.



Juan Pablo Mena

CEO and Co-Founder, uPlanner

Juan Pablo Mena is the CEO and co-founder of uPlanner, a leading EdTech company specialising in AI-driven Academic Operations Systems. Since its founding in 2015, Mena has pursued a data-informed vision to empower higher education institutions worldwide. Under his leadership, uPlanner has delivered over 150 successful projects across 250 campuses in 16 countries, supporting governments and universities—especially in helping vulnerable students navigate the challenges of the COVID-19 pandemic.

Named one of EdTech Digest's Top 100 Leaders in 2023, Mena is a frequent speaker at international conferences, where he champions the transformative power of technology in education.



Carolina Moreno Gonzalez

MBA Director, Universidad ICESI

Carolina Moreno González is MBA director at Universidad ICESI, Colombia

Moreno has been a postgraduate professor at both ICESI and EAFIT University for more than 10 years. She also has more than 25 years' experience in local and multinational companies across the fashion, financial services and social security sectors. Among these experiences have been leadership roles in innovation, product development and organisational and transformation at Protección and Comfenalco Antioquia.

Moreno holds an MBA from EAFIT University and a specialisation in innovation and design thinking from the University of Virginia.

SPEAKERS



Juan Nagel Beck
Academic Dean,
ESE Business School

Juan Nagel Beck is academic dean at ESE Business School, the graduate business school of the Universidad de Los Andes in Chile, where he is also an extraordinary full professor.

Previously, Nagel held the positions of director of faculty development and director of the Centre for Teaching Innovation at Universidad de Los Andes. He is a senior economist at Applied Economic Consulting in the US and has published articles on topics as varied as international development, Latin American politics, effective college teaching and the measurement of productivity.

Nagel holds degrees in economics from the Universidad Católica Andrés Bello in Caracas, Venezuela, as well as from the University of Michigan in Ann Arbor.



Sergio Olavarrieta
Vice-President for Economic
Affairs and Institutional
Management,
University of Chile

Sergio Olavarrieta is vice-president for economic affairs and institutional management at the University of Chile.

Olavarrieta has had an extensive academic career in business education, previously serving as dean at the Universidad Diego Portales, as well as holding several positions at the University of Chile, including dean of the Graduate Business School and vice-dean of the Faculty of Economics and Business.

Olavarrieta has also been the president of BALAS, editor and associate editor of indexed business journals, and a member of the AMBA & BGA Latin America Advisory Council.



Paul Pavlou
Dean, Miami Herbert Business
School, University of Miami

Paul Pavlou is dean of the University of Miami Patti and Allan Herbert Business School, University of Miami, where he is also the Leonard M. Miller university chair professor. His research has been cited over 90,000 times, earning him recognition among the 'World's Most Influential Scientific Minds' by Thomson Reuters. He was ranked No. 1 globally in top information systems journal publications (2010–2016) and is a distinguished fellow of the INFORMS Information Systems Society.

Pavlou holds a PhD in information systems and a master's in electrical engineering from the University of Southern California. His award-winning research spans AI, business analytics, and digital strategy, supported by \$3.5M in external funding.

SPEAKERS



Carlos Ramos

International Advisor for Latin America and the Caribbean, AMBA & BGA

Carlos Ramos is an international advisor and a member of the International Accreditation Advisory Board (IAAB) at AMBA & BGA, where his main responsibilities are related to international accreditation and the development of AMBA & BGA's activities in Latin America and the Caribbean.

Before joining AMBA & BGA, Ramos held academic and administrative positions at business schools in France, Germany and Belgium and undertook several educational projects in the UK. In addition, he accomplished assignments related to postgraduate management education in Japan, Morocco and Argentina. For many years, he participated in European Union projects for the development of business education throughout the Caribbean.



Marcos Soto

Dean, UCU Business School

Marcos Soto is the dean of UCU Business School in Uruguay and director of its MBA programme.

As dean, Soto leads the transformation of UCU Business School, with a focus on values-driven leadership, strategic innovation and high-impact community engagement. Previously, he served as a senior manager at PwC in both Uruguay and Brazil, gaining extensive experience in financial advisory and business consulting. He later became a founding partner at CSC, a consulting firm specialising in legal and financial advisory services for companies and investors.

Soto holds an MBA from Universidad de Montevideo and is a certified public accountant (CPA) from Universidad de la República, Uruguay.



Juan Pablo Torres

Vice-Dean of Graduate Studies, UAI School of Business, Universidad Adolfo Ibáñez

Juan Pablo Torres is vice-dean of graduate studies at the Universidad Adolfo Ibáñez (UAI) School of Business, where he is also an associate professor of strategy and innovation.

Torres has more than 15 years' experience in higher education, focusing on innovation, leadership and strategy. He has also consulted for organisations across Latin America, Europe and the US on strategy, innovation and digital transformation.

Torres holds a PhD in management and business studies from Warwick Business School in the UK.

