



Mr. Ricardo Treviño Chapa.

Secretario General Adjunto, OMA

Ricardo Treviño Chapa holds a Bachelor's degree in Financial Administration/Business from the Instituto Tecnológico y de Estudios Superiores de Monterrey (Monterrey Institute of Technology and Higher Education) in Mexico and a Master's degree in Global Banking and International Finance from the University of Birmingham in the United Kingdom. With a public sector career spanning 20 years, he first worked for Mexico's Government at the Institute for Protection of Bank Savings, focusing on areas such as process improvement, financial support analysis and asset management. In 2007 he was appointed as General Director for Revenue Collection in the State of Mexico Government. Revenue collection tripled during his term of office, thanks to the implementation of automated processes. He also served as General Director of the Social Security Institute of the State of Mexico, where he led spearheaded a legal reform to strengthen the pension system. In 2013 he joined Mexico's Tax Administration Service as Administrator General of Evaluation and Internal Affairs, where he was responsible for developing actions to strengthen integrity and transparency in Customs and tax. In 2015 he was appointed as General Administrator of Customs by the President of Mexico, with ratification by the Senate. During his tenure in office, Mr. Treviño Chapa promoted digitization of Customs procedures as well as cooperation with other border agencies and with Customs administrations of the country's main trading partners. Through the implementation of technology and data analysis, the risk alert effectiveness increased exponentially, impacting positively on revenue collection stemming from external trade. During this period of his career, he was also the WCO Regional Vice-Chair for the Americas and Caribbean region and, in this capacity, coordinated the first ever regional Strategic Plan in line with WCO objectives and priorities. Since January 2018 Ricardo Treviño Chapa has held the post of WCO Deputy Secretary General, after being elected by the WCO Council. His current duties include leading the efforts to define and implement the WCO Strategic Plan for the period 2019-2022, which is based in an inclusive and transparent approach by taking, for the first time, contributions by the Organization's 183 Members into consideration. He has also succeeded in upgrading the strategic indicators, goals, priorities and deliverables for the Strategic Plan. In his role as Deputy Secretary General, he follows up on the correct implementation of the WCO Strategic Plan, overseeing and coordinating efforts made by the Organization's three Directorates: Compliance and Facilitation, Tariff and Trade Affairs, and Capacity Building. Some of the main activities addressed in the WCO Strategic Plan are the promotion and updating of the Organization's conventions, tools and instruments, including the Revised Kyoto Convention, Harmonized System, SAFE Framework of Standards to Secure and Facilitate Global Trade, and Framework of Standards on Cross-Border E-Commerce. To ensure implementation of the Organization's strategic goals, Mr. Treviño Chapa also follows up on the delivery of capacity building initiatives aimed at actively assisting Customs administrations to roll out training sessions and modernization initiatives. In addition, the development of a new mechanism to oversee proper implementation of WCO tools and measure the performance of Customs processes is one of the projects he is currently carrying out. With a focus on results, transparency, Members' integration and innovative processes, Ricardo Treviño Chapa has been working together with other WCO Secretariat staff to ensure business continuity during the current global health crisis resulting from the COVID-19 pandemic.



Mr. Werner Ovalle Ramírez

DG Guatemala Customs Administration and Vice President of the WCO Americas and Caribbean Region.

He is Customs Intendant since March 31, 2016 and since July 1, 2020 in the Regional Vice-Presidency of the World Customs Organization for the Americas and the Caribbean in the period 2020- 2022.

