AMBA & BGA

LATIN AMERICA CONFERENCE

LIMA, PERU | 13-16 SEPTEMBER 2026

HOST SCHOOLS

ASSOCIATION OF MBAS

BUSINESS GRADUATES ASSOCIATION

AMBA & BGA GLOBAL CONFERENCE

16-19 MAY 2027 | PARIS, FRANCE

Join business school leaders from across the world in Paris for the AMBA & BGA Global Deans and Directors Conference 2027. Marking 60 years of AMBA and BGA, the conference offers an opportunity to reflect on the evolution of management education while addressing the trends and challenges shaping its future.

Across four days, deans, directors and senior leaders will share insight, exchange ideas and explore the issues influencing business schools worldwide, from technological change and shifting learner expectations to leadership, institutional resilience and global collaboration.

Alongside a thought-provoking programme, curated networking and cultural experiences will create space for valuable conversations and lasting international connections.

Take advantage of the early bird rate and secure your place at this flagship gathering of business school leaders.

HOST SCHOOL

Ecole des PONTS BUSINESS SCHOOL

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HOLA Y BIENVENIDOS

ANDREW MAIN WILSON
CEO, AMBA & BGA

On behalf of my AMBA & BGA team, I would like to warmly welcome you to the 21st Latin America Conference for Deans & Directors, following on from last year's conference in Viña del Mar. This year we have chosen the Hilton Lima Miraflores in Lima, Peru, in one of the city's most sought-after locations.

AMBA & BGA have both continued to grow strongly since last year's conference – we have now accredited just over 300 AMBA schools and the BGA school member network now comprises 356 member schools, of which 88 have already achieved BGA accreditation.

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

- Centrum PUCP Business School
- ESAN Graduate School of Business
- PAD Escuela de Dirección, Universidad de Piura
- Pacífico Business School, Universidad del Pacífico

In an increasingly uncertain economic and geopolitical world, it is more valuable than ever to spend time together with colleagues from all our major Latin America countries, to discuss challenges and share ideas. We have selected a fascinating range of key issues to discuss, from leadership in high-pressure environments and practical AI adoption to sustainability, geopolitical resilience, inclusive leadership and transformational strategy.

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

ONLINE NETWORKING

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

1. **Edit your profile** and choose if you are visible on the attendee list
2. **Search content**, such as the event schedule, sessions, speaker information and details about exhibitors
3. **1:1 messaging** between fellow attendees for further networking
4. Enjoy a **single, unified event experience** across all devices, including desktops and the event app
5. Meetings – arrange your own **onsite meetings** and **personalise your agenda** to make the most of every minute of your entire event experience
6. View your **personal schedules**, with the ability to manage and modify your registration and enrol in sessions
7. 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 event app using the QR code to connect with fellow attendees and make the most of all the features available throughout the event.

For assistance, please visit the Cvent Help Desk located near the registration desk.

CONFERENCE HOST

Andrew Main Wilson
CEO, AMBA & BGA

Andrew is CEO of AMBA & BGA – the Association of MBAs and the Business Graduates Association.

AMBA accredits 300 of the world's leading business schools in 75 countries and provides membership to 75,000 MBA students and graduates in 150 countries. AMBA is the world's only international accreditation and membership organisation for both business schools and their MBA students and graduates.

Launched in 2019, BGA has proven to be the organisation's most significant product launch in almost 60 years. 365 business schools have joined BGA as members in just seven years, with 88 business schools already achieving whole-school BGA accreditation.

Andrew was also Chair of United Nations PRME (Principles for Responsible Management Education) from 2016 to 2018 and was subsequently Chair of PRME's Finance & Risk Committee.

He commenced his career with Thomson Holidays (now TUI), then the world's largest travel tour operator, as a marketing graduate. Andrew's career fast-tracked in the travel industry and he rose to become Marketing & Commercial Director of Thomas Cook and then Sales & 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.

Andrew has also visited 180 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 USA.

HOST SCHOOLS

Centrum PUCP Business School is a leading graduate business school in Latin America, recognised for its academic excellence, global outlook and strong ethical foundations. As part of the prestigious Pontificia Universidad Católica del Perú (PUCP), Centrum PUCP combines rigorous research with practical, real-world application.

The school holds dual accreditation from AMBA & BGA, as well as other internationally respected accreditations, placing it among a select group of business schools worldwide. Its programmes, meanwhile, are designed to develop responsible leaders with a global mindset, emphasising innovation, sustainability and social impact.

Centrum PUCP's faculty includes highly qualified scholars and experienced professionals, many of whom have international backgrounds. Through strategic partnerships with top institutions across the globe, the school's students benefit from exchange opportunities, dual degrees and exposure to diverse business environments, making Centrum PUCP an excellent choice for professionals seeking high-quality, internationally relevant business education.

https://centrum.pucp.edu.pe/

ESAN was founded as the Graduate School of Business Administration in 1963. It was established through an agreement between the governments of Peru and the United States, with the support of Stanford University and the United States Agency for International Development (USAID).

Today, ESAN offers a doctoral programme, an MBA, 19 specialised master's programmes, more than 100 executive education programmes and a wide range of public sector and corporate programmes. Its academic quality is supported by international accreditations, such as AACSB and dual accreditation from AMBA & BGA, as well as global memberships including EFMD, CLADEA, PIM, PRME and BALAS. It is also consistently recognised as a leading graduate school in Peru by international rankings and the Lima Chamber of Commerce.

http://www.esan.edu.pe/

Founded in 1979, PAD – Escuela de Dirección at the University of Piura is a leading Peruvian business school dedicated to developing senior executives and business leaders with strategic vision, sound judgement and a strong humanistic approach. Its educational model places the individual at the centre of management, integrating academic rigour with social responsibility and sustainability.

PAD's programme portfolio includes MBA programmes, specialised master's degrees, executive education, senior management programmes and customised in-company programmes for organisations seeking lasting impact. Learning is driven by the case method, complemented by workshops and simulations that strengthen decision-making and foster an integrated view of organisations.

