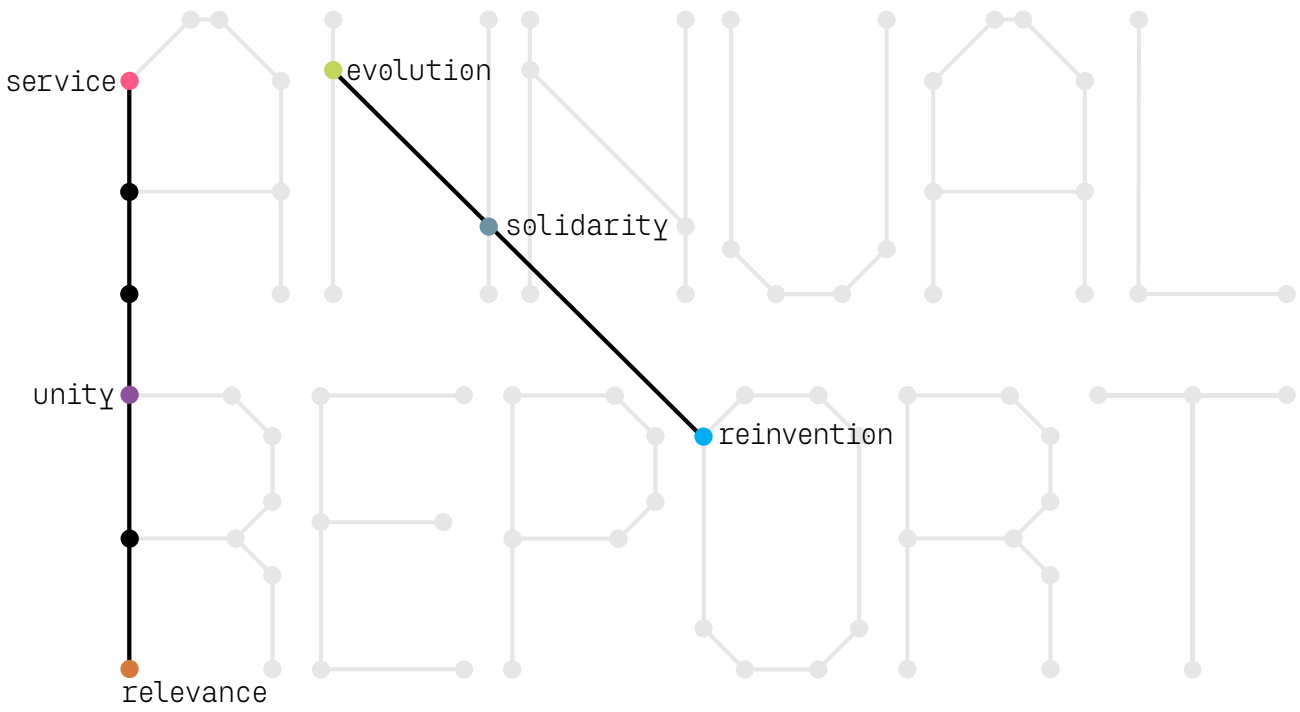


IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA



2019 - 2020

THE
WORLD
CALLS

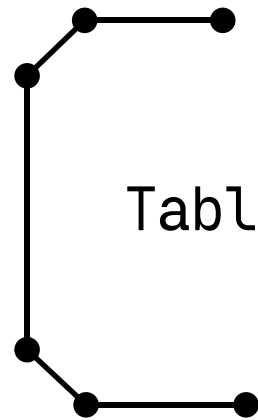


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THE
WORLD
CALLS

WELCOME

Dear member of the
IPADE community:

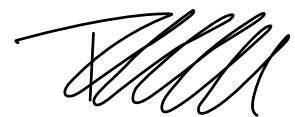
Welcome to the 2019-2020 IPADE Annual Report. During this complex and challenging year, we found ourselves forced to abandon our existing plan to respond to unprecedented and unimaginable situations. However, we remained committed to designing new programs in new formats to ensure that IPADE continues to be valuable, timely, and relevant for the business community during these difficult times.

The first few months of the pandemic required us to overcome uncertainty as we worked to understand the extent of the crisis and design relevant programs that would continue to add value to and support the IPADE community during this difficult time. We also witnessed how the pandemic accelerated certain trends that will continue long after the pandemic is over, shaping the world we live in. We believe that it is crucial to use the lessons learned during 2020 to build stronger businesses and create a better and more just economy and society. Now more than ever, the world needs resilient, well-prepared leaders. Today's business leaders face enormous responsibility, as each decision they make must contribute to the well-being and continued success of the company while navigating the complexities of a global pandemic that requires an even greater commitment from leadership to the safety and well-being of each employee and their families.

Managers and executives from multinationals to start-ups have the same fundamental responsibility: to maintain the health and well-being of their employees and partners, as they form the very foundation of the business.

It is said that there is opportunity in every crisis, and the tools that we have developed and fine-tuned during the pandemic have made us more human. Without a doubt, 2020 pushed us to learn more about the potential of technology, develop our skills, refine our leadership, and reinvent ourselves. After a year of unprecedented challenges, community is more important than ever, and it is necessary for us to come together to build a better future.

We believe that the work we do here at IPADE is invaluable for the future of Mexico and that our mission is as important as ever in this new era. That is why we are calling on all leaders-executives and business owners, entrepreneurs and academics-to commit to positively transforming the world and face the challenges of this increasingly uncertain, changing, and competitive new normal. This report offers an overview of IPADE's achievements, progress, and objectives during the 2019-2020 academic year. Each step forward brings us closer to fulfilling our mission: perfecting top managers and business leaders.



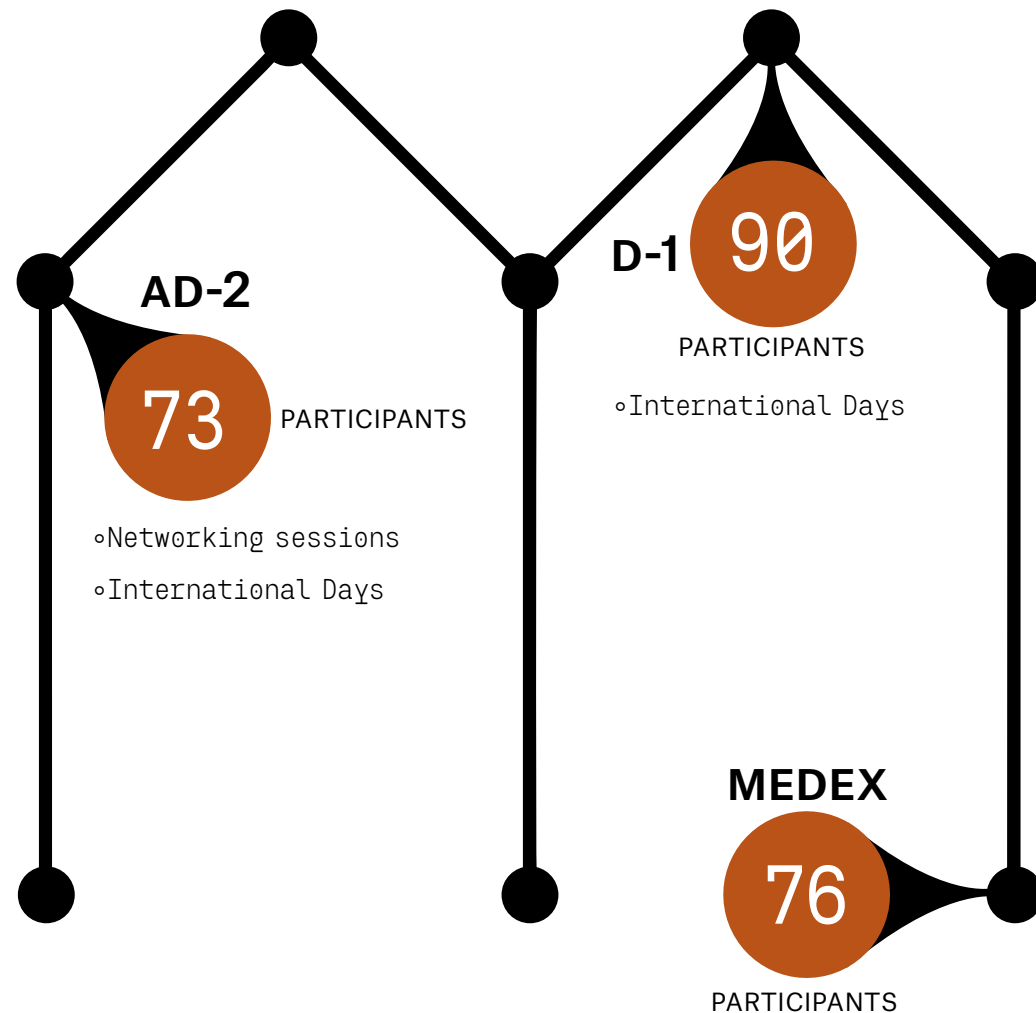
Rafael Gómez Nava, PhD
Dean



WELCOME

Monterrey

Campus



IPADE's Monterrey campus is the epicenter for business leaders in Northern Mexico, offering the business community access to cutting-edge management knowledge, tools, and best practices to effectively address the challenges facing today's business world.

- MEDEX MTY Class of 2019 graduation**
September 6, 2019
75 graduates
- Academic trips to Canada and San Francisco**
February 9-15, 2020



Alumni Engagement

Continuous Updating Management Program

PARTICIPANTS

325

Special Sessions:

SESSIONS

15

ATTENDEES

570

Conference and discussion

Tatiana Clouthier Carrillo,
Representative, Chamber of Deputies*
1 session

*At the time the session was held.

CEO Lecture Series

Attendees: **60** - Sessions: **1**
Speaker: **Josué Lee**,
President, Linde North LatAm

Other events

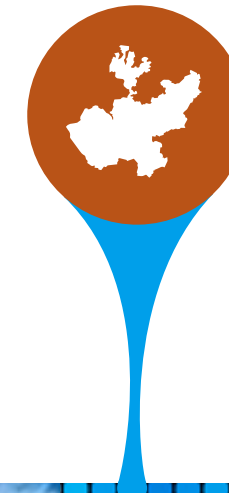
- Networking event with participants from the **Continuous Updating Management Program** and graduates from **InnovAD** and **ADECAP**
- International Days hosted by the **D-1** and **AD-2 MTY** programs
- Networking sessions for the **AD-2** program
- Networking dinner for the **MEDEX MTY** program

Josué Lee, President,
Linde North LatAm



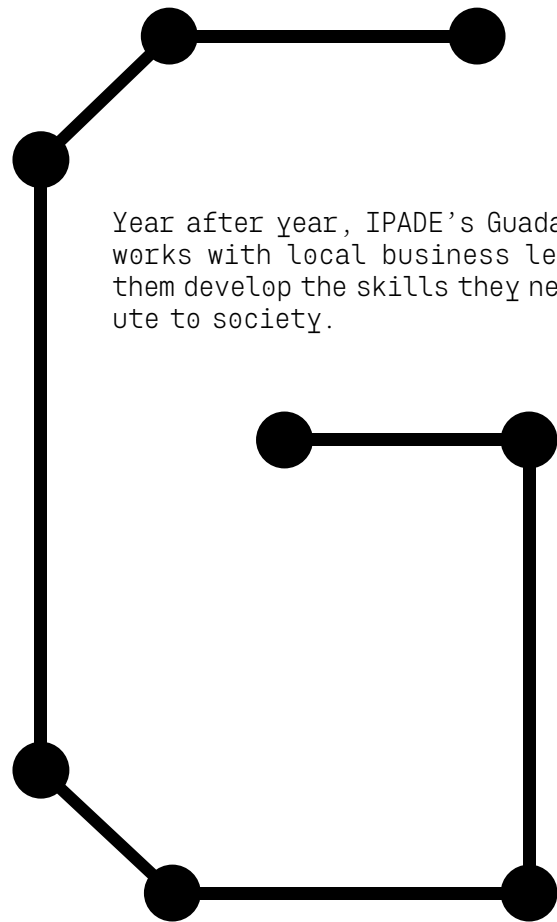
Guadalajara

Campus



Strengths:

The PR Department of UP Guadalajara organized a tour of IPADE's Guadalajara Campus for eight school directors visiting from Peru.



Year after year, IPADE's Guadalajara Campus works with local business leaders to help them develop the skills they need to contribute to society.



Each session implemented at IPADE's Guadalajara Campus offers the local business community the opportunity to share and discuss the issues and challenges facing business leaders from key sectors.

Highlighted Events

Chamber of Commerce of Guadalajara Board Meeting

September 10, 2019
Xavier Orendain de Obeso, President of the Board; Carlos Ibarra Rubio, CEO of the Chamber of Commerce of Guadalajara; and Víctor Javier Zetter Hajje, Representative of the Historic Center of Guadalajara

ATTENDEES

52

2019 IMEF Forum

September 25, 2019
Fernando López Macari, President of the National Board of IMEF; María Ariza, CEO of BivaMx; Mauro Garza Marín, President of COPARMEX; and José Antonio Esquivias Romero, Dean of the Universidad Panamericana Guadalajara

ATTENDEES

150

UP-IPADE Carlos Llano Chair and USEM Jalisco

November 26, 2019
Daniel Servitje, President and CEO, Grupo Bimbo

ATTENDEES

350

Bachoco Executive Leadership Annual Gathering

February 27-28, 2020
Rodolfo Ramos Arvizu, CEO, Bachoco

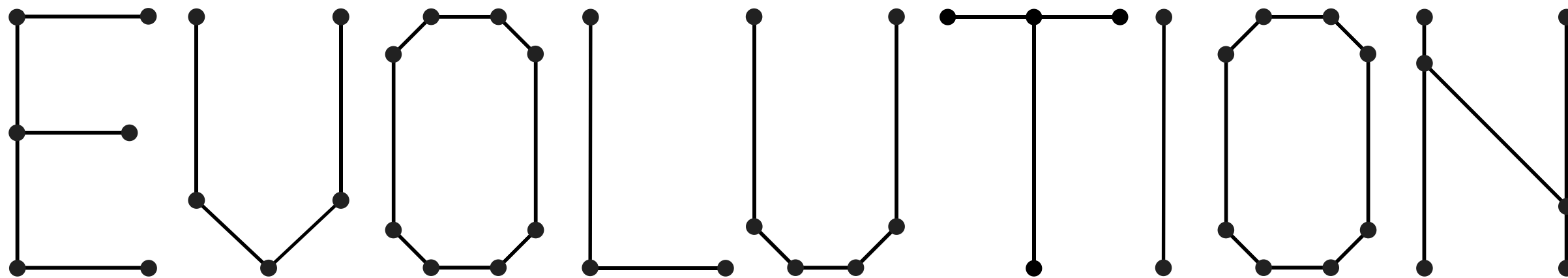
ATTENDEES

114

Daniel Servitje,
President and CEO,
Grupo Bimbo.