He holds a degree in Law and Social Sciences, graduated from the University Rafael Landívar, has 3 master's degrees in Politics, Public Security, as well as Integration and Development; graduate of the Senior Management Program of INCAE Business School; Professor of the Faculty of Political and Social Sciences of the University Rafael Landívar, at master's and bachelor's level. Has extensive experience in Central American Integration, information analysis and inter-institutional coordination, thanks to the management carried out both in the public sector and in international organizations, in his more than 19 years of professional career. In SAT he is one of the promoters of ethics, transparency and integrity and the fight against corruption at the institutional level. Also highlighting the launching of the Integral Customs Modernization Program -MIAD-. In inter-institutional coordination, the following are highlighted: the creation of a Public-Private Dialogue and Cooperation Roundtable on Customs Issues; the launching of the Study on Dispatch Times for the strengthening and improvement of the Logistics Chain; the promotion of Interinstitutional Action for Joint Inspections in national Sea Ports; as well as the Guatemala-Honduras Customs Union. He is a promoter of the National Policy to Prevent and Combat Customs Fraud and Contraband



Prof. David Widdowson

President International Network of Customs University (INCU).

Professor David Widdowson is Chief Executive Officer of the Centre for Customs and Excise Studies at Charles Sturt University, Australia. He is the founder and president of the International Network of Customs Universities, founder and Editor-in-Chief of the World Customs Journal, a member of the World Customs Organization's Partnership in Customs Academic Research & Development, a member of the Scientific Board for the World Customs Organization and a founding director of the Trusted Trade Alliance.

David holds a PhD in Customs Management and has over 40 years' experience in international trade regulation, including 21 years with the Australian Customs Service. In 2019 he was appointed a Member of the Order of Australia for significant service to higher education in the field of international trade and customs. His research areas include Trade Facilitation, Regulatory Compliance Management, Risk Management and Supply Chain Security.



Mr. Silvan Hungerbuehler

**Programme Manager of the Swiss State
Secretariat for Economic Affairs' (SECO)
Division for Trade Promotion**

Silvan Hungerbühler is a Program Manager at the Swiss State Secretariat for Economic Affairs' Division for Trade Promotion. He oversees a portfolio of Swiss funded development programs in the space of sustainable trade, in particular supporting partner countries to improve trade policy as well as market access and SME productivity. Prior to joining the State Secretariat for Economic Affairs, he worked on competitiveness reforms and value chain development in Latin America. He holds master degrees in Logic as well as Economic Development and Development Cooperation.



Mrs. Llerena Aybar Marilu Haydee.

Deputy National Superintendent of Customs Administration of Peru (SUNAT)

Marilú Llerena, Deputy National Superintendent of Customs, SUNAT Peru

Marilú Llerena is an accountant graduated from the National University of San Agustín – Arequipa. She holds a master's degree in Taxation and Fiscal Policy from the University of Lima, Peru, and an MBA in International Trade from the University of Lleida, Spain. She has studies and specializations in Foreign Trade and Customs, as well as in International Taxation at the Interamerican Center for Tax Administrations (CIAT). She participated in the 69th World Customs Organization (WCO) Fellowship Programme developed in Brussels, Belgium, and South Korea. Currently, she is part of the WCO Leadership and Management Development (LMD) facilitators pool. She is a Customs officer with working experience of more than 20 years at SUNAT Revenue Authority, in which she has held key management positions as Chief of the Customs Intelligence and Tactical Operations Division, Chief of the Customs Programming Division, Director of Risk Management and Customs Control at the Maritime Customs Intendency of Callao, and Intendent at the Air and Postal Customs Intendency. During her career, she has been recognized by the private sector and NGOs for her work, being nominated in 2015 as one of the three outstanding public officials in the country. Currently, she holds the position of Deputy National Superintendent of Customs (Peruvian Customs Director General), being the first female Customs officer holding the position.



Ms. Rita N. Hubbard

Deputy Director, Workforce Resiliency and Engagement Division

Department of Homeland Security Customs and Border Protection

As deputy director of the Workforce Resilience and Engagement Division (WRED), Ms. Rita N. Hubbard is responsible for implementing, managing, and evaluating U.S. Custom and Border Protection's (CBP) programs in workforce engagement, employee and family support, and resilience. WRED develops and promotes health and wellness initiatives, Peer Support and Chaplain training, Traumatic Incident Response Team preparedness, suicide awareness and prevention, and programs to support work and family life balance. She is committed to WRED's mission of developing and offering programs that respond to the needs of CBP managers and support employees throughout their careers. Her team is responsible for ensuring that all employees and their families are aware of and utilize the array of programs and services that support work-life balance.