Based in Lima, PAD has built a community of more than 13,000 alumni. It also benefits from the support of IESE Business School and an international network of 16 partner schools, enabling global exchange while remaining closely connected to the realities of business in Peru and Latin America today.

https://pad.edu

Pacífico Business School (PBS) is the graduate business school of Universidad del Pacífico, one of Peru's most prestigious institutions in business and economics

Based in Lima, PBS offers a rigorous and forward-looking management education experience for professionals seeking to strengthen their leadership capabilities and broaden their impact on business and society. Its educational model combines academic excellence with a comprehensive approach to development, supported by strong links with the business community, leading international academic institutions and a dynamic alumni network.

PBS provides a distinctive learning experience that is shaped by academic innovation, internationalisation and lifelong learning. Its programme portfolio, meanwhile, is designed to respond to the evolving needs of professionals and organisations, while fostering responsible leadership, global perspectives and meaningful impact across Latin America.

https://pbs.edu.pe

NETWORKING EVENINGS

Monday 14 September | 19.30-21.30
Ambra Rooftop Bar at the Pullman Hotel
Hosted by Escuela de Dirección at the University of Piura

As the sun sets on the first day of the conference, attendees are invited to take a short stroll to the nearby Ambra Rooftop Bar to enjoy a relaxed evening buffet reception situated on the 16th floor of the Pullman Hotel. With its smart contemporary design and panoramic vistas from the city to the Pacific Ocean, it provides the perfect setting to unwind and get to know fellow guests.

Transport information

Please note as Ambra Rooftop Bar is located within walking distance of the Hilton Lima Miraflores Hotel 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 venue for the networking drinks, which start at 19.30.

Tuesday 15 September | 18.30 - 22.30 (including travel time)
Dinner at Huaca Pucllana Restaurant

On Tuesday evening, dinner will be at one of South America's most visually stunning and culturally immersive dining experiences at the renowned Huaca Pucllana Restaurant. Set beside a beautifully illuminated 1,500-year-old pre-Inca pyramid, the restaurant offers an unforgettable setting where history and fine dining come together. Its signature Peruvian menu is complemented by a serene, atmospheric backdrop that feels a world away from the bustling city outside.

Transport information

Buses will be provided to take delegates from the Hilton Lima Miraflores Hotel to Huaca Pucllana Restaurant. Delegates wishing to take up this option should meet in the lobby of the hotel at 18.20 to board the buses.

Return buses will leave the dinner venue from 22.00 and return guests to the Hilton Lima Miraflores hotel.

Please note - buses will pick up and return guests to the Hilton Lima Miraflores Hotel only. For those staying at other hotels, please allow enough travel time to ensure that you arrive at the Hotel at the specified time to board the buses.

PROGRAMME CONTENT

MONDAY
14 SEPTEMBER 2026

10.30-12.30 | Alpamayo Room — **MBA Directors Club** (by invitation only)

12.30-14.00 — **Registration and networking lunch**

14.00-14.30 — **Conference overview and welcome**

Andrew Main Wilson, CEO, AMBA & BGA

Ruben Guevara
Chair of the Board, Director-General and Professor of Leadership and Strategy, CENTRUM PUCP Business School

Eduardo Linares Samamé
General Director and member of the Board of Directors, PAD Escuela de Dirección, Universidad de Piura

Armando Borda
Director of International Relations, ESAN Graduate School of Business

Patricia Lam
Director of Master's Programmes, Pacífico Business School, Universidad del Pacífico

14.30-15.15 — **Session 1: Leading in the age of AI: preparing talent for the frontier economy**

Artificial intelligence is reshaping every industry and giving rise to a new generation of organisations that combine human ingenuity with machine intelligence. This session will explore five key trends that are redefining the future of work: the evolution from AI tools to AI teammates, the rise of frontier firms, data as a strategic asset, the growing importance of uniquely human skills, and the shift from lifelong education to lifelong learning.

As these trends accelerate, organisations will require leaders who combine business acumen with AI fluency, adaptability, critical thinking, creativity, judgment, and the ability to lead human-AI teams. This creates a unique opportunity for business schools to reimagine how they prepare graduates - not only for the jobs of today, but for careers that will continuously evolve. The goal is clear: developing leaders capable of thriving, innovating, and creating value in an increasingly AI-powered economy.

SPEAKER
Mario Rodriguez Rossi, General Manager, Microsoft Peru

15.15-15.45 — **Session 2: AI + assessment: turning C-suite strategy into individual growth**

We are entering a new era of human capital development, where generative AI serves as the ultimate engine for closing the gap between high-level corporate vision and individual frontline potential. Beyond automated efficiencies, the true promise of AI lies in its ability to hyper-personalise professional growth—transforming static testing into dynamic, continuous learning journeys tailored to every employee.

In this session, Business Test Methods shares real-world insights from a groundbreaking enterprise deployment with Asia's leading private healthcare network, Apollo Hospitals. By combining proctored MBA-level assessment methodologies with AI knowledge generation, BTM captured C-suite strategic mandates and converted them directly into native, floor-level leadership scenarios.

The results demonstrate how organisations can harness AI not just to evaluate talent, but to elevate it. Attendees will discover a practical framework for translating top-floor strategy into individual development plans, showing how AI augments human capability to fulfill core business goals.

SPEAKER
Micheal Collins
Founder, Business Test Methods

15.45-16.15 — **Networking Break**

16.15-16.45	**Session 3: EXSIM: Leading under pressure in a live business simulation**

EXSIM is a week-long, immersive capstone experience at PAD, placing MBA participants in a high-stakes, real-time business environment. Working in competing teams, participants take on executive roles across functions - including General Management, Finance, Operations, ESG, and Human Resources - and lead their organisations through two simulated years.