Great **results** require **great** partnerships



#HereWeGrow

Top Management Programs

Focused Programs

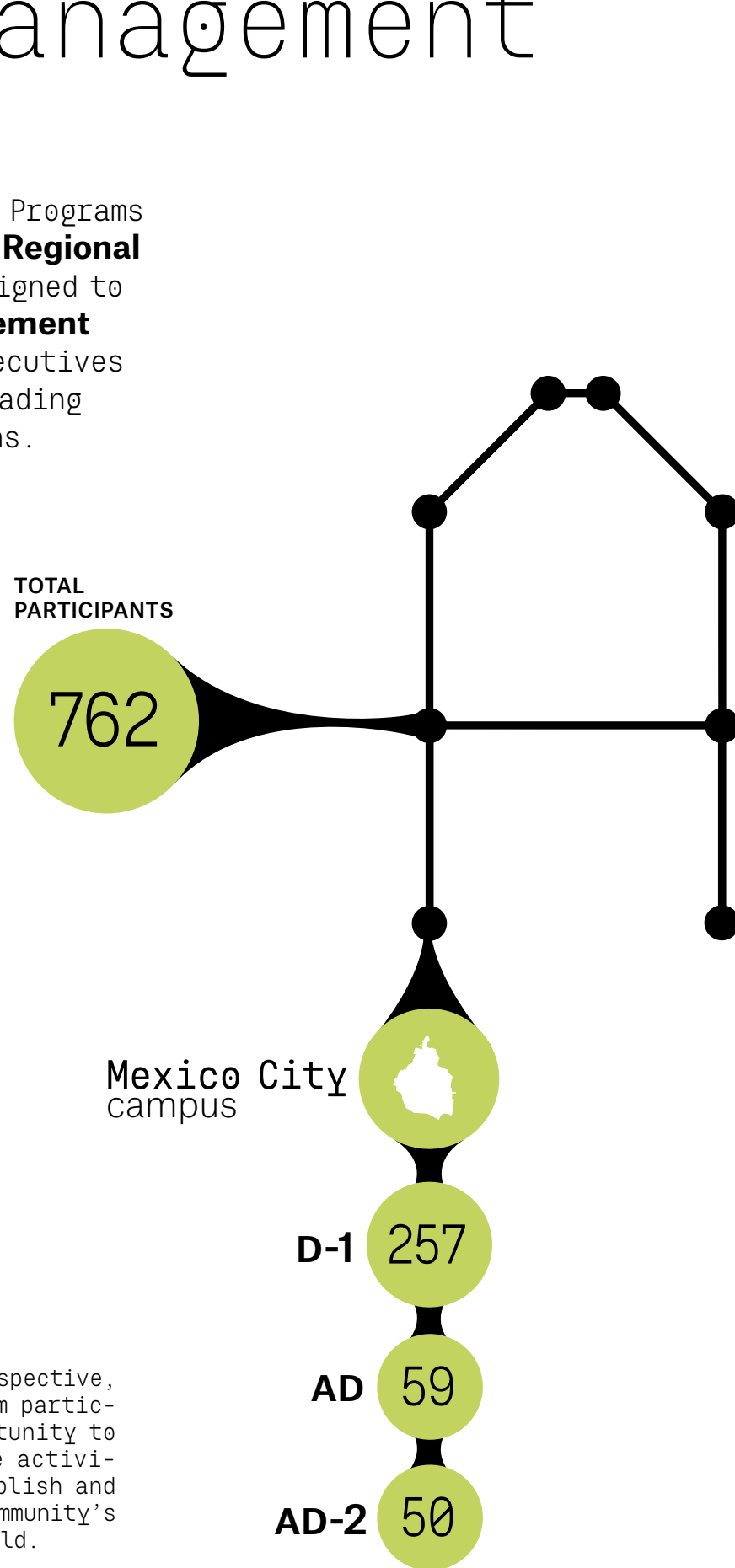
In-Company Programs

Full-Time **MBA** (MEDE)

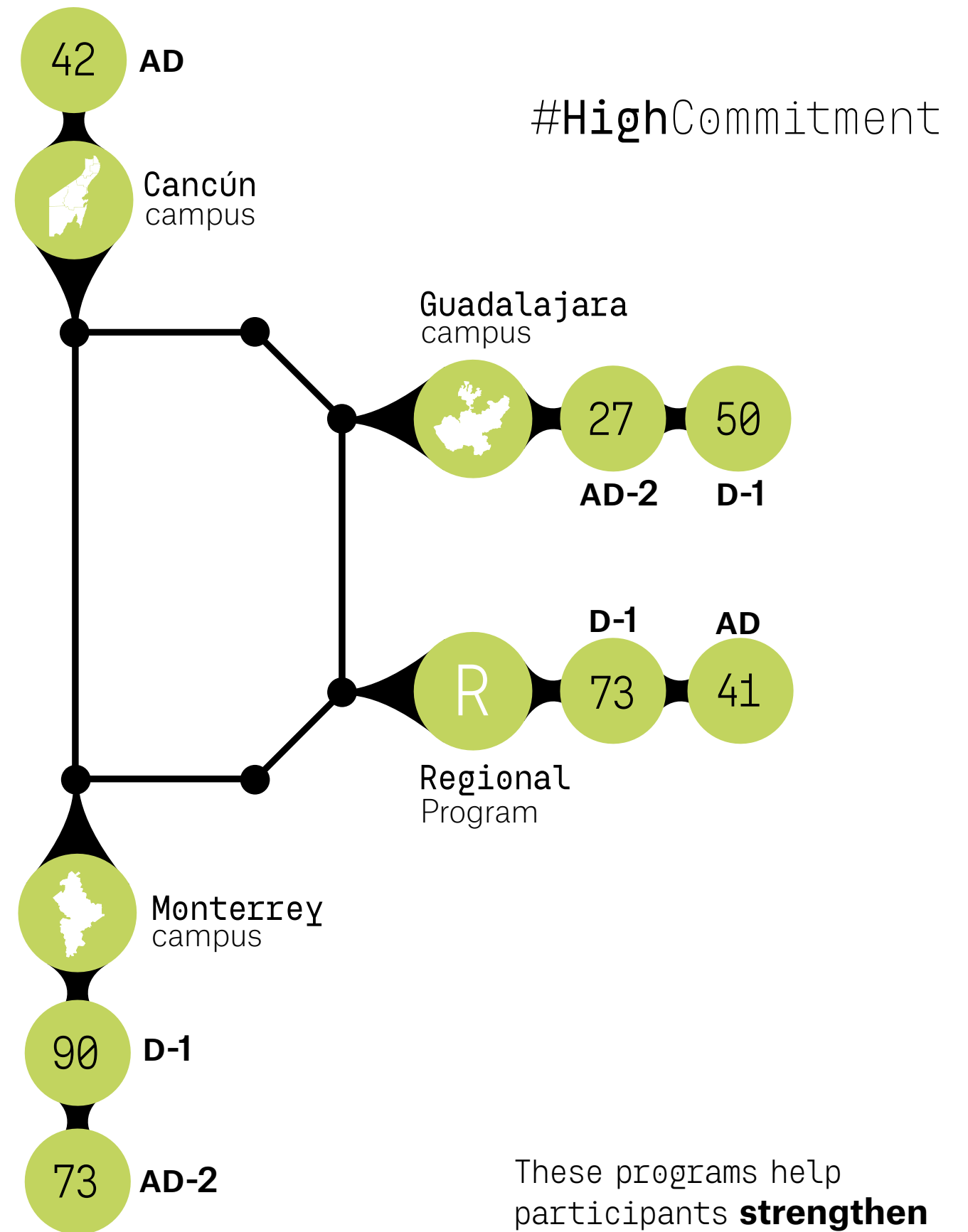
Executive **MBA** (MEDEX)

Top Management Programs

Our Top Management Programs (**AD-2, AD, D-1, and Regional Programs**) are designed to polish the **management skills** of senior executives responsible for leading their organizations.



To foster a global perspective, Top Management Program participants have the opportunity to take part in multiple activities designed to establish and strengthen the IPADE community's connection with the world.



These programs help participants **strengthen** a more **comprehensive business vision**.

International Immersion I (International Days)

The **International Immersion I Program** offers IPADE participants and guests the opportunity to establish connections with the international business community.



Strengthening Competitive Advantage:
Leadership Beyond the Crisis
In partnership with **IMD Business School**
March 4-6, 2020

478

participants from the
D-1 Program

405

participants from the
A-2 and AD Programs

International Guest Professors:

- DOMINIQUE TURPIN
- OMAR TOULAN
- VANINA FARBER

Topics:

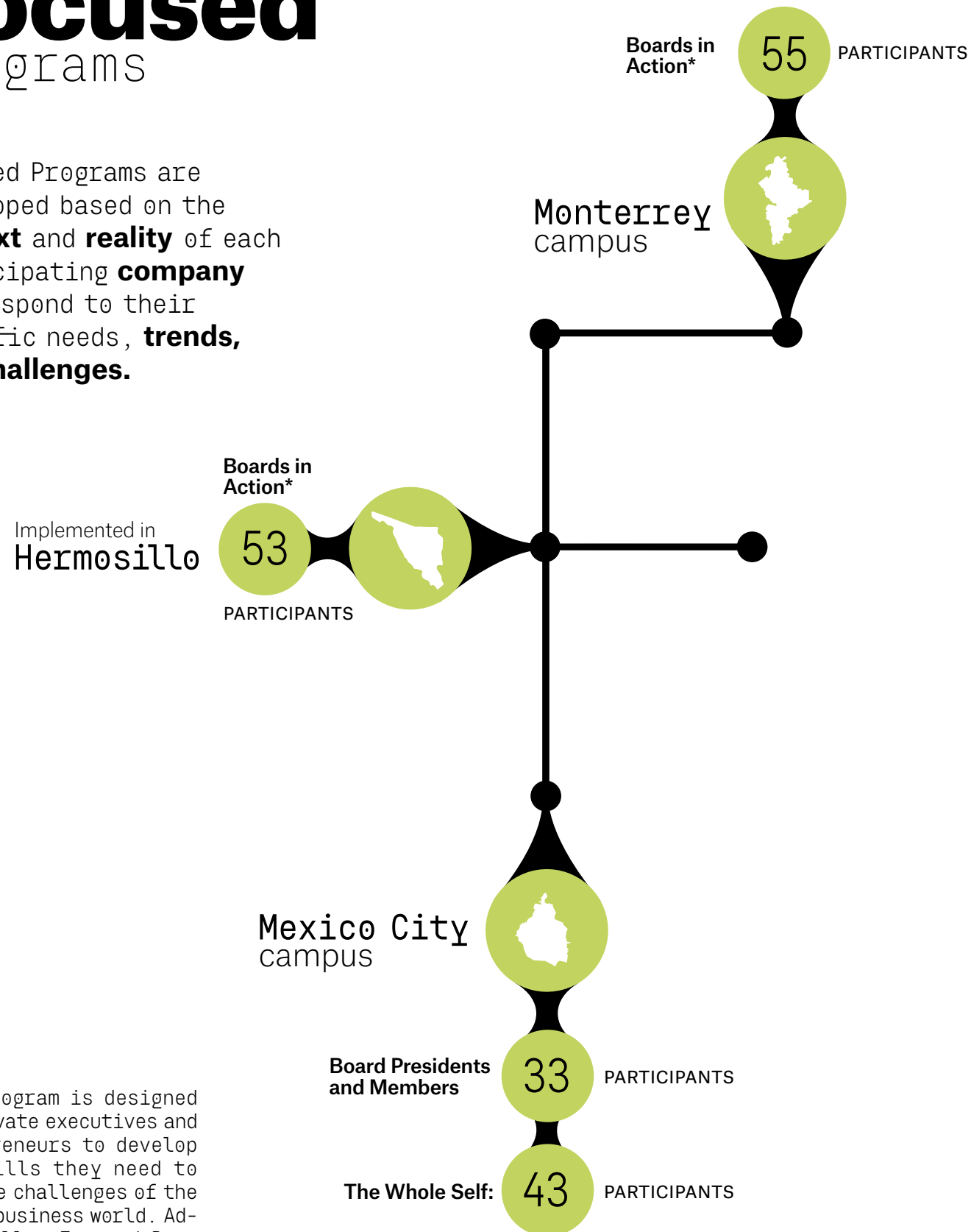
- Globalization in the Face of Disruption
- Purpose-driven Organizations: Harnessing the Power of Social Innovation
- The Power of Digital Marketing

Left: Vanina Farber, International guest professor and elea Chair for Social Innovation at IMD Business School.

Focused Programs

Focused Programs are developed based on the **context** and **reality** of each participating **company** and respond to their specific needs, **trends**, and **challenges**.

Each program is designed to motivate executives and entrepreneurs to develop the skills they need to face the challenges of the modern business world. Additionally, Focused Programs encourage problem solving by proposing innovative solutions and practical implementations.



*Some of the modules were postponed due to the COVID-19 pandemic



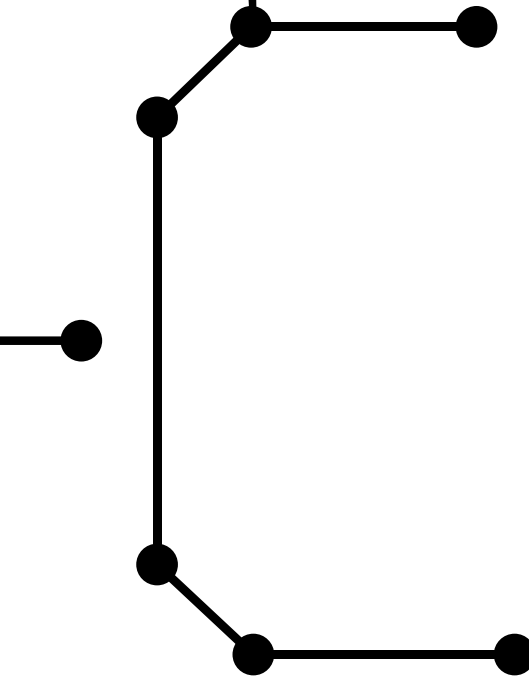
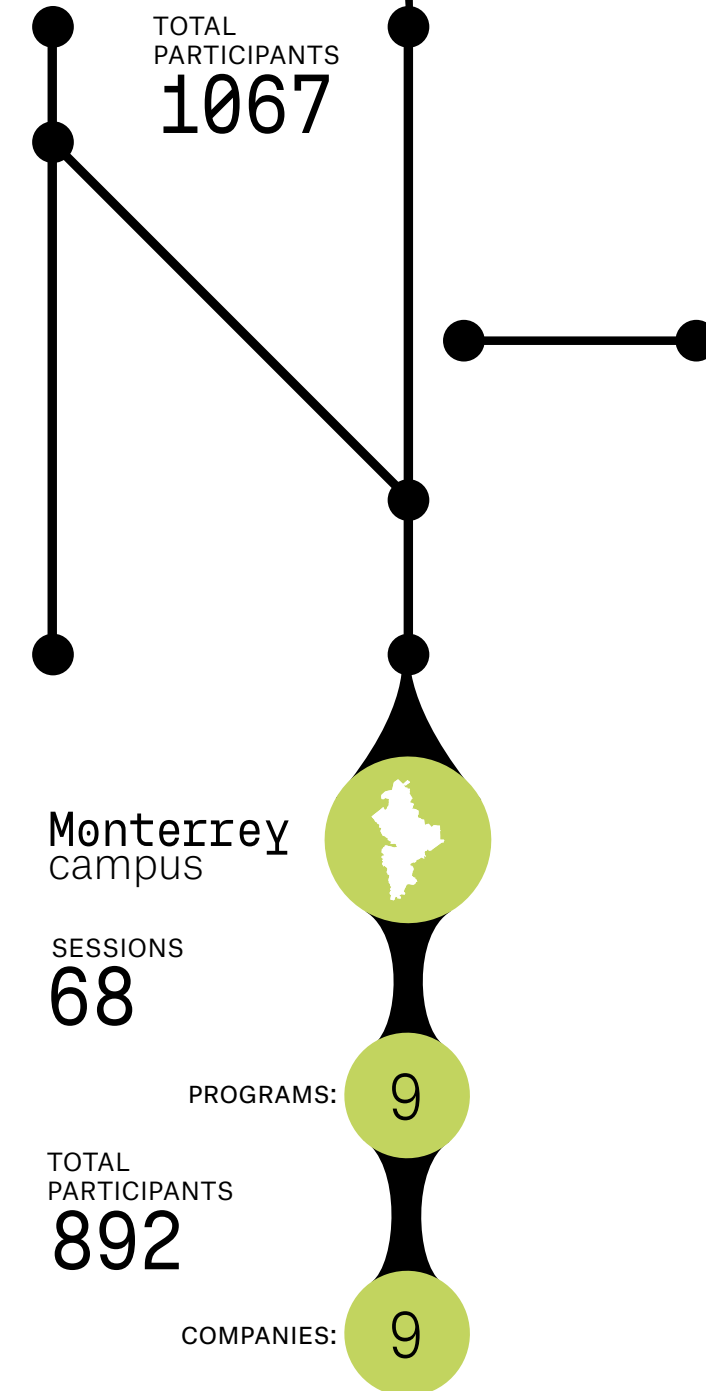
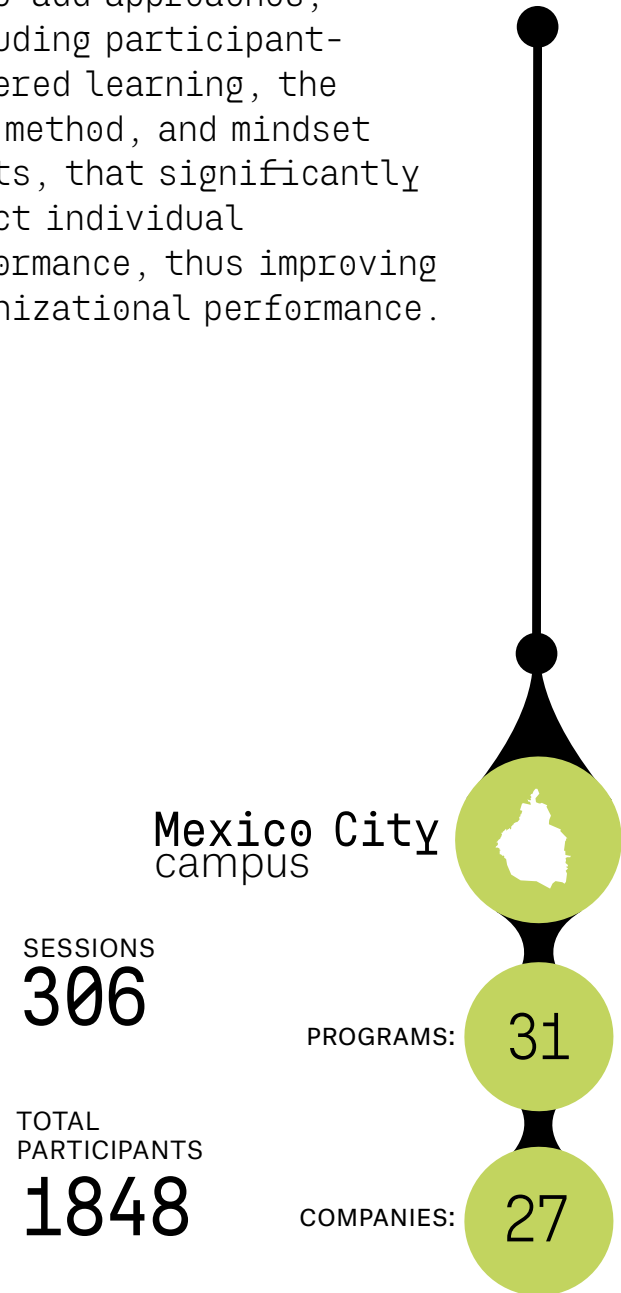
#HighCommitment