Ms. Hubbard joined CBP in 2008, bringing an extensive background in human resources management to the agency. Her career includes federal, corporate, and private benefits management, compensation and classification systems, human resource systems implementation and management, performance management, employee relations, policy analysis and development, recruitment and staffing, training and development, workers' compensation, and employee support programs, including Employee Assistance Programs (EAP). She has considerable experience in benefits and retirement program administration, employee communications, and employee-focused customer services.

A graduate of the University of Virginia, Ms. Hubbard holds a Bachelor of Arts degree in Communications and Public Administration. A life-long learner, throughout her career she has engaged in a range of professional development and training in human capital management. She has served on numerous boards and advisory panels in retirement services, health and wellness program management, and the delivery of human capital services.

Ms. Hubbard is a native of Natural Bridge, Virginia, a historic area nestled in the heart of the scenic Blue Ridge Mountains. She is an avid reader, enjoys cooking southern-style cuisine, and relaxes with various crafts (mostly crochet). Family, faith, and service are central in her life. She enjoys her three adult children.



Mr. Luis Andrés Rivadeneira

Director of Human Growth - Ecuador

Economist. Master in Human Resources Management and Senior Management, Post-Graduate Degree in Marketing Management.

He has held positions of Strategic Advisor, Director of Human Talent, Deputy Director General of Institutional Management, Vice-Rector at the Humane Business School, University Professor at UCSG, UCG.

In 2011 and 2015 respectively, he participated as Speaker before the World Customs Organization (WCO) in Belgium and the Inter-American Development Bank (IDB) in the United States with topics related to capacity management and human development. Speaker of Cultural Transformation at the 2nd International Meeting of Logistics Operators "Strengthen Foreign Trade", held in Guayaquil at the Hilton Colon Hotel, Sept. 2018. Participated as a lecturer at Expo Capital Humano 2019.

He has a certification in ADVanced Insights, in Lean Change Agent, and with extensive experience in the design, implementation and facilitation of workshops and training programs in leadership skills, Cultural Transformation projects, Knowledge Management Systems, Development Consulting Organizational, Work Climate.

He is currently Director of Human Growth - Ecuador.



Mr. Raju Boddu, MSC., MBA., CISA, CFE

Comptroller of Customs, Government of Antigua & Barbuda

Mr. Raju Boddu was a former Assistant Manager of State Bank of India (1985-1990) and Senior Civil Servant (1990-2002) with Government of India. He is now a citizen of Antigua and Barbuda and served as Chief Forensic Auditor (Customs) and Treasury Consultant between 2002 and 2012. From February 2012, he assumed the position of Comptroller of Customs of Antigua and Barbuda.

He holds M.Sc. and MBA degrees and is a Certified Information Systems Auditor (CISA) and a Certified Fraud Examiner (CFE). He has vast professional experience in Customs Management, National Security, Banking, Financial Accounting, Public Auditing, Forensic auditing, IT auditing, Administration, Management of IT Projects and Taxation and Public Policy. He is a member of National Security Council, National Civil Aviation Security Committee, National Ocean Governance Committee, and National Committee on Prevention of Human Trafficking, National Anti-Money Laundering Oversight Committee. He is also the Chairman of the Advisory Board of the newly created Antigua and Barbuda Special Economic Zone, Deputy Chairman of the Antigua & Barbuda Medicinal Cannabis Authority and Deputy Chairman of the St. John's Development Corporation.

He is currently the Chairman of the Finance Committee of the Customs Law Enforcement Council (CCLEC) and recently elected to serve as Vice Chair of the WCO's Finance Committee.



Ms. Natacha Prudent

Director General, Management Cadre Programs and Services (MCPS) at the Canada Border Services Agency (CBSA).