Using a dynamic web-based platform, teams make strategic decisions based on live operational, financial, and market data. Participants must navigate complex stakeholder dynamics, including negotiations with a bank, labour challenges with a union, and reporting to a Board of Directors of faculty and practitioners.

This session explores how EXSIM builds critical leadership capabilities: decision-making under pressure, cross-functional coordination, and resilience in the face of uncertainty.

SPEAKER
Fernando Pérez, Director of Operations, Digital Transformation and Entrepreneurship, PAD - Escuela de Dirección

16.45-17.15	**Session 4: Why nature is the next business model**

This session will explore the impacts and dependencies that businesses pose to nature, emphasising that both pose risks but also opportunities. A nature-smart approach to these risks can render important benefits for companies on their operations, their supply chains and their corporate policies. Companies in Latin America have the opportunity to act now, making what is good for businesses also good for nature and people.

SPEAKER
Ximena Rueda, Dean, School of Management, Universidad de Los Andes

19.30 - 21.30	**Evening reception at Ambra Rooftop Bar** **Hosted by Escuela de Dirección at the University of Piura**

PROGRAMME CONTENT

TUESDAY
15 SEPTEMBER 2026

09.30-10.00 **Session 5: AMBA & BGA activity update and business school market overview**

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, and 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, and the positioning of AMBA & BGA within international and Latin American markets.

SPEAKER
Andrew Main Wilson, CEO, AMBA & BGA

10.00-10.45 **Session 6: AI in practice: what's working across business schools**

As AI continues to evolve, many business schools are experimenting with how best to integrate it into their institutions. This interactive session brings together deans and directors to share what they have tried, what has worked, and what hasn't. From teaching and learning innovations to operational efficiencies and student engagement, the discussion will focus on real experiences rather than fixed solutions. Designed as a peer exchange, participants will gain practical insights, fresh ideas, and a clearer sense of how others are approaching AI in different contexts. Expect an open, honest conversation on challenges, quick wins, and lessons learned across the community.

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

SPEAKER
Paul A. Pavlou, Dean, Miami Herbert Business School, University of Miami

SPEAKER
Brian C. Tietje, Dean and Professor of Marketing, Knauss School of Business, University of San Diego

SPEAKER
Marcos Soto, Dean, UCU Business School, Universidad Católica del Uruguay

10.45-11.30 **Networking and refreshment break**

11.30-12.00 **Session 7: Innovability: transforming business education and research for a sustainable future**

Innovability is a term coined approximately a decade ago in the business world but academia has only recently begun to engage with it. It refers to a simple yet powerful idea: the integration of innovation and sustainability. In essence, innovability encompasses innovations designed to generate lasting, meaningful impact by advancing the triple bottom line - financial, social, and environmental performance - while assuring prosperity for all, and incorporating strong governance. Although both academia and industry have long worked toward these goals, the concept of innovability provides a concise and coherent way to articulate this integrated approach. In this session Centrum PUCP Business School will demonstrate how the school is engaging with innovability.

SPEAKER
Ruben Guevara, Chair of the Board, Director General and Professor of Leadership and Strategy, CENTRUM PUCP Business School

12.00-12.30 **Session 8: Leading with AI: human-centred pedagogy for future-ready business education**

Business schools must prepare graduates for an AI-driven economy while safeguarding academic integrity, quality, and trust. This session explores how a human-AI learning model can enhance, rather than replace, human reasoning, judgement, creativity, and ethical decision-making.

Using Alexandria, a custom LLM developed by UBI and Publicis, the session will showcase practical approaches to AI-enhanced learning design, assessment, and governance. It will also present findings from a survey of deans and directors of international business schools, offering insights into how business school leaders are navigating AI-driven transformation.

Participants will engage with adaptable activity templates, AI-enhanced teaching & learning examples, and a governance checklist covering policy, integrity, transparency, privacy, and faculty enablement.

SPEAKER
Gaston Fornes
Dean, UBI Business School

12.30-14.00 **Networking lunch**

14.00-14.45 **Session 9: A shifting world: understanding geopolitics and its implications**

From elections and trade tensions to regional conflicts and shifting alliances, geopolitics is reshaping the global landscape at pace. This session takes a step back to explore the key forces driving change today and what they mean for institutions operating in an increasingly complex world. While not limited to business education, the discussion will consider the implications for business schools—from student mobility and international partnerships to curriculum relevance. Designed for senior leaders, this session offers a space to reflect, share perspectives, and better understand how global developments may influence strategy, risk, and opportunity in the years ahead.

CHAIR
Horacio Arredondo,
Dean, EGADE Business School, Tecnológico de Monterrey

SPEAKER
Beatrice Avolio Alecchi, Head of the Graduate Business Department and Professor, CENTRUM PUCP Graduate Business School, Pontificia Universidad Católica del Perú

SPEAKER
Gustavo Genoni, Professor and Strategy Director, Universidad de San Andrés Business School

SPEAKER
Indianna Minto-Coy, Deputy Executive Director & Senior Lecturer, Mona School of Business & Management, University of the West Indies

SPEAKER
Vivian María Verduguez Vargas, National Dean of University Development, Universidad Privada Boliviana (UPB)

14.45-15.15 **Session 10: Beyond the first job: preparing students to engineer careers in a changing world of work**

The world of work is evolving faster than curricula can keep pace. Roles are being reshaped by AI, new skills are emerging, and career paths are becoming increasingly nonlinear. Yet much of business education continues to measure career success through a familiar lens: helping students secure their first job.

What if business schools shifted the question from "How do we prepare students for recruitment?" to "How do we prepare them to navigate and engineer their careers?"

SPEAKER
Salil Pande
Founder & CEO
VMock

15.15-15.45 **Refreshment break**

15.45-16.30 **Session 11: The Silk Road Network: Leadership development and AI empowerment**

The Silk Road Entrepreneurship Education Network (SREEN) promotes initiatives through collaborative platforms and joint workshops/study tours. In this session, speakers will share their latest progress in entrepreneurship, leadership development and AI empowerment strategy. The multi-school collaborative programme and joint MBA study tours are highlighted as new focuses in the Belt & Road Initiative collaborative actions.