SPEAKERS

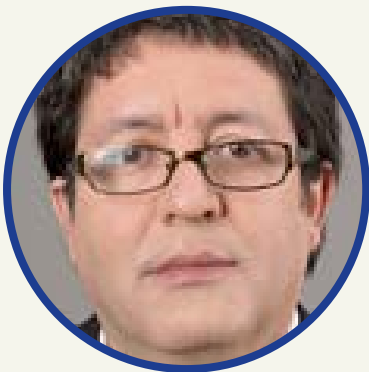


Alfredo Troncoso

Adjunct Professor, School of Economic Sciences, National University of La Plata (UNLP) and Professor of Management Accounting, National University of the Northwest of the Province of Buenos Aires (UNNOBA)

Alfredo Troncoso is a professor of management accounting for the MBA programme at the National University of the Northwest of the Province of Buenos Aires (UNNOBA). He is also an adjunct professor at the Faculty of Economics, National University of La Plata (UNLP).

He has 30 years of international professional experience in finance, planning, management control, marketing and corporate auditing for multinational companies (Unilever, Kimberly-Clark, Bestfoods, and BCDE Travel) and local companies (Flux IT, Infogestión, and Ayca Servicios Generales). This experience spans nine industries across seventeen countries in the Americas, Asia, and Europe.



Rodrigo Uribe

Graduate School Director, Faculty of Economics and Business, University of Chile

Rodrigo Uribe is an associate professor and director of the Graduate School at the Faculty of Economics and Business, University of Chile.

His research areas focus on the effects of marketing communication on individuals, the development of persuasive strategies and tactics and audience studies. Alongside his academic activities, he is also consultant in market research and communication strategy.

Uribe completed his undergraduate studies in psychology at the Pontificia Universidad Católica de Chile, and a master's in political communication and a PhD in mass communication at the University of Sheffield, UK.



Steef van de Velde

Former Dean and Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University

Steef van de Velde is a former Dean of Rotterdam School of Management, Erasmus University (RSM) Netherlands, where he remains a professor of operations management and technology. He is a board member at AMBA & BGA and the chair of AMBA & BGA's International Accreditation Advisory Board.

Steef holds an MSc in econometrics from the Erasmus School of Economics and a PhD in mathematics and computer science from Eindhoven University of Technology.



SPEAKERS



Esteban Veintimilla

Director of Product and
Partnerships for Employability,
QS Quacquarelli Symonds

Esteban Veintimilla is Director of Product and Partnerships for Employability at QS Quacquarelli Symonds, where he leads projects and manages strategic relationships across continents, bringing innovative solutions to universities and governments worldwide.

Veintimilla joined QS following its acquisition of 1Mentor, a company he founded to help higher education institutions evolve at the same pace as industry through the use of artificial intelligence.

Veintimilla is a mathematician with a master's degree in business, entrepreneurship and technology from the University of Waterloo, Canada.



Cristina Vélez-Valencia

Dean, School of Business,
Universidad EAFIT

Cristina Vélez-Valencia is dean of the School of Business at Universidad EAFIT

In 2019, Vélez-Valencia was a Maurice Greenberg world fellow at Yale University and she has taught at institutions that include Yale, CESA and Universidad de Los Andes.

Vélez-Valencia has also served as Bogotá's secretary for social integration (2018-2019) and secretary for women's affairs (2016-2018), as well as vice-president of public-private partnerships at the Bogotá Chamber of Commerce. She holds a PhD in management, along with master's and bachelor's degrees in history, from Universidad de Los Andes.



Marcelo Villena Ch.

Director, Commercial
Engineering Department,
Universidad Técnica Federico
Santa María

Marcelo Villena is a full professor of economics and finance and director of the commercial engineering department at Universidad Técnica Federico Santa María, where he previously directed its MBA programme.

His research focuses on developing mathematical and statistical models to address critical challenges in economics, finance and management. As an economic consultant, Villena has more than 25 years' experience conducting studies for public and private sector clients nationally and internationally, serving on expert panels and presenting reports to bodies including competition authorities in Chile and Peru.

Villena has also been a visiting scholar at the University of Southern California, Cal Poly and New York University in the US, as well as the University of Calabria in Italy. He holds a PhD and MPhil in economics from the University of Cambridge and an MA in economics and sustainability from the University of Leeds Business School in the UK.

SPEAKERS



Mauricio Villena Chamorro

Dean and Full Professor
of Economics, Faculty of
Administration and Economics,
Universidad Diego Portales

Mauricio Villena is dean and full professor of economics at the faculty of administration and economics, Universidad Diego Portales, Chile.

Previously, Villena was a full professor, interim dean and vice- dean at the Universidad Adolfo Ibáñez Business School, He has also served as deputy director and chief economist at the Chilean ministry of finance's budget office and was academic director at the Centro de Estudios Públicos.

Villena holds a PhD and MPhil from the University of Cambridge, an MA from the University of Leeds and is trained as an industrial engineer.

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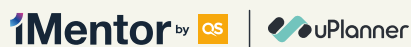
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