Natacha Prudent is recognized as a trusted leader and a change agent. She recently assumed the role of Director General, Management Cadre Programs and Services (MCPS) at the Canada Border Services Agency (CBSA). CBSA, a law enforcement organization with 14,000 employees across Canada and at international locations, is mandated to ensure Canada's security and prosperity by managing the access of people and goods to and from Canada. MCPS, a microcosm of the overall Human Resources functions in the service of CBSA's Executive community, plays a vital role at CBSA. Among its other responsibilities, Natacha's team is responsible for the delivery of national programs and services that support leadership capability building — elevating character alongside competence.

With an impressive career that spans roles in both the private and public sectors, Natacha brings a solid track record of success in the leadership development and talent management spheres. Most recently, she led the integration of Leader Character into CBSA's Leadership Development Strategy and its Anti-Racism Strategy.

Natacha has an unwavering commitment to achieving an equitable, diverse and inclusive workplace for all and is at the forefront of CBSA's Equity, Diversity and Inclusion agenda. She plays an active role in CBSA's efforts to increase representation of equity-seeking groups in leadership positions. Natacha serves as co-chair of both CBSA's Visible Minority Advisory Committee and its Anti-Racism Task Force and is the architect of CBSA's Leadership Development Program for equity-seeking groups.

Natacha holds a Bachelor's degree in Social Sciences from the University of Ottawa and a Master's Degree in Labour Relations from the University of Montreal. She is a certified professional coach and is a member of Quebec's professional order of certified human resources specialists. She is currently completing her Leader Character Practitioner certification with the Ivey Leadership Institute.

Natacha and her partner have a son and daughter. She enjoys singing, listening to music, and practicing adult colouring to relax and reduce stress.



Mr. Olivier Rodney

CEO & Founder - 5 Steps Headhunting

(International Development Manager and Regional Innermetrix Master Distributor). Olivier Rodney has an MBA in Marketing from the ESG Management School in Paris, France. He is French and has lived in Mexico for 25 years. He is keynote speaker and lecturer in events organized by the private and governmental sectors in Mexico. He is an expert trainer in Management, Sales Management and Business Strategy and he is also a Talent Management Consultant expert. The first approach of Olivier in the HR sector was as Sales Director at Manpower Mexico.

In 2003 he became an entrepreneur and in the year 2009, that he and his business partner Indira Aguilar, decided to bring to Mexico the best Tools of the market for Talent Assessment: INNERMETRIX. Olivier is Regional Master Distributor for Innermetrix assessment tools for Latin-America, Spain, France and the francophone countries of Africa, Switzerland and Belgium for 12 years now. Olivier is a recognised headhunter in Mexico with more than 18 years of experience, and CEO & Founder of 5 Steps Headhunting, a rational model of executive search, specialized in the selection of Top & Middle Management positions, as well as High Profile and Management Consulting. From 2017 to 2019, Olivier has been the President of the Mexican-French Chamber of Commerce in Mexico and Founder of its Human Resources Committee.



Ms. Tamara Archer

**Senior Director, Human Resource Management and Development.
Customs Administration of Jamaica**

Since April 2019, Tamara Archer has been functioning in the role of Senior Director of Human Resource Management and Development at the Jamaica Customs Agency. In her capacity, she provides leadership for the Agency's Human Capital through strategic interventions in the areas of Human Resource Development, Performance Management and Appraisal System, Occupational Health and Safety, Organizational Development, Employee Relations and Benefits as well as Pension and Records Management.

Tamara's leadership has transformed the relationship between employees and HR, as well as with the wider Agency's management, with employees saluting her excellent communication styles, which allows for greater work life experiences. She has advanced an intensive employee engagement thrust which has borne much fruit and attracting other HR-practitioners to the Agency's model, as employees and others are enthused by the initiatives. It is also through her advocacy and leadership, that the Agency has advanced policies for Recruitment, Workplace Relationships, Rewards and Recognition, Performance Management, a Performance Improvement Programme (PIP) – targeting employees performing below satisfactory levels and a revamped Employee Assistance Programme (EAP) which provides professional psychological/counselling support to employees and their immediate family members.