CHAIR
Zhongming Wang, President of SREEN, Zhejiang University and International Advisor for China, AMBA & BGA

SPEAKER
Ewout van der Schaft, Professor and Associate Dean International & Global Partnerships, IBSS, Xi'an Jiaotong Liverpool University

SPEAKER
Meijuan Luo, Director of the MBA Education Center, Guangdong University of Technology

SPEAKER
Gongxing Guo, Associate Dean of the Business School, Shantou University

16.30-17.15 **Session 12: The role of women in educational leadership in Latin America**

This session explores the transformative role of women in shaping education across Latin America. It will highlight how female educators, researchers, and academic leaders contribute to social mobility, innovation, and sustainable development. The discussion will examine both the progress achieved and the persistent challenges related to gender equity, leadership opportunities, and access to quality education. By sharing experiences, best practices, and policy recommendations, the session aims to inspire inclusive educational systems that strengthen communities and promote equal opportunities throughout the region.

SPEAKER
Lydia Arbaiza Fermini, Dean, Esan Graduate School of Business

18.30-22.30 (including travel time) **Networking dinner at Huaca Pucllana Restaurant**

PROGRAMME CONTENT

WEDNESDAY
16 SEPTEMBER 2026

09.00-09.45 **Session 13: Leadership development and green entrepreneurship**

The Silk Road Entrepreneurship Education Network (SREEN) promotes initiatives through collaborative platforms and joint workshops/study tours. In this session, speakers will share their latest progress in AI leadership development and green entrepreneurship strategy. The multi-school collaborative programme and joint MBA study tours are highlighted as new focuses in the Belt & Road Initiative collaborative actions.

CHAIR
Zhongming Wang, President of SREEN, Zhejiang University and International Advisor for China, AMBA & BGA

SPEAKER
José Alves, Dean, Faculty of Business, City University of Macau

SPEAKER
Yanhai Zhao, Associate Dean at School of Management, Lanzhou University

SPEAKER
Kun Liu, Assistant Professor, Business School of Henan University

09.45-10.15 **Session 14: Meet Laura: Human-centered AI in the MBA classroom**

In 2024, the MBA at Universidad Torcuato Di Tella launched "Laura," an AI-powered teaching assistant that reimagined academic support in one of the program's most demanding courses. Deployed through WhatsApp and trained on the course's own materials, Laura offered students post-class video summaries, interactive quizzes, and 24/7 real-time answers—complementing, never replacing, the professor and teaching assistant. This keynote shares how a business school can integrate AI meaningfully: not as a new platform, but as a human-centered extension of existing pedagogical relationships. Alejo Rodríguez Cacio, Director of the MBA and Executive MBA at Di Tella and the professor who taught the course where Laura was deployed, will explore the design choices behind Laura, the results achieved, and the lessons for any institution seeking to make digital transformation accessible rather than overwhelming.

SPEAKER
Alejo Baltasar Rodríguez Cacio, Director of MBA and Executive MBA, Universidad Torcuato Di Tella

10.15-10.45 **Session 15: Strengthening responsible supply chains through student engagement**

This session will explore the Responsible Supply Network, led by Universidad Externado de Colombia and the United Nations Global Compact Colombia, and its role in advancing inclusive and sustainable development through SME support. It will outline how the network brings together business, government, and civil society to strengthen supply chains, with a focus on management improvement, risk reduction, and innovation.

The session will highlight programmes such as Mentorship Plan Padrinos, First Steps in Social Responsibility, BoP Challenge, Circular Business, and Social Business, demonstrating how students act as consultants to support SME development. It will also examine how this model enhances student learning by embedding sustainability and real-world impact into the curriculum, while contributing to more resilient, responsible supply chains. The initiative was recognised with an AMBA award for its impact.

SPEAKER
Jose Mosquera, Director of International affairs office, Faculty of business administration, University Externado de Colombia

10.45-11.15 **Networking and refreshment break**

11.15-11.45 **Session 16: Educating leaders who matter: strategy, transformation, impact**

This session will address how Pacífico Business School understands its role as a business school committed to developing leaders who are capable of creating value within organisations and contributing to the country's development. From a strategic perspective, it will show how the school brings together academic excellence, innovation, internationalisation, and strong engagement with the business ecosystem to respond to the challenges of contemporary executive education. Within this framework, it will also highlight *Lidera, Transforma, Impacta* - an innovative learning initiative that strengthens leadership through self-awareness, personal transformation, and the development of managerial capabilities to act with sound judgement, strategic vision, and a sense of responsibility in changing environments.

SPEAKER
Margarita Feijoo, Professor & Researcher, Leadership and Organisational Development, Pacifico Business School, Universidad del Pacifico

11.45-12.30	**Session 17: From competition to collaboration: building talent corridors between Spain and Latin America**

Business schools in Spain and Latin America are entering a new phase in which collaboration is becoming essential to attract, develop and retain talent. In a context of increasing global competition, partnerships between institutions can no longer be understood only as academic agreements, but as strategic platforms to create talent corridors between universities, countries and economies. Drawing on the experience of UPF Barcelona School of Management's Strategy 2030, this session will explore how Spain and Latin America can strengthen their shared academic and professional ecosystem through student mobility, executive education, research collaboration, corporate engagement and lifelong learning. The discussion will argue that stronger regional partnerships are key to competing globally, connecting talent with opportunity, and reinforcing the role of business schools as engines of economic development and social progress.

SPEAKER
Jose M. Martinez-Sierra, Director General & Provost,
UPF Barcelona School of Management

12.30-12.35	Conference closing remarks
12.35-13.35	Networking lunch

AMBA & BGA

PROGRAMME EXCELLENCE CONFERENCE

Reimagining excellence in management education

The AMBA & BGA Programme Excellence Conference returns to support business school professionals in designing future-ready programmes and delivering high-impact learning experiences. Across one and a half days, delegates explore curriculum innovation, faculty engagement and evolving student expectations shaping the next generation of management education.