Photo: Luis Bonner, General Management Professor

In-Company Programs

Made to measure to meet the needs of each company, In-Company Programs are grounded in value-add approaches, including participant-centered learning, the case method, and mindset shifts, that significantly impact individual performance, thus improving organizational performance.



Companies that participated in an IPADE In-Company Program:

COMPANY	CAMPUS
ANFACA	Guadalajara
Arquidiócesis Primada de México	Mexico City
Asofom	Mexico City
Avicultura Mexicana sin Fronteras	Guadalajara
Bac Credomatic Costa Rica	Central America and the Caribbean
Bachoco	Guadalajara
Banco Sabadell	Mexico City
Banorte	Mexico City and Monterrey
Bolsa Mexicana de Valores	Mexico City
Carrier	Mexico City
Centros Educativos	Mexico City
Chubb	Monterrey
Cisco	Guadalajara
Citibanamex	Mexico City
Coca Cola Femsa	Mexico City
Compusoluciones	Mexico City
De Acero	Monterrey
Dell	Mexico City
EFM Capital- Unities	Monterrey
FND	Mexico City
General Motors	Mexico City
GNP	Mexico City
Guma	Guadalajara
Honeywell	Mexico City
KPMG	Mexico City
Laboratorio Boehringer	Monterrey
Lamosa	Mexico City and Monterrey
Ledvance	Mexico City
Mabe	Guadalajara
Nadro	Mexico City
Nissan	Mexico City
Pennsylvania	Monterrey
Pfizer	Mexico City
PPG Comex	Guadalajara
Pricewaterhouse Cooper	Mexico City
Samsung	Mexico City
Santander	Mexico City
Servicios Administrativos	Monterrey
Volvo	Mexico City
Whirlpool	Monterrey
YPO	Mexico City
Zurich	Mexico City

Right: Professor Alejandro Vázquez, Director of the Human Resource Management Department.

“Wisdom isn’t knowledge, but behavior.”

Carlos Llano Cifuentes

Strengths

Of the **80 international business schools** included in the **Executive Education 2020 ranking** published by the **Financial Times** in March 2020, **IPADE** was ranked:

Nº1

In Latin America

Nº13

Globally for its In-Company Programs

IPADE was the only Mexican business school on the list

In the top 10

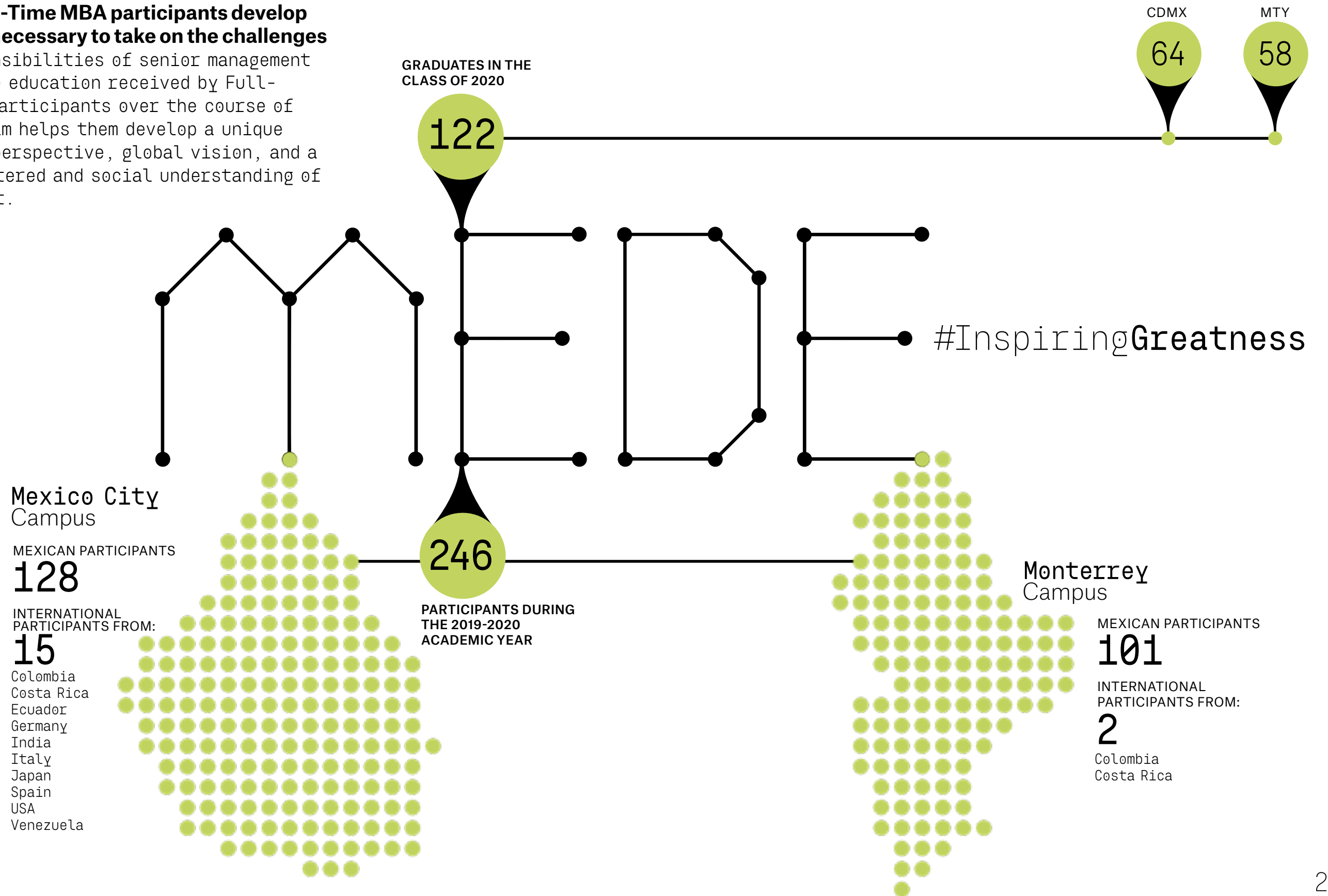
In 8 categories published as part of the ranking.



Full-Time MBA

IPADE Full-Time MBA participants develop the skills necessary to take on the challenges

and responsibilities of senior management roles. The education received by Full-Time MBA participants over the course of the program helps them develop a unique business perspective, global vision, and a human-centered and social understanding of management.



Right: Sylvia Varela,
President and CEO, Mexico
of AstraZeneca

Highlighted Events

Organized in collaboration with various companies, challenges and case competitions offer MEDE participants the opportunity to engage with and solve business case studies and simulated situations. Participants are able to apply the lessons and knowledge they've learned during the MEDE program, and companies are able to identify and recruit management talent.

Banorte Assessment
February 14-15, 2020
CDMX Campus
PARTICIPANTS

21

Astra Zeneca Challenge
January 28-29, 2020
CDMX Campus
PARTICIPANTS

45

Deacero Challenge
February 5-6, 2020
MTY Campus
PARTICIPANTS

35

Lorand Case Competition
February 26-27, 2020
MTY Campus
PARTICIPANTS

32



For the **12th straight year**, IPADE was ranked **#1** by Expansión in its ranking of **the Best MBAs in Mexico.**

Career Services Office

The Career Services Office (CEDIC) helps Full-Time MBA participants and alumni integrate into the professional world. CEDIC connects MEDE participants and alumni with top companies and business leaders across the most important sectors.

Activities

6 Industry Gatherings

These events offer participants the opportunity to learn from and dialogue with top industry leaders.

Albo: Disrupting the Mexican Financial Ecosystem

May 19, 2020

Guest speaker: Ángel Sahagún, CEO & Founder

Albo

Nadro: A Healthcare Ally

May 26, 2020

Invitado: José Manuel Arana, CEO

Nadro

How to survive & thrive during crisis. Victim or protagonist?

May 19, 2020

Guest speaker: Gabriela García Cortés, Senior Vice President, Mexico

PepsiCo

Accenture Global Technology Consulting

May 28, 2020

Guest speaker: Iván Uriza Quaglia, Strategy Director

Accenture

Digital Transformation and Resilience: Leadership in the Face of Change

May 28, 2020

Guest speaker: Enrique Perezyera, CEO

Microsoft Mexico

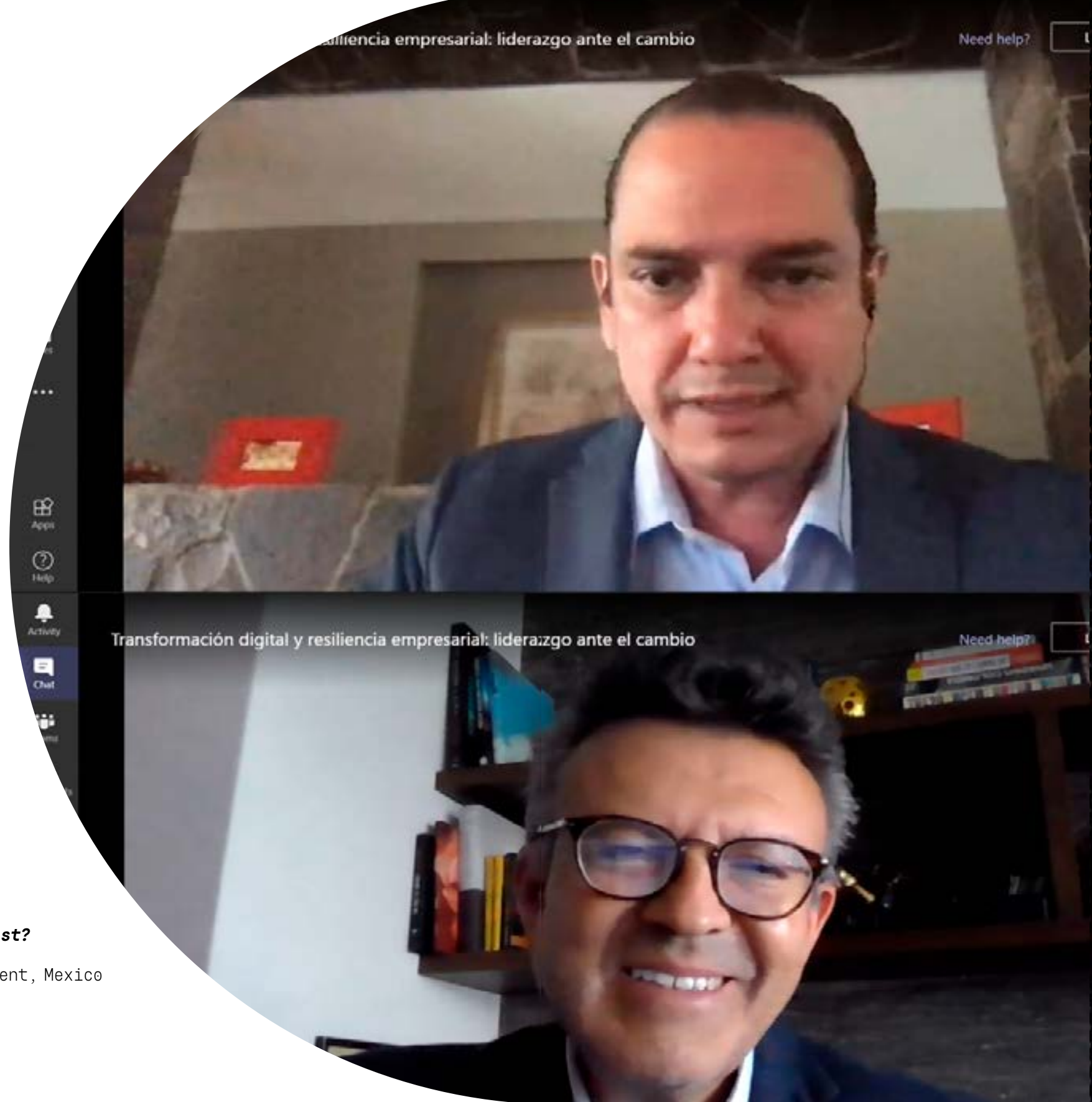
McDonald's Real Estate Business

June 4, 2020

Guest speaker: Gonzalo Zournadjian, Real Estate Director, LatAm

McDonald's

Above: Enrique Perezyera, CEO of Microsoft Mexico and Rafael Gómez Nava, Dean of IPADE.



Business Forums

Business Forums offer IPADE participants the chance to network with top companies and explore potential career opportunities, whether full-time positions or summer internships.

69

COMPANIES PARTICIPATED IN THE CDMX CAMPUS FORUM

International Experiences

The Full-Time MBA is committed to providing participants with opportunities to better understand the global business context, including exchange programs with other business schools, global study trips, and international events.

PARTICIPATING BUSINESS SCHOOLS

22

Global Study Trips

IPADE's global study trips offer participants a unique opportunity to deepen their understanding of the global business context.

Tel Aviv, Israel
 March 2020
 In collaboration with
Coller School of Management



Companies visited:
Elron Electronic Industries
eTero
IDB Group
Cybereason
Netafim
Made in JLM

PARTICIPANTS
24

222

PARTICIPANTS

COUNTRIES REPRESENTED

13

International Week

TOPIC:
Doing Business in Mexico: Mexico as an Emerging Market
 March 9-13, 2020

Over the course of a week, MEDE participants and students from business schools around the world came together at IPADE's Mexico City campus to share their ideas on business opportunities in Mexico.

International Exchange Program

MEDE Program participants are able to further strengthen their international focus through exchange programs with other top business schools located around the world. Every year, IPADE also welcomes students from top international MBA programs to our campuses here in Mexico, offering them the chance to live and enjoy the IPADE MBA experience. This exchange program is facilitated by a network of select business schools located on five continents.