Ms. Gabriela Barriga Lesmes

Director of Corporate Affairs, Colombian Tax and Customs Administration

Ms. Gabriela Barriga Lesmes is an attorney from Universidad Externado de Colombia. After obtaining her law degree, she earned an additional degree from the same university, this time as specialist in Financial and Securities Law. In addition to the above degrees, she holds a specialist degree in Environmental Law from Universidad del Rosario and an MBA with emphasis in Ontological Coaching from Florida Global University. Thanks to her broad and solid knowledge she has been professionally engaged in the financial and oil and gas industries, and since 2018 she has been the Director of Corporate Affairs at the Colombian Tax and Customs Administration (DIAN, for the Spanish original).

Given her educational background and current performance as Ontological Coach certified by the International Federation of Professional Ontological Coaching (FICOP, for the Spanish original), Ms. Barriga has played a leading role in talent development at organizations such as DIAN, aimed at the development of highperforming teams. She contributes her skills for the design and implementation of human talent transformation in connection with the entity's modernization process, the development of influencing and negotiating strategies with the 14 labor unions at the entity, in decision-making and the development of solutions that add value.



Mrs. Camille Rouxel

Regional Sales Director Innermetrix Latinoamérica

Bachelor in International Relations from the Institute of Political Studies of Rennes (France). Master in Project Management of Development Cooperation of the Institute of Political Studies of Lyon (France). Camille is French and has been living in Mexico for 10 years. 8 years of experience in the commercial area and in human resources and management consulting. Expert in organizational behavior, talent development, identification of talent, supporting human resources services companies in providing solutions to their clients, and directly to the Companies themselves, and Universities Specialist in vocational guidance and support to educational institutions to help students find their way thanks to the cutting-edge three-dimensional talent assessment tools: Innermetrix.

Currently, Camille is Regional Sales Director for Innermetrix Latin America, which is exclusive Master Distributor of the brand, responsible for commercial development in territories such as Mexico, the Latin American continent, but also France, Switzerland, Belgium and the countries of Francophone Africa. He is also Master Certifier Innermetrix. At the same time, she is also a Sales Director and Partner at Five Steps Headhunting, a frenchmexican leading company in executive search of talent for both International companies thanks to a rational search model. President of the Human Resources Committee of the Franco-Mexican Chamber of Commerce



Mr. Alfonso Rojas

President GRSP Americas and Caribbean Region

Chair of the Regional Private Sector Group for the Americas of the World Customs Organization (WCO) and Member of the WCO Private Sector Consulting Group. He graduated from the School of Business Administration at Anahuac University and holds an MBA from the University of Miami. Founder of several companies such as: International Forward of Laredo, Inc. and CARGODEC, MX among others. He is a Customs Agent for the Mexican State.

He has held important management positions in different non-governmental organizations such as the Confederation of Associations of Customs Agents of the Mexican Republic (CAAAREM), the Inter-American Institute of Borders and Customs (IIFA), the Commission of Associations of the Employers Confederation of the Mexican Republic (COPARMEX), the Association of Professional Customs Agents in America (ASAPRA), and the Mexican Business Council for Foreign Trade, Investment and Technology, AC (COMCE).



Ms. Maria Luisa Suarez

Head of General Administration, Uruguay Customs Administration

Public Accountant, from the University of the Republic. Since 2003, she has been working in the National Customs Directorate, and she has served in various offices of the agency, being appointed General Administration Manager in 2013.

In 1999 she joined as an official of the Directorate of Innovation, Science and Technology for Development, where in 2000 she was appointed Director of the Department of Administration and Finance and of the Directorate of Human Resources.