Through keynotes and workshops, the conference brings together leaders driving programme excellence worldwide. Our delegates will share insight, practical strategies and learnings that can be applied immediately within their institutions.

Join us on this journey.

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www.amba-bga.com/events/programme-excellence-conference-2026

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CONFERENCE SPEAKERS

José Alves
Dean, Faculty of Business, City University of Macau

José Alves is Dean of the Faculty of Business at the City University of Macau and a long-standing contributor to the AMBA & BGA global community. He holds a PhD. in Business Administration from the University of Massachusetts Amherst. His research focuses on leadership and strategic management as well as entrepreneurship and technology development in the Guangdong–Hong Kong–Macao Greater Bay Area (GBA), facilitating engagement with innovation hubs, technology firms, and policy stakeholders. His international engagement centres on China and Portuguese-speaking countries across Europe, South America, Africa, and Asia. He is the founder of the 929 Challenge, the largest startup competition among those countries and China.

Horacio Arredondo
Dean, EGADE Business School,
Tecnológico de Monterrey

Horacio Arredondo is the Dean of EGADE Business School, where he is focused on the transformation of business education centered on innovation and conscious business leadership. An expert in strategy, organisational alignment, and corporate governance, he also advises founders, boards and CEOs across the region on growth and transformation. He serves on the AMBA & BGA Latin America Advisory Council, the AACSB Latin America Advisory Council, and EFMD Americas Advisory Board. He holds a DBA from IE Business School, an MBA from Adolfo Ibañez University, Chile, and a CPA from University of the Republic, Uruguay.

Beatrice Avolio Alecchi
Head of the Graduate Business Department and Professor, CENTRUM PUCP Graduate Business School, Pontificia Universidad Católica del Perú

Beatrice Avolio is Head of the Graduate Business Department and Professor at CENTRUM PUCP Graduate Business School, Pontificia Universidad Católica del Perú. She serves on the AMBA & BGA Board of Trustees. Her research focuses on responsible leadership, gender equality, diversity, and higher education. She has published extensively in leading international journals and has led numerous initiatives to strengthen research impact, internationalisation, and academic quality. Avolio is a frequent international speaker on leadership, business education, and the role of business schools in addressing global and societal challenges.

Armando Borda
Director of International Relations, ESAN Graduate School of Business

Armando Borda serves as Director of International Relations at ESAN University and ESAN Graduate School of Business, where he leads the institution's global engagement strategy by strengthening partnerships with leading universities and expanding international opportunities for students and faculty. He holds a PhD in Business Administration from Florida International University, an MBA from ESAN, and a bachelor's degree in Business Administration from the University of Lima. As an associate professor and researcher, his work focuses on the internationalization of Latin American firms, strategic management, and emerging markets. He also serves as the CLADEA Representative on the CLADEA BALAS Case Consortium (CBCC), promoting the development and international dissemination of Latin American teaching cases through Harvard Business Publishing.

CONFERENCE SPEAKERS

Alejo Baltasar Rodríguez Cacio
Director of MBA and Executive MBA,
Universidad Torcuato Di Tella

Alejo Baltasar Rodríguez Cacio is Director of MBA and Executive MBA at Universidad Torcuato Di Tella, where he teaches capital markets and corporate finance. He is a visiting professor at Vienna University of Economics and Business (WU). He hosts the "Cash is King" podcast, and consults on investments, company valuation, and financial topics. Previous leadership roles include Director of Capital Markets Argentina, Director of investBA, Chief Economist at Unilever, and Head of Securities at BankBoston. He holds a degree in economics, master's degrees from Di Tella and the University of York, and executive studies in leadership and management from Harvard.

Micheal Collins
Founder, Business Test Methods

A seasoned technology and education entrepreneur, Collins is passionate about bringing high-impact technologies to market through deep technology transfer.

A founder of the LFDT Summit and a Deep Tech startup enabler in the Irish University system, he works with researchers, investors and entrepreneurs to create spinout companies that address global challenges, creating step changes in innovation, social and economic impact.

Collins believes that creating deep tech firms is a natural career fit for MBA alumni, based on their experience and networks, and that to be impactful, all business school should have a deep tech commercialisation pathway in their programmes.

Margarita Feijoo
Professor & Researcher, Leadership and Organisational Development,
Pacifico Business School, Universidad del Pacifico

Margarita Feijoo is a Professor and Researcher at Pacifico Business School (Universidad del Pacífico, Peru) and a doctoral researcher in Adult Learning and Leadership at Teachers College, Columbia University. With more than 15 years' of international experience in leadership development, talent management, and organisational learning, she bridges academic research and professional practice to design transformational learning experiences for adult learners. Her work focuses on adult development, leadership, coaching, and organisational culture, integrating reflective, embodied, and evidence-based approaches to learning. Feijoo is passionate about developing leaders who foster collective wellbeing, organisational impact, and meaningful change.

Lydia Arbaiza Fermini
Dean, ESAN Graduate School of Business

Lydia Arbaiza Fermini is Dean of the ESAN Graduate School of Business and a full-time Professor of Organisational Behavior and Strategic Management with more than 25 years of teaching experience. She holds a PhD. in Economic Sciences with a concentration in Organisational Theory from WHU – Otto Beisheim School of Management (Germany), an MBA from ESAN, and a degree in Industrial Engineering from the University of Lima. An accomplished researcher and author, she has published books, case studies, and articles in international journals. Before becoming Dean in 2024, she directed executive education and institutional programmes and served as a consultant and executive in leading organisations in Peru.