PARTICIPANTS SENT ABROAD
64 participants
 at **44** schools
 in **20** different countries

PARTICIPANTS WELCOMED
33 participants
 from **16** schools
 in **10** different countries

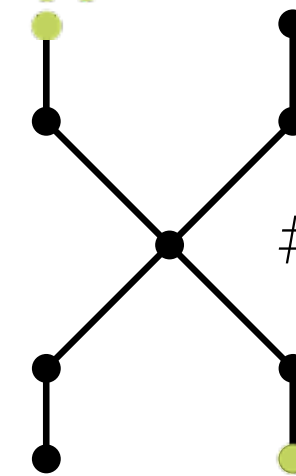
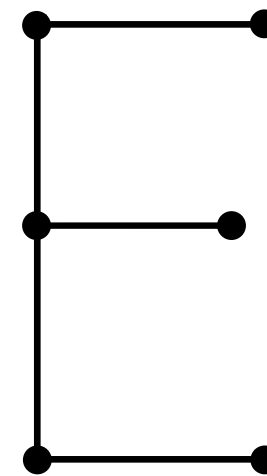
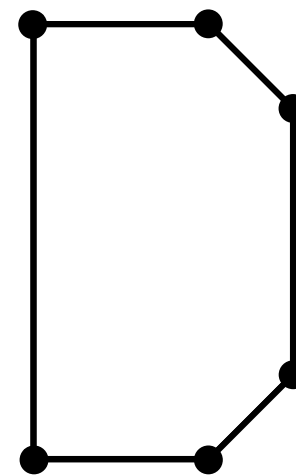
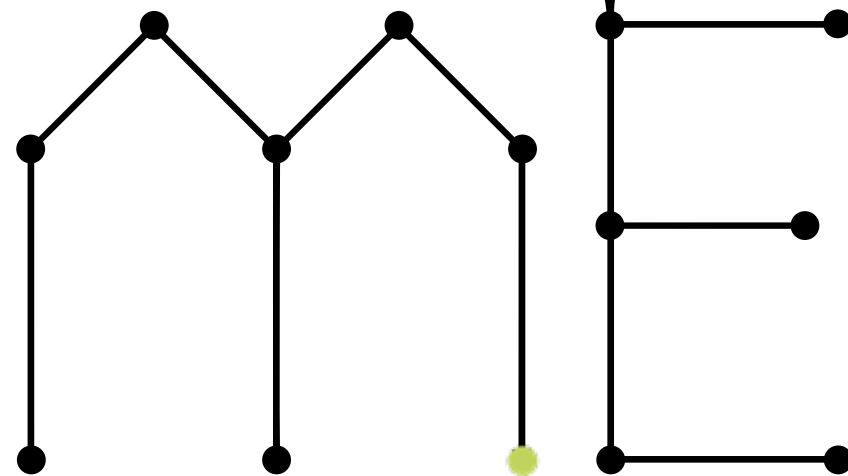
Executive MBA

The Executive MBA (MEDEX) Program offers participants the opportunity to further develop their strategic, organizational, and leadership skills. Grounded in the case method, this academic program strengthens Mexican business leaders and executives.

Executive MBA participants increase their interpersonal skills and acquire a more comprehensive understanding of how they can contribute to their company.

TOTAL PARTICIPANTS

313



Monterrey
Campus
PARTICIPANTS
77

#IPADEawareness

Mexico City
Campus
PARTICIPANTS
174

Guadalajara
Campus
PARTICIPANTS
62

International Week

Every year, executives and business leaders from Executive MBA programs around the world come together on the IPADE campus for International Week, where they share their experiences and knowledge, improve and enrich their management skills, and explore new business models.

TOPIC:
Business and Human Dignity
October 8-11, 2020

283 MEXICAN PARTICIPANTS

257 INTERNATIONAL PARTICIPANTS

19

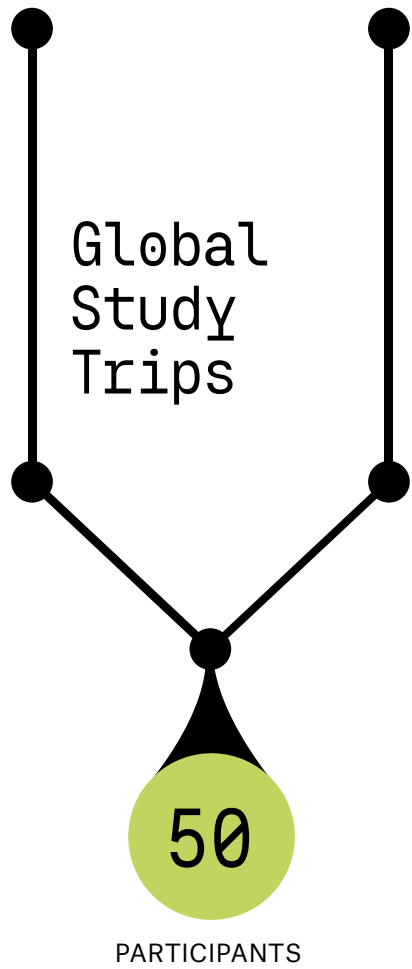
15 COUNTRIES REPRESENTED

- Australia
- Belgium
- Canada
- Colombia
- Dominican Republic
- France
- Guatemala
- India

- Italy
- Japan
- Mexico
- Spain
- United States
- Uruguay
- Venezuela

INVITED SCHOOLS

- Coggin Business School
- Crummer Graduate School of Business, Rollins College
- IEEM Universidad de Montevideo
- IESA Business School
- IESE Business School
- INALDE Business School
- Indian Institute of Management Bangalore
- IPADE Business School Sede CDMX
- IPADE Business School Sede GDL
- IPADE Business School Sede MTY
- Ivey Business School
- Macquarie Graduate School of Management
- Montpellier Business School
- Nagoya University of Commerce & Business
- Politecnico di Milano
- Smith School of Business
- Solvay Brussels Business School
- UNC Kenan-Flagler Business School
- Universidad del Istmo



RICHARD IVEY SCHOOL OF BUSINESS
 Ontario, Canada
 February 9-15, 2020

Course on Global Management, covering relevant aspects in International Finance, Strategic Planning and Global Environment

PARTICIPANTS



HAAS SCHOOL OF BUSINESS BERKELEY
 San Francisco, USA
 February 9-14, 2020

Technology and Innovation

PARTICIPANTS



*Above: Richard Ivey School of Business, Ontario, Canada
 Courtesy of: Ivey School*



CASS BUSINESS SCHOOL
 CITY UNIVERSITY OF LONDON
 EST 1894

Digital Transformation

PARTICIPANTS



Global study trips give participants the opportunity to learn more about the business environment in other parts of the world.

Special Guests

ADRIÁN EDELMAN

Professor of Operations

IEEM Business School

Session: Ceibal Plan One Laptop per Child in Uruguay

JUAN JOSÉ ALONSO LLERA

Professor of Marketing and Finance

IPADE Business School

Session: Duolingo

GUSTAVO PÉREZ

Director of Social Responsibility and Sustainability

Toks

Session: Social Responsibility is Good Business

JIL VAN EYLE

Creator and Evangelist, Teaming

Session: Imagine All the People: How to Make a Dream Come True, Thanks to the People

LUIS DAU

Associate Professor, International Business & Strategy

Northeastern University

Session: Foxconn Technology Group

MARY CONWAY

Professor of International Business and Social Entrepreneurship

Rollins College

Session: Genesis of a Green Brand in the Mayan Rainforest

MIGUEL ANGEL LLANO

Professor of Operations

San Telmo Business School

Session: Parmareggio

OANA BRANZEI

Professor of International Business and

Professor of Strategy

Ivey Business School

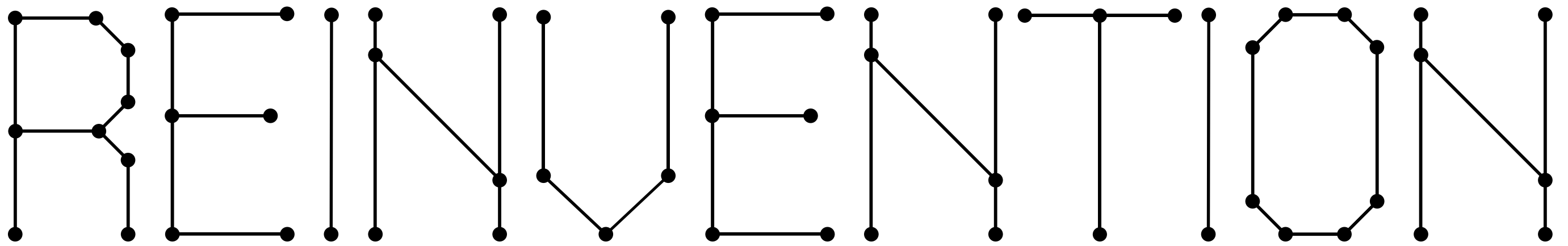
Session: Karūn

Strengths

The 2020 edition of International Week featured a live performance of the play **7 años (Seven Years)**.

Left: Oana Branzei, Donald F. Hunter Professor of International Business and Professor of Strategy, Ivey Business School.

Same **ethos**, new **challenges**



#IPADEawareness

Innovation and Learning Council

Sessions on **Current Events and Trends**

Faculty

Innovation and Learning Council

The pandemic has accelerated change and uncertainty that has had an outsized impact on education.

Within this context, the Innovation and Learning Council was founded to support existing and emerging projects and establish strategic alliances with other institutions.



The Council was designed to:

- Effectively position IPADE and increase our impact within a changing context marked by new trends
- Increase our institutional capacity to learn, experiment, and adapt
- Launch innovative initiatives and changes within IPADE



Activities

- Design the DT Journey (in partnership with Opinnò LatAm)
- Redesign the Management Services Program 2.0
- Redesign the InnovAD Program
- Evaluate IPADE's existing industry forums
- Conduct a market analysis as part of the design of the Emerging Companies Program
- Co-design the Data Science Program (in partnership with IESE Business School)
- Co-design the Philosophical Anthropology Program (in partnership with IESE Business School)
- Co-design the Operations Management Program (in partnership with IESE Business School)

"Innovation distinguishes between a leader and a follower."

Steve Jobs



Programs on Current Events

#HumanlyDigital

In the face of the concurrent public health and economic crises caused by the COVID-19

pandemic, business leaders around the world have had to confront an increasingly uncertain and complex reality. As part of our active response efforts, IPADE launched a series of programs focused on helping business leaders manage these crises.

I Accelerating Digital Innovation

A reflection on the lessons learned from experiences of disruption and forced digital transformation, grounded in a quick and comprehensive review of business strategy.

PARTICIPANTS
1st edition: 52
2nd edition: 71

Industries represented: 14
Direct impact: 769,529

TOTAL
123

The Sessions on Current Events offers spaces for business leaders to reflect on, analyze, and learn from current events and situations so that they can make informed and appropriate decisions.

II Optimizing Wealth Management

Tips and tools to guide wealth management decisions within a context of crisis and uncertainty and based on the risk profile of each individual.

TOTAL
50

PARTICIPANTS
1st edition: 20
2nd edition: 30

Industries represented: 13
Direct impact: 35,880

III Eight Basics for Bouncing Back

This program focused on the business basics necessary to succeed within the current crisis and the potential new normal.

PARTICIPANTS
1st edition: 38
2nd edition: 92

TOTAL
130

Industries represented: 27
Direct impact: 60,819

IV The Board of Directors in Times of Crisis

Discussion groups to reflect on and learn how to manage the issues faced by the Board of Directors, the CEO, and shareholders.

PARTICIPANTS
1st edition: 23
2nd edition: 40

TOTAL
63

Industries represented: 23
Direct impact: 22,835

PARTICIPANTS
1st edition: 66
2nd edition: 60

TOTAL
126

Industries represented: 8
Direct impact: 50,000

V Leadership During Recovery

Program focused on working with leaders to make timely and appropriate decisions that contribute to a healthy post-pandemic recovery.

Photo: Remote session

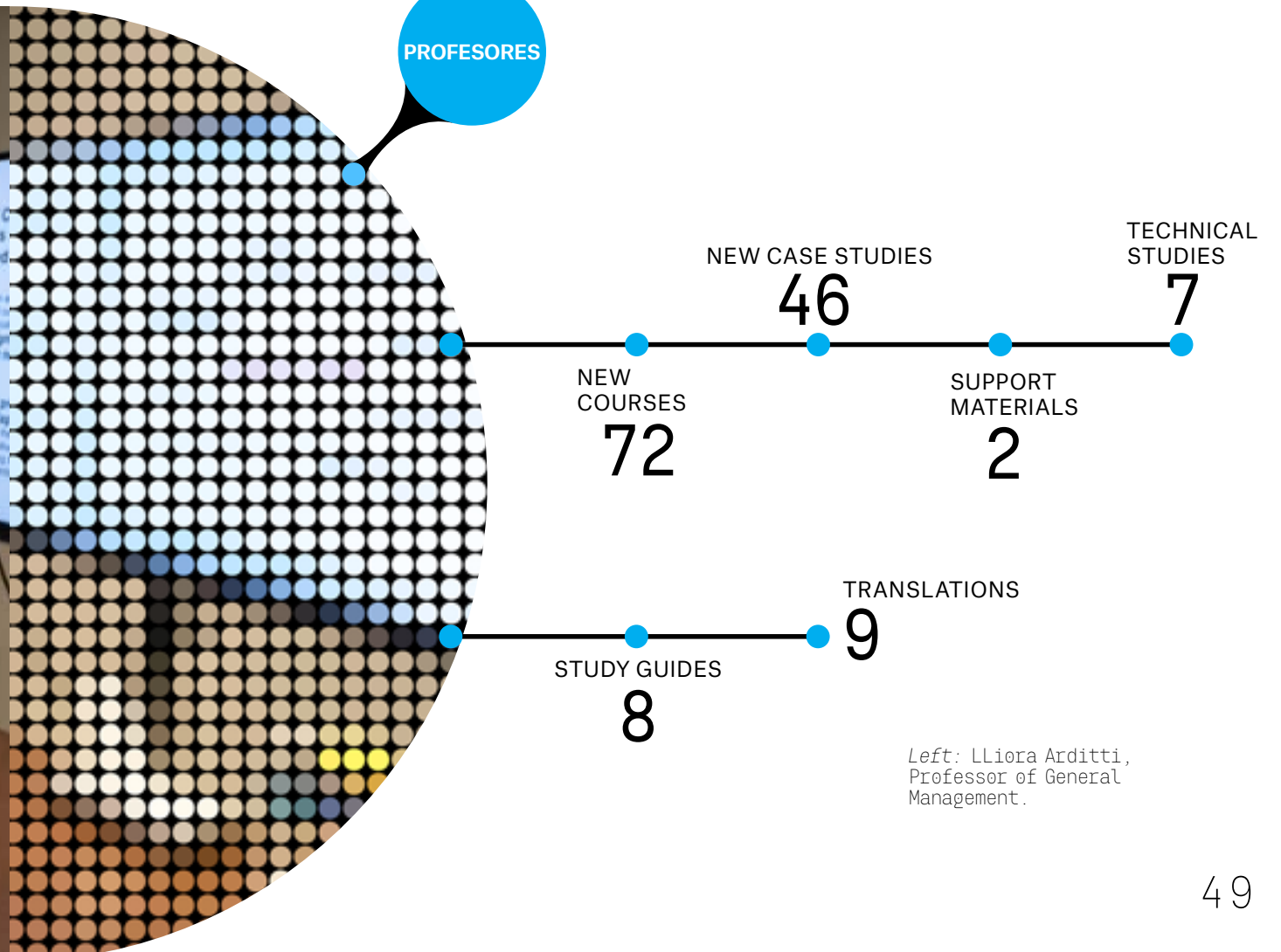
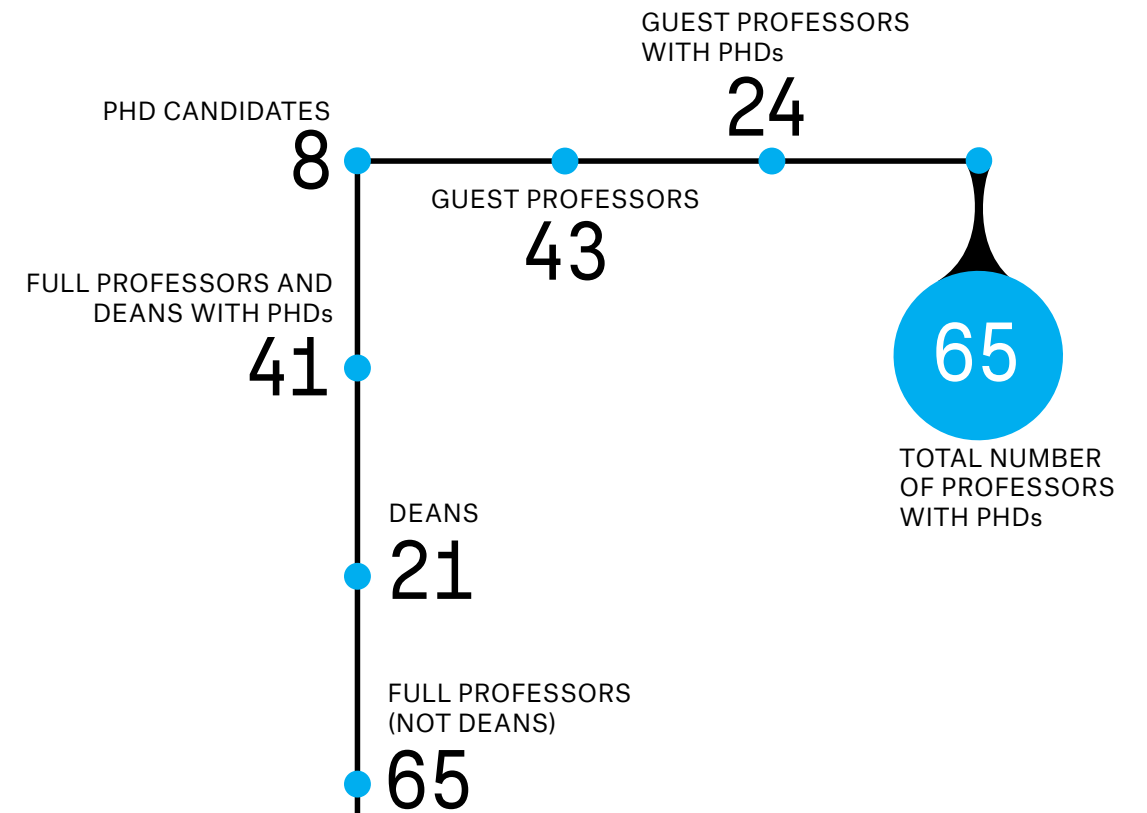