He has taken various Courses and participated in several Seminars among which are: Diffusion and Training Workshop for the application of the General Rules of Administrative Procedure, Course on Public Management Program, Course on Budget and Public Policies, Technician in Foreign Trade, and Short Course on Trade Policy for ALADI Member Countries.



Mr. Francesco Carobolante

Principal at IoTissimo® LLC

Francesco Carobolante is Principal at IoTissimo® LLC, where he helps global organizations and young companies develop technology and business strategies to compete in today's fast-changing high-tech world. His 10-years' experience as Vice President Engineering at Qualcomm, combined with many years in senior leadership roles for major technology firms and start-ups, enabled him to develop leading edge products for Mobile, Computing, Audio and Communication.

He established and grew multiple microelectronics design centers, assembled talented international engineering teams to develop state-of-the-art technologies and products, and contributed to foster innovation that led his teams to generate almost a thousand patents.

Creator of many industry "firsts" and recipient of Best of Innovation Award Honoree at 2015 Consumer Electronic Show, Carobolante is a renowned innovator and market development leader with extensive track record in establishing strategic technology partnerships across multiple industry sectors.

He authored over 90 US patents, three of which were recognized by an independent IP firm with Worldwide Exceptional Patent awards. He contributes his expertise and experience by chairing technology and standards initiatives, and has been invited keynote speaker and expert panelist at many premier international conferences. Carobolante is also on the Board of technology startups and volunteers his time by providing mentoring to technology incubators and universities. He received Master of Science in Electrical Engineering (MSEE) degrees from both University of Padova, Italy and University of California, Los Angeles.



Mrs. Tayra Barsallo

Director general of the National Customs Authority of Panama

Graduated in Law and Political Science from the University of Panama, obtained a Master's Degree in International Legal Affairs (LL.M.) from the American University (Washington College of Law). Ms. Tayra I. Barsallo, has studies on United States Immigration Law at the American University (Washington College of Law), Project Management at the University of Louisville / Project Management Institute,

She has practiced for more than 20 years as a trial attorney and consultant on migration, security, and business entrepreneurship. She held the position of Deputy Director-General of the National Migration Service, in which she was in charge of the drafting, dissemination, discussion, and implementation of the New Immigration Legislation and the Development of the Institution's International Projects; Legal Advisor to the Vice Minister of Government and Justice and Legal Advisor to the Minister of Government and Justice.

Ms. Tayra Barsallo, has attended to trainings such as On-line Seminar "Combating Trade-Based Money Laundering, dictated by the United Nations Office Against Drugs and Crime- The 16th International Strategic Trade Controls and Border Security Conference" co-sponsored by The United States of America and The United Kingdom for Great Britain and Northern Ireland.

She has participated in the Caricom Impacs / INCB training on Safe handling and interdiction of non-media synthetic Opioids and the effective use of intelligence through the Incident Communication System (IONICS) organized by the International Narcotics Control Board (INCB).

She has also attended to "Training on existing tools to support the audit after customs clearance and risk management dictated by the Regional Technical Assistance Center of Central America, Panama and the Dominican Republic.



Mr. Juan de Dios Vázquez, Álvarez, Ph.D.

Central Administrator for Customs Attention and International Affairs Office, Mexico Customs

Juan de Dios Vázquez stands out for a multidisciplinary professional career in the federal public service, the private sector, and academia. He has collaborated in various media as an expert on the binational relationship between Mexico and the United States, specifically on political and economic issues. In the most recent time, and since the beginning of this administration, Juan de Dios Vázquez has served entirely as a public servant.