Gaston Fornes
Dean, UBI Business School

Gaston Fornes is Dean at UBI Business School. He completed his Post-Doctoral Studies at IE Business School after receiving a PhD in Management from the University of Bath; he is also Principal Fellow of the Higher Education Academy. He holds an MBA degree from University of Southern California and Universidad Adolfo Ibañez and a First Degree in Business from Universidad Nacional de Cuyo. For his work in the development and internationalisation of SMEs in China, he received the Liupan Mountain Friendship Award from the Ningxia Government and then the Foreign Expert Award from the Shanghai Government. After this he was awarded the London School of Economics – CAF Fellowship and the High-End Foreign Expert by Shanghai University.

Gustavo Genoni
Professor and Strategy Director,
Universidad de San Andrés Business School

Gustavo Genoni is Professor and Director of Strategy at Universidad de San Andrés Business School, where he was Dean from 2017 to 2023. He also is a board member at Danper (Peru) and ARBA (Colombia). He was a full-time research professor and Director of Faculty Development at Adolfo Ibáñez University (Chile) and Director of the Adolfo Ibáñez School of Management (Miami). He also was Professor and Director of MBA Programs at Torcuato Di Tella University (Argentina). He received his Doctoral and Master's degrees, in Finance and Economics, respectively, from Boston University and a B.A. in Economics from the University of Buenos Aires. He has researched and published on pension systems, earnings manipulation and IPOs.

Ruben Guevara
Chair of the Board, Director-General and Professor of Leadership and Strategy,
CENTRUM PUCP Business School

Ruben Guevara has held senior leadership roles at Oxfam Great Britain, the World Agroforestry Center – a member of the CGIAR, CATIE, and the Weyerhaeuser Technology Center in the United States, and served as Deputy Minister of Natural Resources (and the environment) in Honduras. Guevara has served on more than 20 company or civil society organisation boards in Asia, Europe, and the Americas, including as Chair, and has advised companies and multilateral development organisations in over 10 countries. He is a board member and Treasurer of the Harvard Club of Peru (Harvard´s alumni association) and co-owner of a family exporting business in Peru and a services company in Honduras. He has authored more than 80 publications, including seven books. He holds an MSc and PhD from the University of Idaho and completed the PMD at Harvard Business School.

Gongxing Guo
Associate Dean, Business School at Shantou University

Gongxing Guo is Associate Dean of the Business School at Shantou University, China. He received his PhD. in Management from Xiamen University, including joint doctoral training at Vrije Universiteit Amsterdam, and was a Visiting Scholar at Sun Yat-sen University. His research interests include marketing, organisational behaviour, and service management, published in leading journals such as *Human Relations, Journal of Business Ethics*, and *International Journal of Hospitality Management*. He also serves as a reviewer for several international and Chinese academic journals, including journals of business research, business ethics, and tourism. He has received multiple awards for excellence in research and teaching.

CONFERENCE SPEAKERS

Patricia Lam
Director of Master's Programmes, Pacífico Business School,
Universidad del Pacífico

Patricia Lam currently serves as Director of Master's Programmes at Pacífico Business School, where she leads the academic management of the programmes and the development of the master's portfolio, with the aim of strengthening the school's value proposition and contributing to its positioning in postgraduate education. Lam has more than 20 years of corporate experience in marketing, gained across companies from various sectors.

Kun Liu
Assistant Professor, Business School, Henan University

Kun Liu is Assistant Professor (tenure-track) at the Business School of Henan University in China. She is the Zhongyuan Talent and provincial high-level talent. She earned her Ph.D. in Accounting from the University of South Carolina and completed postdoctoral research in Business Administration and Applied Economics. She also holds the CFA ESG Investing Certificate and Internal Audit and Forensic Accounting certifications, and previously served as an Assistant Professor at Georgia State University. Her research focuses on ESG, specialising in climate policy, ESG disclosures, and corporate green transition.

Meijuan Luo
Director of the MBA Education Center,
Guangdong University of Technology

Meijuan Luo holds a PhD. in Business Administration and her research covers entrepreneurship management, innovation and business models. She teaches MBA core course Entrepreneurship Management, which is recognized as a Guangdong Provincial Model Graduate Course. Luo has received multiple prestigious teaching awards, including the Second Prize in the 2nd National College Teacher Teaching Innovation Competition. She serves as Deputy Secretary-General of the Guangdong Systems Engineering Society and holds innovation and entrepreneurship mentorship roles at several universities.

Jose Alexander Mosquera Manchola
Director of International Affairs Office, Faculty of Business Administration,
University Externado de Colombia

Jose Mosquera is Director of International Affairs Office and an Industrial Engineer, MBA from Universidad Externado de Colombia. He has extensive experience in strategic planning and management consulting based on innovation for SMEs as well as knowledge of and experience of development of programmes related to base of the pyramid markets, circular economy, and social business. Additionally, he has experience in associative models and entrepreneurship and business strengthening workshops aimed at the rural sector. Mosquera is a Professor and workshop facilitator in international programmes EMI (Emerging Market Initiatives) and BSIEM (Business with Social Impact in Emerging Markets), and is a guest lecturer at UABC and UCEMA.

José M. Martínez-Sierra
Director General & Provost, UPF Barcelona School of Management

José M. Martínez-Sierra is Director General and Provost of UPF Barcelona School of Management, Director of its Master's in Public and Social Policies, and Director of its FC Barcelona Chair on Strategic Governance. He holds a *Jean Monnet ad personam* Chair in European Union and serves on several academic and business boards across Europe, Latin America, Asia and USA. He is also an Expert Delegate in Artificial Intelligence at the Digital Education Council, Blockchain and Fintech Faculty Advisor at Harvard, and International Arbitrator at the Shanghai International Arbitration Center. Before joining UPF-BSM, he held senior leadership positions in the Spanish Government and spent over a decade at Harvard University.