Faculty

The IPADE faculty is committed to building participants' decision-making and management skills and supporting their personal development at the office and beyond.

During the 2019-2020 academic year, faculty members conducted research, offered consulting services, and published cutting-edge materials to provide participants with the information they need about the business world.

#HereWeGrow



Left: Lliora Arditti, Professor of General Management.



Published Dissertations

Alejandro Salcedo Romo
Organizational Behavior
Gratitude and Resistance: The Practical Philosophy of Jesús Ballesteros
University of Valencia, Spain

Alejandro Vázquez Ríos
Human Resource
An Analysis of the Monitoring Capacity of the Board of Directors
Rollings College Crummer Graduate School of Business

Antonio Sancho y Maldonado
Human Resource
The Impact of High Performance Systems on Company Knowledge Management
Tulane University

Eugenio Gómez Alatorre
Economic Environment
Impact Assessment of Ethics Programs in Organizations
Universidad de Navarra

Ernesto Bolio Barajas
General Management
"The Role of the Board of Directors in CEO Succession in Family Businesses"
A.B. Freeman School of Business Tulane University

Strengths

Two new programs were implemented to support the professional development of IPADE faculty:

I

Institutional Identity and Philosophy Program

II

Faculty Mentoring Program

Photo: Martha Rivera, Professor of Marketing Management.

2020 Annual Faculty Meeting

Wednesday, August 5 - Thursday, August 6, 2020

The 2020 Annual Faculty Meeting shared various perspectives on the unprecedented challenges caused by the pandemic, which have forced us to adapt, learn, and re-learn and to value our lives, our families, and our work at IPADE, as well as explore our individual purpose and meaning. The Meeting offered opportunities to explore intellectual, psychological, spiritual, cultural, and artistic content and welcomed Father Luis Romera Oñate, PhD and Dr. Marian Rojas Estapé as guests.

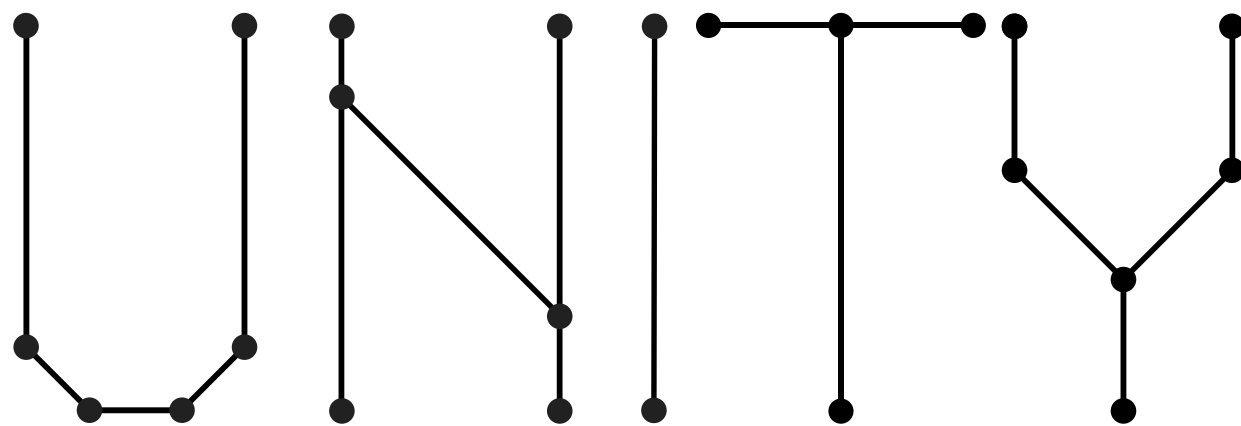
“Challenges can become **opportunities to grow.**”

Marian Rojas Estapé.

Photo: PhD and Dr.
Marian Rojas Estapé.



Distance is irrelevant when we are working towards **a common goal**



#HereWeLink

**International
Office**

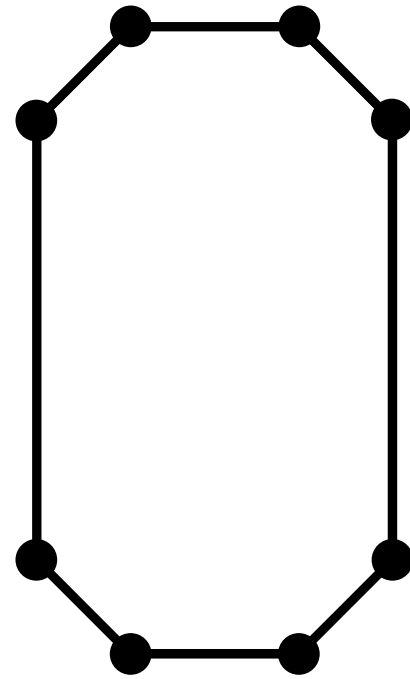
Alumni
Engagement

Webinars

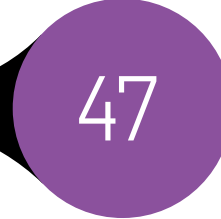
**Management
Alert**

International Office

The International Office works to establish relationships with institutions around the world that are aligned with IPADE's mission. It is responsible for establishing partnerships with institutions and organizations that are interested in collaborating with IPADE participants and faculty. Currently, IPADE is part of an extensive network of business schools on every continent, and we welcome students, professors, and experts from around the world to our campus every year.



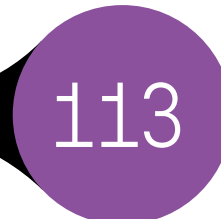
INTERNATIONAL AGREEMENTS IN PLACE WITH INSTITUTIONS IN



COUNTRIES

International Agreements

AGREEMENTS IN PLACE WITH



INSTITUTIONS

#HereWeLink

Photo: Tulane University, New Orleans, Louisiana.



Partnerships with International Institutions

North America

- A. B. Freeman School of Business, Tulane University
- Coggin College of Business, University of North Florida
- Columbia Business School
- COX School of Business, Southern Methodist University
- Crummer Graduate School of Business, Rollins College
- D'Amore-McKim School of Business, Northeastern University
- Daniels College of Business, University of Denver
- Darden School of Business, University of Virginia
- Faculty of Business Administration, Université Laval
- Goizueta Business School, Emory University
- Goodman School of Business, Brock University
- Haas School of Business, University of California Berkeley
- Harvard Business School
- Haskayne School of Business, The University of Calgary
- Ivey School of Business, Western University
- Jones Graduate School of Business, RICE University
- Kellogg School of Management, Northwestern University
- Kenneth Levene Graduate School of Business, University of Regina
- Michael Foster School of Business, University of Washington
- MIT Sloan School of Management
- Owen Graduate School of Management, Vanderbilt University
- Simon Business School, University of Rochester
- Smith School of Business, Queen's University
- Stanford Graduate School of Business
- Stern School of Business, NYU
- The George Washington University School of Business
- Tuck School of Business at Dartmouth College
- UMASS Boston, The University of Massachusetts Boston College of Management
- UNC Kenan-Flagler Business School, The University of North Carolina at Chapel Hill
- USC Marshall School of Business, University of Southern California

IPADE is part of an extensive **network** of business schools **on every continent**. Every year, the institution welcomes students, professors, and **experts from around the world**.



Latin America

- Barna Business School
- Escuela de Administración, Pontificia Universidad Católica de Chile
- ESE- Escuela de Negocios
- Facultad de Negocios y Economía, Universidad de Chile
- FIA-Fundação Instituto de Administração
- IAE Business School
- IDE Business School, Universidad de los Hemisferios
- IEEM-Escuela de Negocios
- IESA-Instituto de Estudios Superiores de Administración
- INALDE Business School
- Instituto COPPEAD de Administração (UFRJ)
- ISE- Instituto Superior de Empresa
- PAD, Escuela de Dirección
- UNIS Business School, Universidad del Istmo

Partnerships with International Institutions

Europe

- AESE Escola de Direcção e Negócios
- Alba Graduate Business School
- Audencia Business School
- Birmingham Business School, University of Birmingham
- Cass Business School
- CEU Business School
- EBS Business School
- EDHEC Business School
- EMLYON Business School
- ESSEC Business School
- Faculty of Management and Economics, Witten/Herdecke University
- Graduate School Bocconi, Università Bocconi
- IESE Business School
- IMD
- London Business School
- LUISS Business School
- Luxembourg School of Business
- Management Center Innsbruck (MCI), University of Innsbruck
- Mannheim Business School, University of Mannheim
- MIP - Politecnico di Milano Graduate School of Business
- Montpellier Business School
- NHH - Norwegian School of Economics
- Nordakademie Graduate School
- Nyenrode Business School
- Poznan University of Economics and Business
- San Telmo Business School
- School of Business, Aalto University
- Solvay Brussels School of Economics and Management
- St. Gallen University Department of Management
- Tallinn School of Economics and Business Administration, Tallinn University of Technology
- The KLU, Kühne Logistics University
- UMEA School of Business and Economics
- University of Edinburgh Business School
- Warwick Business School
- Zagreb School of Economics and Management

Africa

- ESCA Ecole de Management
- Gordon Institute of Business and Science
- Lagos Business School, Pan-Atlantic University
- Strathmore Business School

Oceania

- Faculty of Business, University of Wollongong
- MGSM Graduate School of Management, Macquarie University
- University of South Australia Business School

Asia

- Asian Institute of Management
- CEIBS - China Europe International Business School
- CKGSB - Cheung Kong Graduate School of Business
- Collier School of Management, Tel Aviv University
- Guanghua School of Management, Peking University
- HKBU School of Business, Hong Kong Baptist University
- HKUST Business School, The Hong Kong University of Science and Technology
- Indian Institute of Management Bangalore
- Indian Institute of Management Raipur
- Indian School of Business
- Institute of Management Technology
- NUCB Graduate School, Nagoya University of Commerce & Business
- RMIT University Vietnam
- Sasin Graduate Institute of Business Administration, Chulalongkorn University
- School of Business, Yonsei University
- School of Management, Xiamen University

Accreditations

AACSB North America
AMBA United Kingdom

Networks

EFMD Europe
GBSN North America

Academic Experiences Agencies

InnEx (innovation experience) Latin America
International Study Programs Europe
World Strides North America
Legacy Ventures United Kingdom

Ranking Agencies

Financial Times United Kingdom
Forbes Europe
QS (Quacquarelli Symonds) Global MBA Rankings North America

England

• **University of Essex**
 Becca Coster, Head of EBS Marketing

International Visits

United States

- **CKGSB Americas**
 Mary Wadsworth Chief Representative
- **The Fletcher School, Tufts University**
 Laura Laver, Associate Director, Admissions and Marketing Global Master of Arts Program (GMAP)
- **The Manhattan Institute of Management (MIM)**
 Jacques Kremer, Managing Director

Canada

- **Kenneth Levene Graduate School of Business, University of Regina**
 Dr. Kathleen McNutt, Vice-President, Research and Dr. Sally Gray, Director, Research

Poland

- **Poznań University of Economics and Business**
 Ida Musiałkowska, Professor of European Studies and Dr. Michał Faryś, Representative of the Polish Embassy in Mexico

China

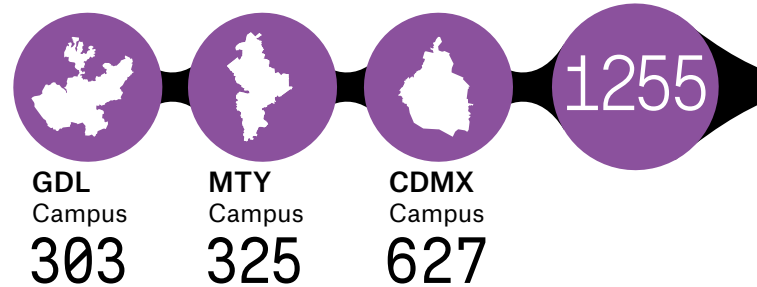
- **Cheung Kong Graduate School of Business (CKGSB)**
 Prof. Li Wei, Associate Dean of the MBA Program

We're **stronger together**, despite **our differences**.

Alumni Engagement

IPADE is committed to maintaining contact with our alumni, as they are the foundation of the IPADE community. We offer our community access to the latest management trends to ensure that they have access to cutting-edge knowledge and are able to continue to improve their business skills.

Continuous Updating Management Program



#HereWeLink

"Perfection is not attainable, but if **we chase perfection**, we can catch **excellence.**"

Adaptations

- The International Continuous Updating Management Course was implemented from December 7 to 11.
- In response to the ongoing pandemic, the Continuous Updating Management Program was adapted to become a fully online program.



Webinars:

The Mexican Economy Amid Global Uncertainty
Rafael Ramírez de Alba
Professor of Economic Environment

Operations Management in Times of Uncertainty
Arturo Orozco Leyva
Professor of Operations Management

Will 2020 Result in Radical Political and Social Transformation in Mexico and the World?
Rodrigo de León González
Professor of Social and Political Environment

Lessons Learned During and After the Crisis: An Opportunity to Give Ourselves Permission to Change
Jorge Llaguno Sañudo
Professor of Organizational Behavior

Our Environment is Just a Platform for Action
Luis Antonio Paredes Izaguirre
Professor of General Management

Work-Life Blend in Times of Coronavirus
Paulina López/Yvette Mucharraz / Liora Arditti
IPADE professors





Special Sessions

CDMX

Launch of the Digital Transformation Journey

Speakers: Rafael Ramírez De Alba, Professor of Economic Environment, and Beatriz Ferreira, Director of OPINNO LATAM

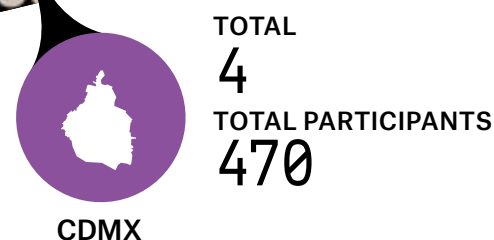
Launch of the 2019-2020 Continuous Updating Management Program

CSpeakers: Gonzalo Díaz García, Director of Alumni Engagement; Víctor Torres Pérez, Professor of Managerial Control and Information, and Francisco Javier Fuentes Urbieta, Professor of Operations Management

Continuous Updating Management Program Networking Session

Holiday Luncheon: Advisory Boards and Governance Continuous Updating Management Program 19-2

Speaker: Gabriel Pliego, Director of the Fine Arts Department of the Universidad Panamericana



MTY

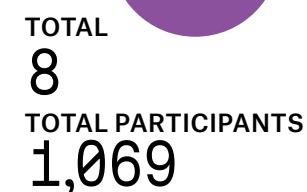


MTY

Conference and discussion
Speaker: Tatiana Clouthier Carrillo
Representative, Chamber of Deputies*
1 sesión

*At the time the session was held.