In the Secretariat of Security and Citizen Protection (SSPC) he served as Director General of Communication, where he created the communication strategy of the newly created Secretariat, as well as of the National Guard. Likewise, he served as Head of the Institutional Planning and Evaluation Unit, from where he supervised the strategic work of the agency, restructured the Unit's spending generating significant savings, and promoted joint research between the area, the Secretariat and other agencies. Additionally, he served as Head of the Office of C. Secretary Alfonso Durazo. From where he coordinated the administrative restructuring of the Secretariat, he created institutional bridges for communication and collaboration with the federal public administration, supporting high-level bilateral meetings as well as the Security Cabinet. He currently works as Central Administrator of Customs Attention and International Affairs of the General Administration of Customs (AGA) from where he seeks to strengthen the ties of the public administration with the national and international business sector, with representations of the countries in Mexico and Mexico abroad and promote a customs service model focused on trade facilitation. Additionally, he serves as Mexico's representative to the World Customs Organization (WCO), AGA liaison in Washington and coordinates the work of the permanent vice-presidency of the Multilateral Customs Agreement of Latin America, Spain and Portugal (COMALEP). Juan de Dios Vázquez has a strong humanistic training and a deep political and commercial experience, both theoretical and practical. He is a Doctor and Master from Harvard University, a Master from the University of Pennsylvania, and a BA from Temple University, Philadelphia. He received the Derek Bok Award for excellence in teaching from Harvard University in 2007, 2006, 2005, 2004 and 2009. He was a professor and researcher in the Department of Latin American Studies at New York University. In 2013, he was awarded by the Mexican Committee of Historical Sciences, for the Best Twentieth Century Article. In addition to this, he is an active member of The American Society of Mexico.



Mr. Ronaldo Feltrin

Undersecretariat of Corporate Management

Mr. Ronaldo Feltrin has a Bachelor's degree in Engineering and Law School, and is a Customs officer since 2006. Former deputy Coordinator-general of Customs Administration and is now working at the Undersecretariat of Corporate Management, which gathers the competencies of ITC, Infrastructure and People Management.



Pr. Santiago Vazquez

Director of Emerging Leadership Center at University Technologic of Monterrey

Experience

With more than 25 years of experience in Human Resources Management, Santiago is very passionate about research in human behavior. He has developed his career in the power and the telecommunications industry in Spain, Dominican Republic and Philippines. He was Chief People Officer of R since the moment of its creation in 1998 and up until March 2017. R is a galician company where a human resource management model focused on increasing levels of happiness amongst co-workers was developed. R appeared as one of the best 50 best places to work in Europe in 2013. This model has received several awards and has been published as a case study by IE University and by the European Agency for Safety and Health at Work¹. He also specializes as a speaker in motivation, leadership, coaching and happiness at work; he actively participates in training programs offered by several universities and business schools.

Current Role

He is currently the Director of the Emerging Leadership Center at Tecnológico de Monterrey where he is working towards the following objectives: Contribute to the reinvention of the “leadership” concept and its development, according to the exponential changes, challenges and needs of the global context. Also, strengthen, align and coordinate the leadership’s development of students, graduates and society as a whole through different projects and initiatives, as well as professors and collaborators, enablers and deans. And finally, position Tecnológico de Monterrey as a world reference regarding leadership. About his current role, Santiago explains: “My optimistic personality allows me to see this new era we live in as a special moment, filled with opportunities to allow a person to take center stage and increase their levels of development and equality. I believe that the best strategy to achieve this is to focus our strengths into being happy, knowing that we must contribute to the happiness of people around us. Through this, we develop our own responsibility as leaders that value the people around them and make them grow. Being a part of Tec is, without a doubt, a connection with my life purpose and my desire to transcend and give back to society a small fraction of everything it has given me. I enjoy these new challenges and I happily live in a process of constant and continuous education.”

Educational Background

- PhD, Economics, Universidad of Santiago de Compostela, Spain, 2015
- EMMC (European Mentoring and Coaching Council) Certified Senior Coach, 2010
- PDD at Instituto de Estudios Superiores de Empresa (IESE), University of Navarra, 2003
- BA, Sociology, Universidad Complutense of Madrid, 1991
- BA, Politics, Universidad Complutense of Madrid, 1989
- BS, Economics, Universidad Complutense of Madrid, 1989