Indianna Minto-Coy
Deputy Executive Director & Senior Lecturer, Mona School of Business & Management, University of the West Indies

Indianna D. Minto-Coy is Deputy Executive Director and Senior Lecturer at the Mona School of Business and Management, The University of the West Indies, Jamaica, where she oversees a portfolio of eight graduate programmes, including the MBA. A certified Executive Leadership Coach, academic, and international speaker, she is passionate about developing ethical, globally minded leaders through innovative management education and executive development. An internationally recognised scholar, her research focuses on international business, entrepreneurship, and sustainability. She is committed to advancing responsible management education, strengthening business school impact, and fostering strategic leadership, good governance, innovation, and sustainable development across the Caribbean and beyond.

Salil Pande
Founder & CEO, VMock

Salil Pande founded VMock in 2009 to democratise career development and empower students and professionals to take ownership of their career journeys. Under his leadership, VMock has become a global standard in AI-powered career services, trusted by more than 250 leading institutions, including Chicago Booth, Kellogg, INSEAD, Oxford, HEC Paris and ISB. His work is supported by nine global patents and recognised by the White House's Council of Economic Advisers. Pande holds degrees from Chicago Booth, Texas A&M and IIT Kanpur. Previously, he worked at A.T. Kearney, CEB, Schlumberger and Siemens. He frequently speaks on technology-led career development and innovation worldwide.

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

Paul A. Pavlou is Dean and University-wide Lead for Executive Education at the University of Miami. Under his leadership, the University of Miami has achieved historic milestones, including top national rankings in graduate career placement, faculty research productivity, and executive education. Previously, as Dean of the Bauer College of Business at the University of Houston, he led record growth in enrolment, student outcomes, philanthropy, and academic rankings. Pavlou is known for driving institutional transformation, fostering collaboration, and delivering measurable results through visionary leadership. He has been cited over 100,000 times and was recognised as one of the World's Most Influential Scientific Minds (Thomson Reuters). He is currently ranked number 6 in the world for research impact in digital innovation and business analytics.

CONFERENCE SPEAKERS

Fernando Pérez
Director of Operations, Digital Transformation and Entrepreneurship at PAD - Escuela de Dirección

Fernando Pérez is Director of Operations, Digital Transformation and Entrepreneurship at PAD - Escuela de Dirección. He is a practitioner-academic and senior consultant with over 15 years of experience in business strategy, operations, digital transformation, and artificial intelligence. He serves as Deputy Academic Director at PAD – Universidad de Piura's Business School and is a Doctoral Candidate at UBI Business School. A former MBA Director, he has taught across Latin America and founded FPL Consulting, advising industries from banking to mining. Educated at MIT, IESE, and LSE, he combines rigorous academic training with hands on consulting, fostering leadership, innovation, and entrepreneurship in executives and emerging ventures.

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.

Mario Rodriguez Rossi
General Manager, Microsoft Peru

Mario Rodriguez Rossi is the General Manager of Microsoft Peru, a position he assumed in September 2024. Previously, he served for three years as the Director of the financial industry for Microsoft South America Region and before that as the Director of Business and Large Enterprises for Microsoft Peru. Rossi has over 27 years' of international experience and extensive expertise in technology and financial industries located in the Fortune 500 such as Microsoft, IBM, and Advent International. He studied Metallurgical Engineering at the University of Lima, completed the Management Development Programme at Harvard Business School, and holds an Executive MBA from the University of San Ignacio de Loyola.

Ximena Rueda
Dean, School of Management, Universidad de Los Andes

Ximena Rueda has been Dean of the School of Management at Uniandes since 2023. She holds a PhD. in geography from Clark University and a master's degree in urban planning from the Massachusetts Institute of Technology (MIT). She was a postdoctoral researcher at the School of Earth Sciences at Stanford University and has served as a visiting professor at the Stanford Center on Food Security and the Environment.

Rueda's research focuses on how companies make sustainability investment decisions and their impacts on business, people, and the environment. With over 20 years of experience in trade, development, and biodiversity conservation, she has authored more than 50 scientific and policy publications. She has been with UASM since 2013 and is currently co-chair of the IPBES assessment on Business and Biodiversity.

Eduardo Linares Samamé
Dean, PAD Escuela de Dirección,
Universidad de Piura

Eduardo Linares Samamé is Dean of PAD – School of Management and a member of the School's Executive Council. He is also a professor of Operations Management, specializing in supply chain management, service operations, innovation, and digital transformation, and advises organizations on operational excellence and strategic planning. He has doctoral studies in Organizational Governance, holds an MBA from PAD, and earned a degree in Industrial Engineering from the University of Piura. Before joining academia, he held senior executive positions in logistics and operations at leading companies, including Farmindustria S.A.–Abbott, Drokasa Perú, Josfel S.A., and Petroperú. He also served as President of AFS Perú Intercultural Programs, a non-profit organization.

Marcos Soto
Dean, UCU Business School

Marcos Soto is Dean and Professor at UCU Business School, Universidad Católica del Uruguay, where he has led the school since 2020, overseeing its Master's, MBA, and Executive Education programmes. A Certified Public Accountant and PhD Candidate in Business Administration at Universidad Católica Argentina, he brings over two decades of professional experience in corporate finance, taxation, and international business advisory, shaping UCU Business School's strategic direction and academic offerings. He is also Partner at Cibils Soto Consultores, contributing hands-on expertise in international tax, M&A, and foreign trade advisory to his teaching and institutional leadership at UCU Business School.

Brian C. Tietje
Dean and Professor of Marketing, Knauss School of Business,
University of San Diego

Brian C. Tietje, PhD, is the Dean of the Knauss School of Business at the University of San Diego. Tietje earned his undergraduate business degree from Bowling Green State University, his MBA from the University of Hawaii and his PhD from the University of Washington. He has authored textbooks in areas including introduction to business and student success, and his research interests include sales, branding and consumer psychology. He has consulted with a variety of organisations as a strategic planning facilitator and has served as a board member for several nonprofits in family services and economic development.