GDL



GDL

Directors' meeting October 1, 2019

AD-2 networking session November 9

D-1 networking session November 10

UP-IPADE Carlos Llano Chair Lecture Series

Speaker: Daniel Servitje, President and CEO, Grupo Bimbo

Christmas celebration and event: "The History of Jazz"

Speaker: Gilberto Cervantes Correa, Founder and Director of Fundación Tónica

Networking session for Continuous Updating Management Program participants January 15

Making Financial Decisions in the Face of COVID-19 and the Economic Crisis (Zoom event)

Speaker: Camilo Posse Velásquez, Professor of Financial Management

Adjusting Marketing Strategies in Times of Crisis

Speaker: Carlos Castellanos Rodríguez, Professor of Marketing Management

At **IPADE**, we're committed to offering our **community** access to the latest management trends to ensure that they have access to **cutting-edge knowledge** and are able to continue to improve their **business skills**.

Photo: Rafael Ramírez De Alba, Professor of Economic Environment.

CEO Lecture Series

CDMX

Speakers:
Enrique Olvera, CEO
Grupo Olvera (Pujol)
and **Luz María Gutiérrez
Villavicencio**, CEO of
G500 Network

ATTENDEES
650
SESSIONS
2



MTY

Speaker:
Josué Lee,
President, Linde
North LatAm

ATTENDEES
60
SESSION
1



Without diversity, there
can be **no unity.**

IPADE Alumni Sessions

PARTICIPANTS

124

LEÓN
20

CHIHUAHUA
30

AGUASCALIENTES
52

SAN LUIS POTOSÍ
22

Photo: Luz María
Gutiérrez
Villavicencio, CEO
of G500 Network.



HBR Summit

Leadership in Times of Change

November 5, 2019

4th edition held at IPADE, 5th edition held in Mexico

Participantes:

Rafael Gómez Nava, Dean, IPADE Business School

Beatriz Ferreira, Director, Opinnno LatAm

Amy Bernstein, Editor, Harvard Business Review

Tommaso Canonici, Director, Opinnno Europa

Sergio Fonseca, Professor of General Management, IPADE Business School

Emilio González, General Manager, Nu México

Amanda Pinto, Director of Innovation, Grupo Mantequeira

Luis Aguirre-Torres, CEO, GreenMomentum

Antonio Nuñez, Partner, Paragon Partners

Alejandra Paczka, Director of Human Resources, Walmart México and Central America

Bernardo Novick, Director, ZX Ventures

David Arconada, Senior Vice President of Customer Experience, Aeroméxico

Yvette Mucharraz y Cano, Professor of Human Resource Management, IPADE Business School

Jill Hufnagel, Principal, JHC&C Leadership Collaborative

Nathan Furr, Associate Professor of Strategy, INSEAD

DT Journey

Digital Transformation
1st Edition

400

PARTICIPANTS

29

PARTICIPANTS

Harvard
Business
Review
SUMMIT MEXICO

#HBRSummit

Harvard
Business
Review
SUMMIT MEXICO

Harv
Busin
Review
SUMMIT MEXICO

Right:
Suraj Shinde,
Digital
Technology
Director,
Everis México

EmTech

Is Artificial Intelligence Already Here?

July 2-3, 2019
2nd Edition

Participants:

Rafael Gómez Nava, Dean, IPADE Business School

Pedro Moneo, Publisher, MIT Technology Review Spanish edition; Founder and CEO, Opinnno

Gideon Lichfield, Editor in Chief, MIT Technology Review

Beena Ammanath, Founder and CEO, Humans for AI

Darin Briskman, Machine Learning and Blockchain Evangelist, Amazon Web Services

Santiago Ibañez, Co-founder, Bild

Marcela Zetina, Director, BBVA Open Innovation México

Dan Roth, Eduardo D. Glandt Distinguished Professor at the Department of Computer and Information Science, University of Pennsylvania

Enrico Santus, Postdoc Associate, Massachusetts Institute of Technology

Suraj Shinde, Digital Technology Director, Everis México

Chris Gottbrath, Technical Program Manager, Facebook

Marcio Aguiar, Director of Enterprise Sales, LatAm, NVIDIA

Edgar Gómez, Systems Engineer, Fortinet

Oscar Silva, Partner Lead, Global Strategy Group, KPMG Mexico

Alejandro Ayala, Chief Engineer Digital Innovation, Ford Motor Company

Javier Fuentes, Professor of Operations Management, IPADE Business School

Ladi Adefala, Senior Security Strategist, Fortinet

Cecilia Nicolini, Director, Opinnno Research Center; Researcher at Harvard and MIT

Sriram Raghavan, Vice-President, IBM Research

Mia de Kujiper, Senior Vice-President, Salesforce

Rafael Ramírez de Alba, Professor of Economic Environment, IPADE Business School

Carlos Millán Vélez, Partner, Global Strategy Group, KPMG Mexico

Cristina Martínez, AI for Good Lab Lead, C Minds

Agustín Rossi, Principal, Omidyar Network

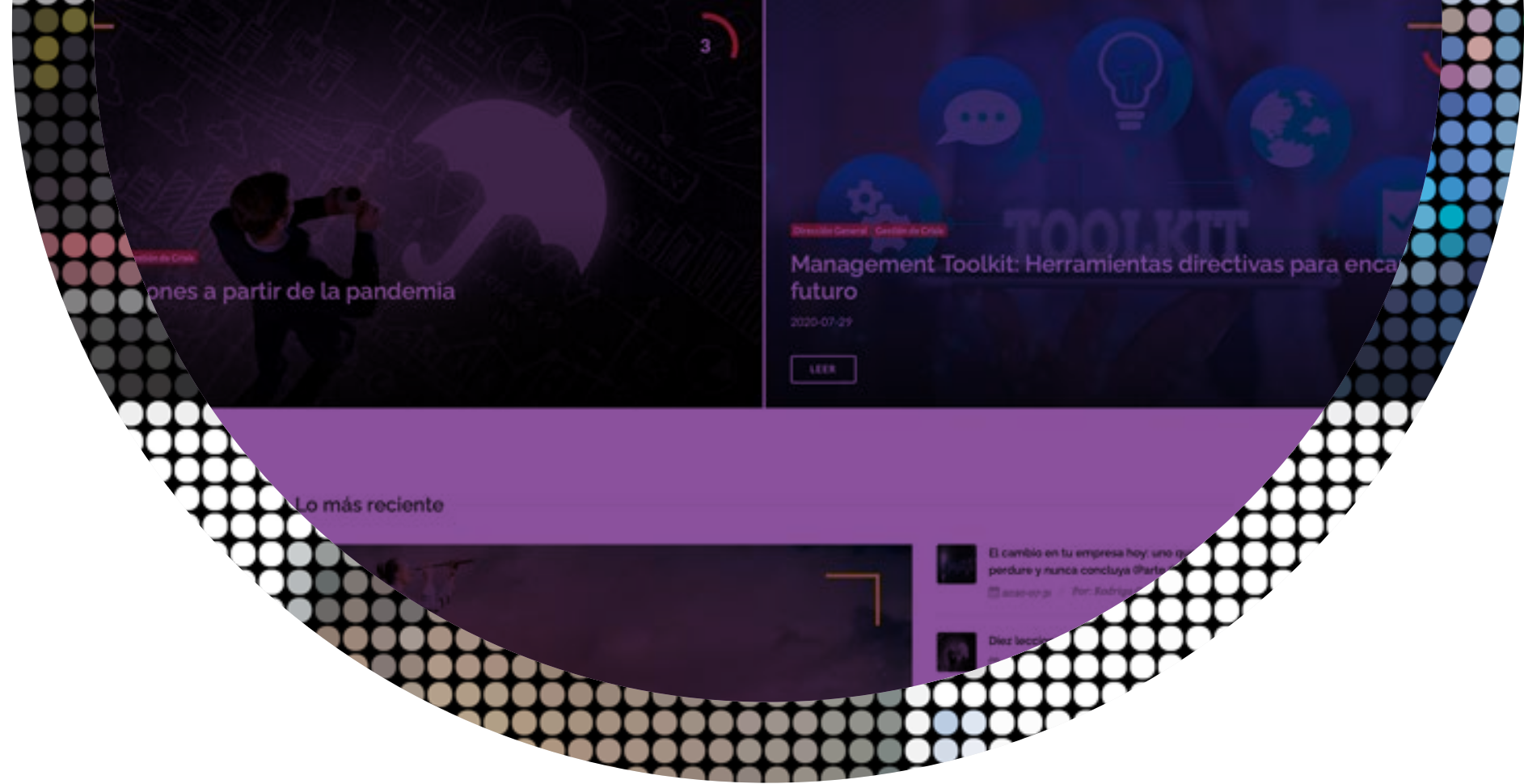
Manuel Aragonés, Founder and CEO, deep_dive

Carissa Schoenick, Senior Program Manager and Communications Director, Allen Institute for AI



Management Alert

More united than ever...

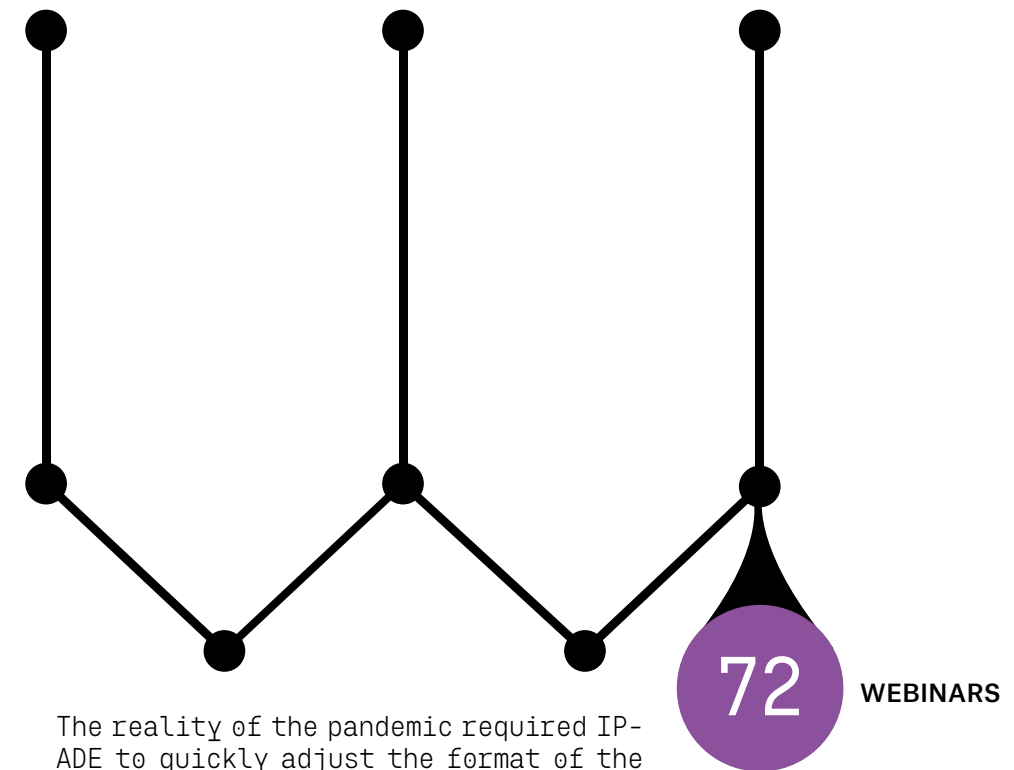


#HereWeGrow



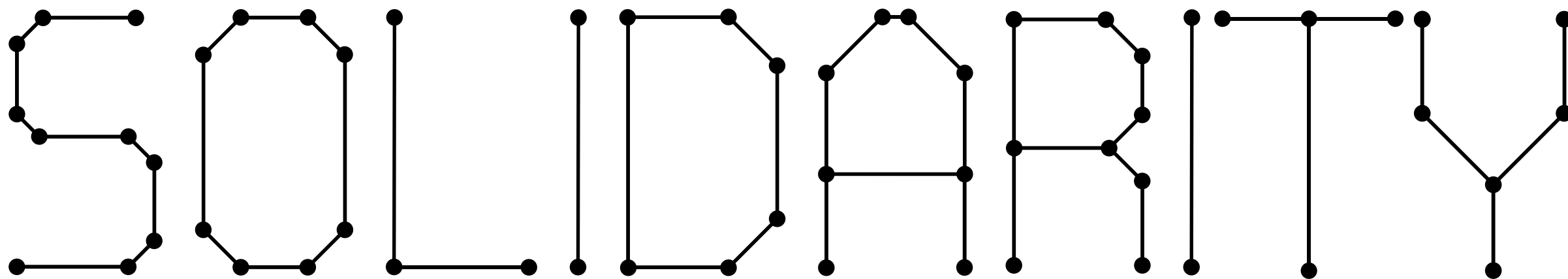
In the face of the challenges presented by the COVID-19 pandemic, IPADE launched MANAGEMENT ALERT, a digital platform that offers access to trustworthy information curated by IPADE faculty in a variety of formats, along with relevant content published by IPADE.

Webinars



The reality of the pandemic required IPADE to quickly adjust the format of the Continuous Updating Management Program. Webinars offered participants the opportunity to stay connected and access the case method-based educational experience from the safety of their own homes.

The **important thing** is not to stay alive but **to stay human**



#SociallyCommitted

Our Commitment
to Society

IPADE
Social Challenge

All Hands
on Deck

Our Commitment to Society

Colegio Montefalco and Fundación El Peñón offer young people in the eastern part of the state of Morelos an education grounded in academic excellence and personal development.

#SociallyCommitted

At IPADE, we believe that the true value of leadership is found in the benefits to society. Grounded in this belief, the IPADE Institutional Development Department works with IPADE participants and alumni on social impact initiatives.



Colegio Montefalco

513 STUDENTS

134 ELEMENTARY SCHOOL

203 SECONDARY SCHOOL

176 HIGH SCHOOL

3,643 GRADUATES AS OF 2019

Fundación El Peñón

400 STUDENTS

221 SECONDARY SCHOOL

179 HIGH SCHOOL

3,485 GRADUATES AS OF 2019

Both Montefalco and El Peñón offer high quality educations to children and young people from the eastern part of Morelos.



Highlighted Events

Launch of the Colegio Montefalco and Fundación El Peñón Annual Reports

October 1, 2019

IPADE held an event to share the results and initiatives implemented by both institutions during the 2018-2019 school year. The event also offered an opportunity for donors, alumni, parents, and teachers from both institutions to mingle.

Personal Finance in Times of COVID-19

May 15, 2020

This event focused on providing participants with personal finance tips for times of crisis.

118

families from El Peñón and Montefalco

Help Me Get Online

May 19, 2020

When COVID-19 forced both schools to transition to online instruction, the IPADE alumni community came together to donate computers to students from both institutions so that they could finish the school year remotely.

Empowerment Program

High school students from both institutions were invited to participate in a series of online mentoring sessions with IPADE Full-Time MBA participants. The sessions focused on supporting and building up the participating students' communications skills, health, personal development, and career development.