Ewout van der Schaft
Professor and Associate Dean International & Global Partnerships, IBSS, Xi'an Jiaotong Liverpool University

Ewout van der Schaft is Professor and Associate Dean International & Global Partnerships at IBSS, Xi'an Jiaotong Liverpool University in Suzhou, China. He also serves as Dean and Vice-Chair of the Board at QTEM and was previously Deputy Dean and IMBA Programme Director at IBSS, as well as being Head of Department of Industrial Design. Before joining XJTLU, van der Schaft served in dean roles in Budapest and Mumbai. Prior to academia, he obtained 20 years' senior practice experience from international executive business roles for Czech Telecom and Bulgarian Telecom. He holds a DBA from the University of Liverpool, an MBA from the University of Pittsburgh and an MPA from the University of Leiden in the Netherlands.

CONFERENCE SPEAKERS

Vivian María Verduguez Vargas
National Dean of University Development,
Universidad Privada Boliviana (UPB)

Vivian Verduguez Vargas is the National Dean of University Development at Universidad Privada Boliviana (UPB), where she leads institutional strategy, quality assurance, international accreditation, internationalisation, employability, and alumni relations. She has extensive experience in strategic planning and higher education management, supporting institutional transformation through innovation, continuous improvement, and global partnerships. Vargas holds a PhD. in Economics and Business Administration, her research focuses on graduate employability, higher education innovation, and strategic management in universities and has participated in several international higher education initiatives. She is particularly interested in how innovation, strategic leadership and digital transformation can strengthen institutions and enhance the student employability.

Zhongming Wang
President of SREEN, Zhejiang University and International Advisor for China, AMBA & BGA

Zhongming Wang is Director of the Global Entrepreneurship Research Centre at the School of Management, Zhejiang University and a Senior Professor of Humanities and Social Sciences at Zhejiang University. Previously, he was Executive Dean at the School of Management, Zhejiang University. He is President of the Silk-Road Entrepreneurship Education Network (SREEN) and President of the Zhejiang Behavioural Science Association. He is also an International Advisor for China and a member of the International Accreditation Advisory Board (IAAB) at AMBA & BGA. Wang received his Master's degree from the University of Gothenburg in Sweden and his PhD in Industrial Psychology from a joint doctoral programme between Hangzhou University and the University of Gothenburg.

Yanhai Zhao
Associate Dean, School of Management,
Lanzhou University

Yanhai ZHAO is Associate Dean and Associate Professor at the School of Management, Lanzhou University, and a member of the Academic Committee of the PRME China Chapter. He studied in France for 10 years and holds a PhD in Economics and a Master's degree in EU Policy Studies from University of Paris Sorbonne Nouvelle. He conducted post-doctorate study at Henley Business School, University of Reading, UK.

Zhao is currently responsible for international collaboration and accreditation, as well as undergraduate education, at the School. His research and teaching interests include strategic management, business ethics, entrepreneurial social responsibility, and cross-cultural management.

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vmock

Founded in 2009, VMock is trusted by over 250 institutions worldwide and has established itself as a reliable partner in shaping modern career ecosystems. VMock's work is supported by multiple global patents and has received recognition from the Council of Economic Advisers at the White House, highlighting its impact and credibility on a global scale.

With a growing global presence, VMock continues to expand its collaborations across diverse education markets, adapting to evolving industry needs. The company remains committed to driving measurable outcomes for institutions while maintaining high standards of data security and reliability.

Through its ongoing efforts, VMock plays a key role in enabling institutions to build future-ready, scalable, and efficient career development frameworks.

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UBI BUSINESS SCHOOL

UBI Business School, established in 1992, is a globally connected institution offering UK business undergraduate and postgraduate programmes across campuses in Brussels, Luxembourg, Shanghai, Madrid, and Guatemala. UBI combines academic excellence with international relevance, preparing students to lead in tech-driven, multicultural environments. Programmes are taught in English, Chinese, and Spanish, and validated by Middlesex University (UK), ensuring compliance with QAA and EHEA standards. UBI's educational model is built on good citizenship, global mindset, and technology management, supported by strategic partnerships with leading institutions worldwide. With a vibrant international community and expanding global footprint, UBI empowers future leaders to thrive across borders.

A hallmark of UBI's innovation is Alexandria, an AI-powered learning copilot developed in collaboration with Publicis Groupe. Alexandria enhances the educational experience by providing adaptive, data-driven support tailored to individual student trajectories, while automating administrative tasks to foster deeper intellectual engagement. This platform exemplifies UBI's commitment to hybrid, tech-enabled learning environments that balance academic excellence with personalised guidance. Shortlisted for the AMBA & BGA 2026 Excellence Awards and recognised by QS for its employability and teaching quality, UBI positions itself at the forefront of AI-integrated business education, preparing graduates to lead responsibly and strategically in an increasingly digital global economy.

ubi.edu

GMAC

The Graduate Management Admission Council (GMAC) is a global non- profit association representing leading business schools. It is dedicated to advancing admissions practices and offering exceptional products and services to schools and students.

GMAC owns and administers the Graduate Management Admission Test (GMAT), a widely accepted standardised exam used by more than 7,700 postgraduate programmes worldwide. With its comprehensive evaluation of analytical, verbal, quantitative and writing skills, the GMAT provides a reliable measure of potential success in postgraduate management education. As the most widely used exam for postgraduate school admissions, the GMAT sees more than 200,000 test-takers annually.

GMAC goes beyond test administration, providing valuable resources and programmes. It offers professional development opportunities, industry research and a platform for networking and collaboration among business schools and recruiters. With a focus on integrity, excellence and innovation, GMAC shapes the landscape of postgraduate management education. Through global presence and strategic partnerships, GMAC connects aspiring business leaders to educational opportunities and supports the growth of a diverse workforce. Trusted and influential, GMAC empowers individuals and institutions to thrive in the dynamic world of business.

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Programmes relying on the Business Admissions Test include MBA, master's in management, master's in business, EMBA and more. The test is also used as an executive selection tool by firms that include Ernst and Young and Deutsche Telekom in Europe.

www.btmethods.com

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