Highlights from the School Year

- 1st, 2nd, and 3rd place in the State Chemistry Olympiad
- 3rd place in the Pierre Fermat Mathematics Contest
- 2nd place in the Carl Friedrich Gauss Mathematics Contest
- Students participated in 16 academic knowledge competitions (11 state, 2 regional, and 3 national) and received 45 awards
- Gibran Axel Herazo Sarmiento earned a perfect score (1,300 points) on the CENEVAL exam
- 1st and 3rd place in the State Mathematics Olympiad for elementary schools
- 1st place in the Carl Friedrich Gauss Mathematics Contest for secondary schools

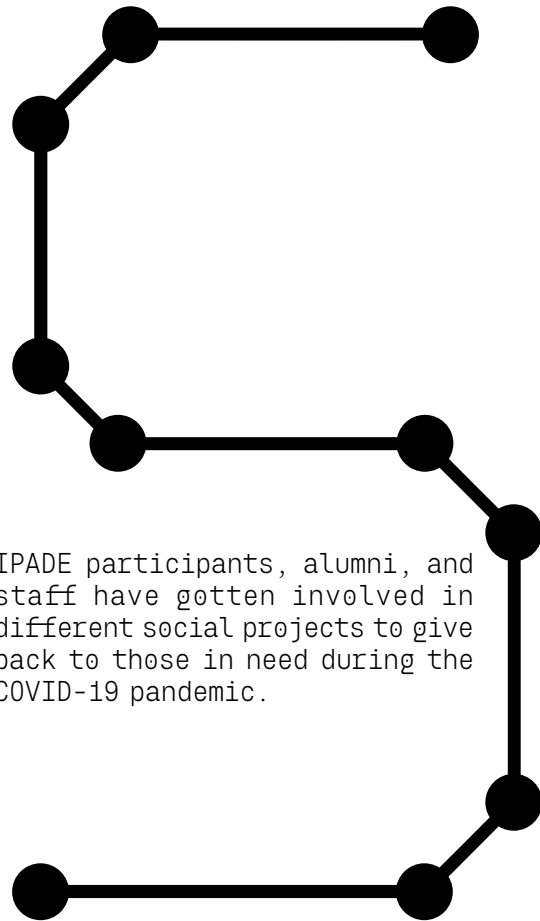
IPADE Social Challenge

#HumanlyLinked

31

Initiatives registered

Below: The IPADE Social Challenge platform has supported more than 70 initiatives, including "Gift Me a Smile."



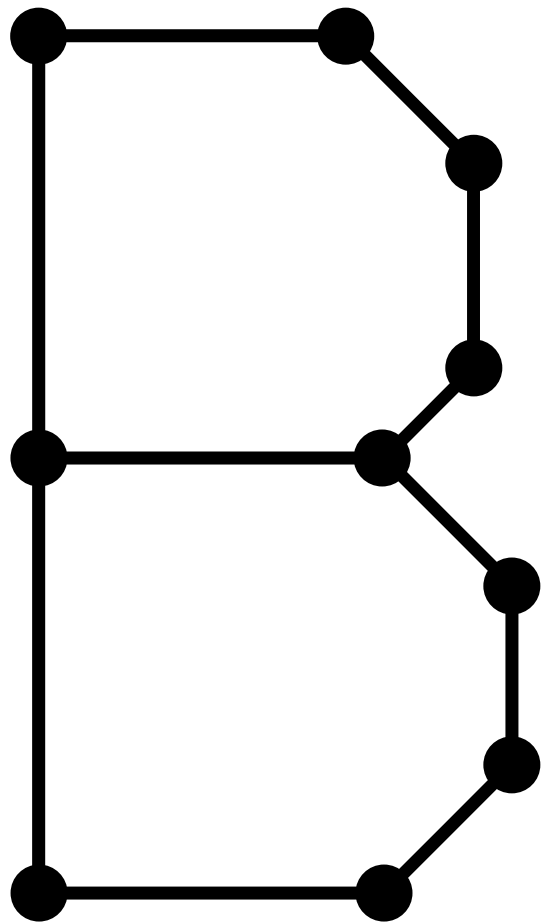
IPADE participants, alumni, and staff have gotten involved in different social projects to give back to those in need during the COVID-19 pandemic.

The IPADE Social Challenge platform helps support and boost these efforts by gathering all the initiatives in one place and sharing them with the broader business community. We're committed to channeling resources where they are most needed and supporting as many people as possible.



All Hands On Deck

Support programs
launched during
the pandemic



#HumanlyLinked

The IPADE community came together to provide **support** to **IPADE staff** and their **families**.

Food Pantry Program

750

FOOD BOXES

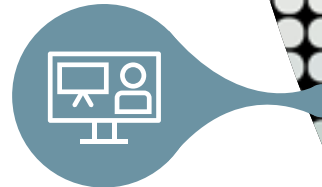
The IPADE community came together to provide bi-monthly emergency food boxes to 125 families for three months.

Tutoring Support



A group of IPADE professors and administrators came together to offer free tutoring sessions to the children of IPADE staff during final exams and summer break.

How to Work from Home Successfully



Support group sessions were held for members of the IPADE community to share their experiences working from home.

It's **time to work together** to make it **through this crisis**.



IPADE at the Vanguard

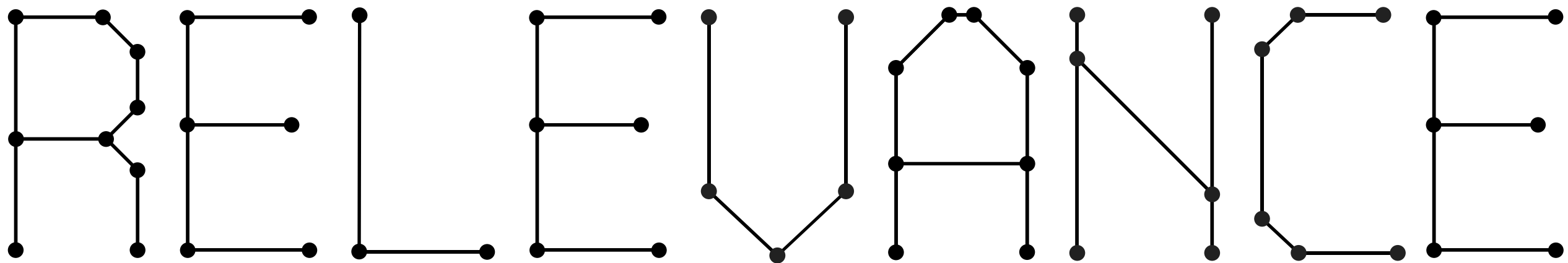
IPADE at the Vanguard is responsible for organizing “IPADE Talks,” a lecture series focused on helping IPADE staff stay connected with the institution and its culture and supporting the personal

development of all IPADE team members. The lectures are made possible thanks to the contributions of faculty members and guest professors who share their knowledge.

VANGUARD SESSIONS

DATE	SESSION	SPEAKER
April 28, 2020	The Impact of COVID-19 on Politics, Society, and IPADE	Agustín Llamas
May 5, 2020	Personal Finance Tips in Times of Crisis	Oscar Carbonell
May 11, 2020	Working Women: Finding Balance During the Pandemic	Yvette Mucharraz Liora Arditti Rosa Paulina López
May 12, 2020	The Current Crisis: An Opportunity for Personal Growth	Alejandro Salcedo
May 19, 2020	The Comedy of Laurel and Hardy: Films to Enjoy With Your Family	Arturo Picos
May 26, 2020	From Resentment to Forgiveness	Pbro. Francisco Ugarte Corcuera
June 3, 2020	Emotions in Times of Crisis	Nahum de la Vega
June 9, 2020	Resilience: Facing Adversity with Joy	Yvette Mucharraz
June 16, 2020	Effective Communication to Improve Happiness	Pablo Buitrón
June 23, 2020	Connecting with Ourselves and Our Families in Times of COVID-19	Mariana Campos
June 30, 2020	The Value of Suffering	Pbro. Francisco Ugarte Corcuera
July 7, 2020	Moving from Fear to Hope	José Díez
July 14, 2020	Stress: Friend or Enemy?	Rubén Urtuzuástegui
July 21, 2020	How to Manage Uncertainty in Your Family?	Marveya Villalobos
July 28, 2020	The Clash Between the <i>Cazo</i> and the <i>Comal</i> : The Wonder of Mexican Food	Héctor Zagal
August 4, 2020	The Virgin of Guadalupe: A Challenge to History, Science, and Faith	Eduardo Chávez Sánchez
August 11, 2020	The Appearance of the Virgin of Guadalupe to Juan Diego	Eduardo Chávez Sánchez
August 18, 2020	The Symbols of the Mantle of the Virgin of Guadalupe	Eduardo Chávez Sánchez
August 25, 2020	The Symbols of the Mantle of the Virgin of Guadalupe II	Eduardo Chávez Sánchez
September 1, 2020	The Crucial Role of the Family	Ricardo Murcio Rodríguez
September 8, 2020	Time Management: How to Maximize Your Time and Meet Your Goals	Ricardo Merodio Rivas
September 15, 2020	The Dynamics and Logic of Forgiveness	Carlos Alejandro Armenta Pico
September 22, 2020	How the Brain Learns	Consuelo Sánchez Muñoz

We shall **overcome** for the **benefit of all**



#LinkedWeGo

Special
Guests

Research
Centers

Carlos Llano
Chair

Rankings and
Accreditations

Integrated
Capacity Building

Special Guests



Tatiana Clouthier Carrillo
Representative, Chamber of Deputies*
CEO Lecture Series MTY

*At the time the session was held.



Josué Lee
LINDE NORTH LATAM
President
CEO Lecture Series MTY



Daniel Servitje Montull
GRUPO BIMBO
President of the Board and CEO
Carlos Llano Chair Lecture Series

Manuel Martínez Gaxiola
EFM CAPITAL
CEO
In-Company



Rodrigo Puga
PFIZER
CEO
In-Company



Federico Toussaint Elosúa
GRUPO LAMOSA
President and CEO
In-Company



Máximo Vedoya
TERNIUM
CEO
In-Company



Juan Carlos Puente
WHIRLPOOL
North LatAm Norte (Mexico, Central America, the Caribbean, and the Andean Region)
In-Company



Cardinal Carlos Aguiar Retes
ROMAN CATHOLIC ARCHDIOCESE OF MEXICO
Archbishop of Mexico
In-Company



Enrique Perezjera
MICROSOFT
CEO Mexico
MEDE



Rodolfo Ramos Arvizu
BACHOCO
CEO
In-Company



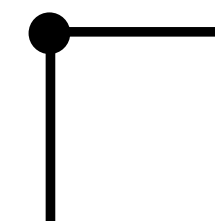
Francesc Noguera
BANCO SABADELL
CEO Mexico
In-Company



José Oriol Bosch
GRUPO BMV
CEO
In-Company



Isidro Quintana
CISCO MEXICO
CEO
In-Company



José Román
NISSAN MEXICO
President and CEO
In-Company



Sylvia Varela
ASTRAZENECA
President and CEO Mexico
MEDE



Dong Sung Kim
SAMSUNG
CFO
In-Company



Constantino Spas
COCA-COLA FEMSA
CFO
In-Company



Pablo Escandón Cusi
NADRO
President and CEO
In-Company



Research Centers

IPADE is committed to staying at the vanguard of international management

best practices through its four Research Centers, which combine practical and academic research and analysis. Each Center offers a space for discussion, reflection, and knowledge building for business executives.

Photo: Women in Business event.

The Centers **encourage reflection, interdisciplinary dialogue, and knowledge building** and focus on the issues that **impact business and management.**



Research Center for Women in Senior Management (CIMAD)

For more than a decade, CIMAD has focused on women in business, including studying the primary challenges that companies face when it comes to promoting and retaining female talent.

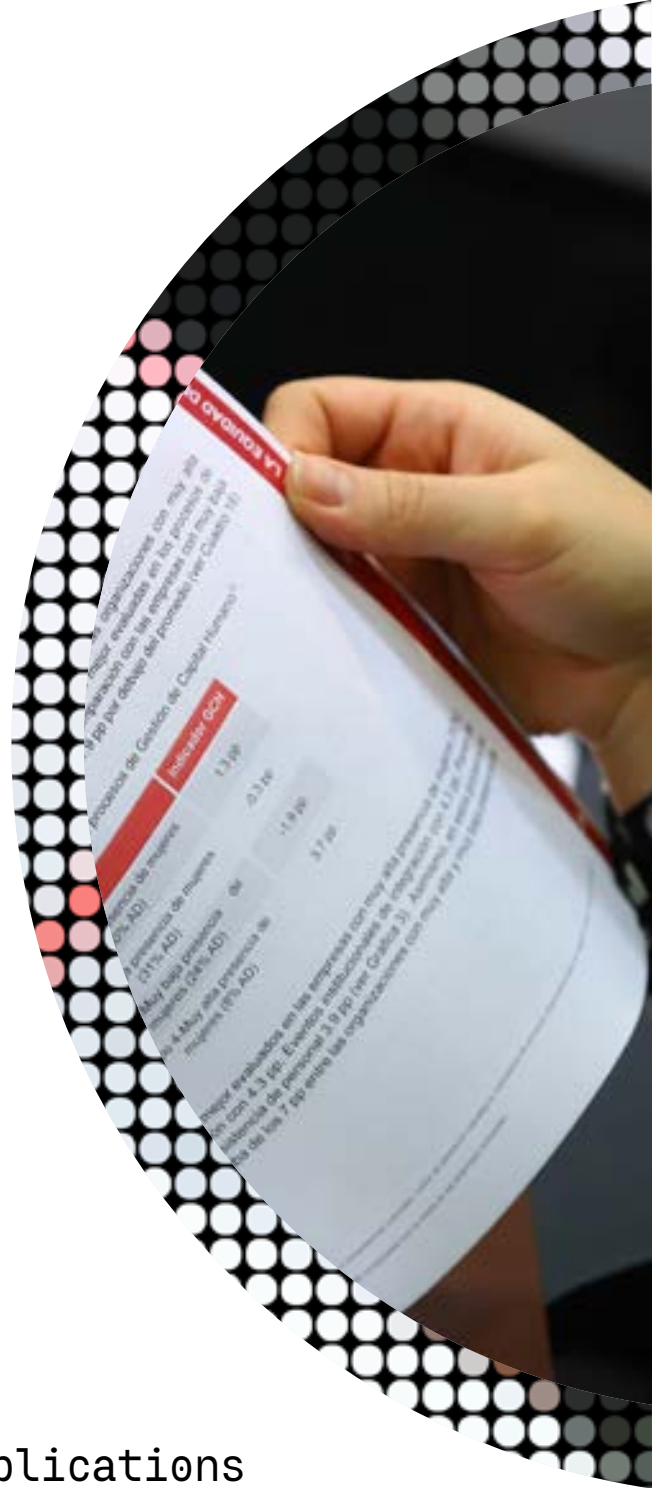
Events

- Gender Diversity in Leadership Positions (in partnership with the Women in Business student group)
- Launch of the white paper report “Beyond Equity: Complementary Leadership”
- Launch of the Mexico Female Mentors Network
- Webinar: “Women’s Leadership in Times of Crisis”
- Webinar: “Gender Equity in Business” (in partnership with the Women in Business student group)
- Webinar: “The Future of Women in STEM: Impact Assessment”
- Webinar: “Working From Home With Kids”

Publications

- Book: “Transforming Paradigms: Opening Paths for Talent”
- White paper: “Beyond Equity: Complementary Leadership” ◦ White paper: “Women in STEM”
- Case study and study guide: “Making a Change? Now?”
- Case study and study guide: “Santa Barbara”
- Case study and study guide: “Ground Zero: The Transformation of Proactive Strategies After the September 19th Earthquake”
- Study guide: “3M”
- Case study and study guide: “PATTI”
- Case study and study guide: “TopHiring: An Option for Working Moms?”
- Study guide: “Changing Course”

Photos: CIMAD event with Great Place to Work.



Events and Conferences

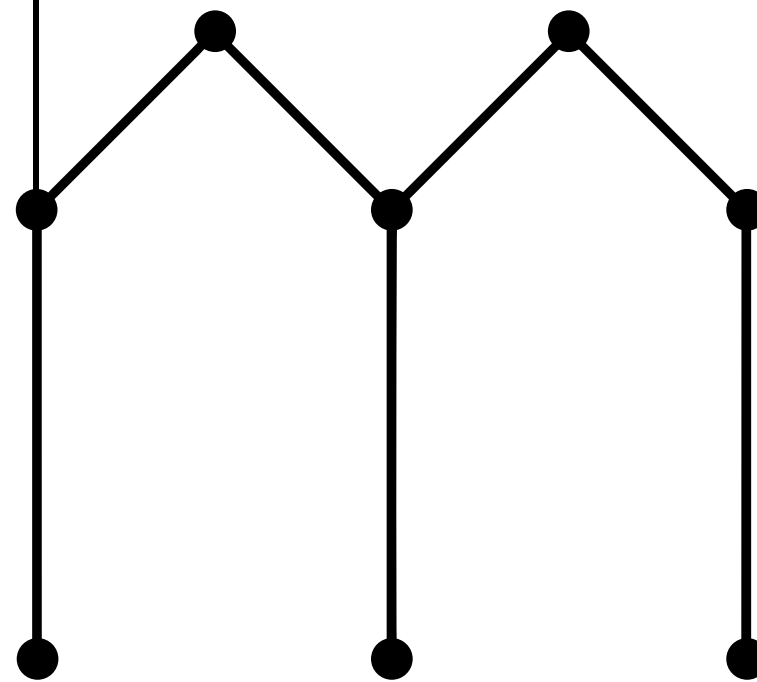
- Session at the 2019 Forbes Power Women Summit in Costa Rica
- Presentation on the case study “Ground Zero: The Transformation of Proactive Strategies After the September 19th Earthquake” as part of the Human Resource Department’s continuing education program
- Monthly participation in Forbes Women
- Interview on the “Sergio y Lupita” radio show, hosted by Sergio Sarmiento and Guadalupe Juárez and broadcast by Heraldo Radio
- Interview on the “A propósito de” radio show, hosted by Mercedes García Ocejo and broadcast by Heraldo Radio
- Interview on the “Misión, periodismo sin regaños” radio show, hosted by Jesús Michel and broadcast by ABC Radio

Strategic Partnerships

- Great Place to Work Mexico
- The Center for Aligning Family and Business of IAE Business School in Argentina
- AT&T Mexico

Special Guests

- Claudia Jañez, President, Dupont Mexico-LatAm
- Luz María Gutiérrez, CEO, G500 Network
- Graciela Rojas, President and Founder, Movimiento STEM
- Antonio Ono, Vice-President of Studies, Great Place to Work Mexico
- Mónica Hernández, HR Director, General Motors
- Mayra Chiu, Vice-President of Diversity & Talent Development, AT&T
- Regina Cabal, Founder, Momlancers
- Gemma Godoy, HR Director and Empowerment Lead, Momlancers
- Deborah Dana, Founder, Kiwilimón and Canasta Rosa
- Marisol Rumayor, Founder, Disruptive Gov Lab
- Elena Muñoz, Founder, Polvos Mágicos
- Michelle Romo, Vice-President of Marketing & Communications, MasterCard



Research Center for Family Businesses (CIFEM)

CIFEM provides family businesses with spaces to learn and reflect as they transition to new generations of leadership.

Research

- “Progress Towards Ensuring Continuity and Harmony in Family Businesses” by Alfonso Bolio Arciniega and Ricardo Aparicio Castillo.

Publications

- Case study: “Grupo URREA: Transition and Institutionalization of a Business” by Carlos Antonio Castellanos Rodríguez
- Case study: “The Carreño Family” by Ricardo Aparicio Castillo and Ernesto Bolio y Arciniega
- Case study: “Executive Coaching for the CEO Succession Process of IDEX (Part A)” by Daniel García Sotres, Antonio Jaime Sancho y Maldonado, and Alejandra Moreno Maya
- Case study: “Executive Coaching for the CEO Succession Process of IDEX (Part B)” by Daniel García Sotres, Antonio Jaime Sancho y Maldonado, and Alejandra Moreno Maya
- Ongoing presence in media outlets, including *El Universal*, *Expansión*, *El Financiero*, *News Media*, and more
- Various articles, including: “Does Your Family Business Have a Board?,” “The Right Time for Corporate Governance,” “The Emotional Side of Family Businesses,” “Generational Change within Family Businesses,” “Are Family Businesses More Resilient?,” “It’s Time to Support the Strengths of Family Businesses”

Right: Presentation on the results of the “Progress Towards Ensuring Continuity and Harmony in Family Businesses” research initiative.

Events

- 9th Family Business Summit: “Family Councils: Ensuring Unity and Harmony” (July 2020)
- 17th Family Business Colloquium (August 2020)
- Webinar for BBVA: “Sales Strategies in Times of Crisis”



Projects

- Design and implementation of the first online IPADE program focused on family businesses in partnership with Emeritus (launched in September 2020)
 - Online program: “Family Businesses in the Face of COVID-19”
 - Design and implementation of the “Successful Succession” program for GNP, in collaboration with the In-Company Program
 - Launch of the CIFEM | BBVA microsite: www.cifem.ipade.mx
 - Launch of the CIFEM | BBVA Advisory Council with the participation of prominent IPADE graduates
- Advisors: Javier Carlos Olvera Silveira (President), Ricardo Álvarez Cordero, Concepción Bermúdez Cruz, Alfonso Bolio Arciniega, Pablo Odriozola Canales, Mauricio Pallares Coello, Fernando Pesel Mandelbaum, and Alfonso Urrea Martín

Strategic Partnerships

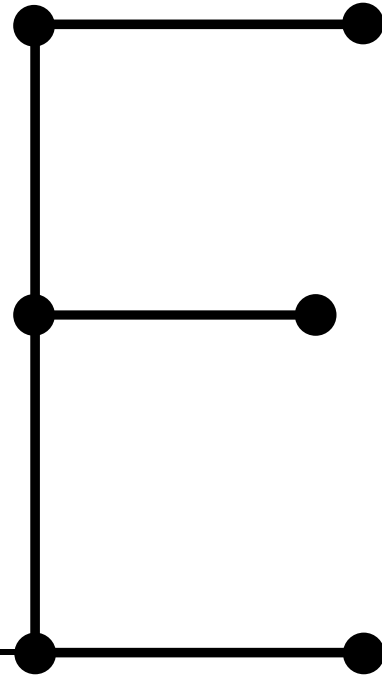
- For the third consecutive year, CIFEM was sponsored by BBVA. This partnership helps strengthen research regarding family businesses to support their success and continuity.

Special Guests

- Carlos Arbesú, Family Business Chair of the PAD Escuela de Dirección, Peru
- Alfonso Urrea Martín, CEO, Grupo Urrea
- Federico Toussaint Elosúa, President of the Board and CEO, Grupo Lamosa

Research Center for Entrepreneurial Initiative (CiiE)

The CiiE seeks to provide entrepreneurs and business owners with information and guidance on navigating a complicated and shifting business environment.



Research

- Early stage paper accepted as part of the AoM Specialized Conference Initiative: “Minding the Gap Between Expected Value Added and Actual Value Received in Angel Investment Deals” by Luis Antonio Paredes
- Early stage paper accepted as part of the AoM Specialized Conference Initiative: “Effects of Interactions Between Board of Directors and Top Management on Firm Performance” by Arturo Orozco, Luis Antonio Paredes, and Miguel Estrada

Publications

- Study on the expectations and practices of gorilla firms and start-ups and their interaction within the start-up ecosystem in Mexico Perspectives of Gorilla Firms by Luis Antonio Paredes
- Study on executive management and resiliency, including the following articles by Luis Antonio Paredes: “Crisis Toolkit”; “Crisis Rooms”; “Communications Tools in Times of Crisis”; “Crisis Leadership”; “Continuity of Operations Plan”; “Framing Relevant Information in Times of Crisis”; “Hyper-segmentation to Facilitate a Pivot”; and “Business Ecosystems in Times of Crisis”
- “Family Offices in Mexico: Investing in the Future” by José Antonio Dávila Project conducted in partnership with AMEXCAP and Credit Suisse
- “Social Entrepreneurs: #GENTEURGENTE Reinventing Mexico” by José Antonio Dávila Project conducted in partnership with Ashoka
- Technical note: “Innovation ‘Powered by Startups’” by José Antonio Dávila
- Case study: “Bimbo Ventures: Eleva Food Technology Accelerator” by José Antonio Dávila
- Case study and teaching guide: “StarLite” by José Antonio Dávila
- Case study: “Kekén 2020” by José Antonio Dávila
- Case study: “Gluten-free Flour” by José Antonio Dávila
- Case study: “Canasta Rosa” by Luis Antonio Paredes
- Case study: “Retailix vs IT-Respond” by Luis Antonio Paredes
- Case study: “Sigma Food and Beverage Department” by Luis Antonio Paredes
- Case study: “Transmex” by Luis Antonio Paredes



Philosophy and Management Research Center (CIFE)

The CIFE seeks to explore the day-to-day realities of the company and its executives, with a focus on the personal development of the business leader.

Research

- “On Fear” by Alejandro Armenta, Jorge Merodio, and Montserrat Baños
- “On Forgiveness” by Alejandro Armenta, Montserrat Baños, and Héctor Iñaki Larrínaga
- “On Lifestages” Alejandro Armenta and Héctor Iñaki Larrínaga
- “On Hope” by Alejandro Armenta, Montserrat Baños, and Héctor Iñaki Larrínaga
- “On Bravery (Within the Context of the Pandemic)” by Alejandro Armenta, Jorge Merodio, José Díez, Alejandro Salcedo, and Héctor Iñaki Larrínaga

Events

- Focused program: “The Whole Self” (Fifth edition, Mexico City)
- Pilot sessions for the G-20 Colloquium
- Collaboration with IESE to develop an online version of the “The Whole Self” program (joint degree program, IPADE/IESE)

Projects

- Technical note: “On Fear: A Constant Companion”
- Case study: “Two Campaigns”
- Technical notes in development: “On Life Stages,” “On Forgiveness,” “On Hope,” “On Bravery”

Collaborations

- Created content for the G-20 Colloquium
- Created content to respond to the COVID-19 public health emergency
- Worked with the Impact and Values Committee to create the “Institutional Identity and Philosophy” internal program for professors and administrators (content development)

Strategic Partnerships

- Collaborated with IESE to develop an online version of the “The Whole Self” program

Special Guests

- Alfredo Ponce de León, Instituto Nacional de la Nutrición Salvador Zubirán
- Hugo Cuesta Leño, CEO, Firma Cuesta Campos y Asociados
- Stephanie Derive, Deputy Director, School of Medicine of the Universidad Panamericana



Photos: Fifth edition of “The Whole Self” program.



Carlos Llano

Chair

The UP-IPADE Carlos Llano Chair

is committed to preserving the legacy and philosophy of one of the founders of IPADE and the Universidad Panamericana.

The activities implemented as part of the Chair focus on timely issues that help incorporate both a humanist perspective and practical solutions to address the diverse issues that impact the business community in Mexico.

Research Supported by the Chair

Sobre la idea práctica en la filosofía de la acción de Carlos Llano [On Practicality in the Ethos of Carlos Llano] Doctoral thesis, **Víctor Iselino Deval**, Universidad Panamericana

Análisis estructural del liderazgo centrado en la persona propuesto por Carlos Llano Cifuentes [Structural Analysis of the Human-centered Leadership Proposed by Carlos Llano Cifuentes] Doctoral thesis, **Ricardo Murcio Rodríguez**, IPADE Business School

#LinkedWeGo

Three e-books featuring extracts of Carlos Llano's writings were published:

Pillars of Responsibility: Support, Service, and Justice **1**

Constancy as a Pillar **2**

Business Leaders in the Face of Fear **3**



Right: Professor Rafael Jiménez during the session held at the Universidad Panamericana.

Events

“The Rhetoric and Dynamism of Self: Managing Image and Individual Development”

Inaugural conference of the Philosophy Department of the Universidad Panamericana.

August 14, 2019

Universidad Panamericana, Mixcoac Campus

“Carlos Llano the Author” Ethics, Business, and Life Forum

November 29, 2019

Universidad Panamericana, Aguascalientes Campus

“Human-centered Values” Ethics, Business, and Life Forum

November 26, 2019

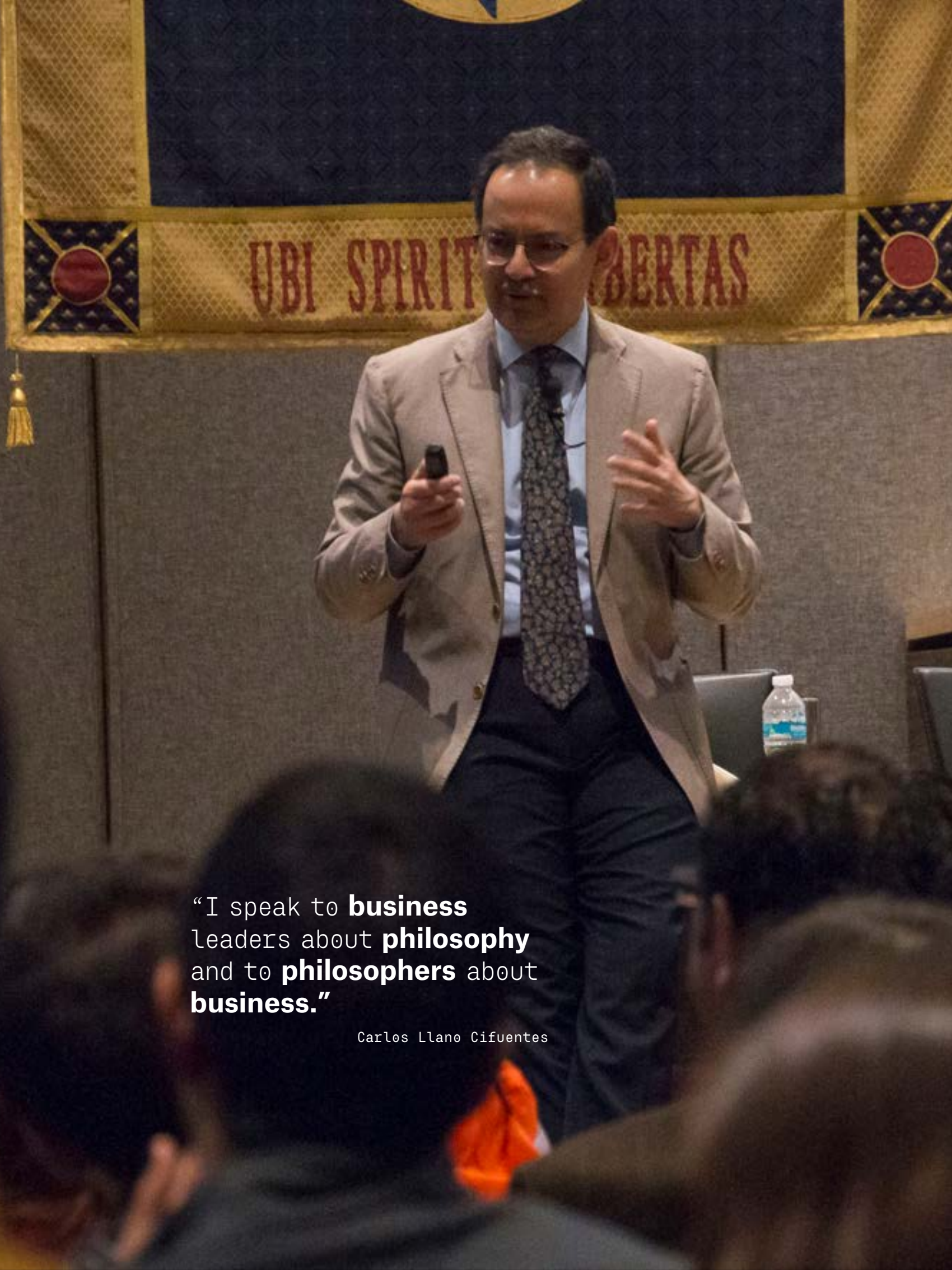
IPADE Guadalajara

◦A total of 66 articles were published on the website. Of these, 41 were adaptations from other sources, while 25 were original publications.

Strengths

◦During the 2019-2020 period, both the print and e-book versions of the first seven titles from the Carlos Llano Library were re-edited.

◦The website received 666,457 visits, an increase of 6.77% from the prior year. Of these visits, 256,707 were from Mexico, while the rest were from countries such as Argentina, Colombia, France, Italy, Spain, and the United States.



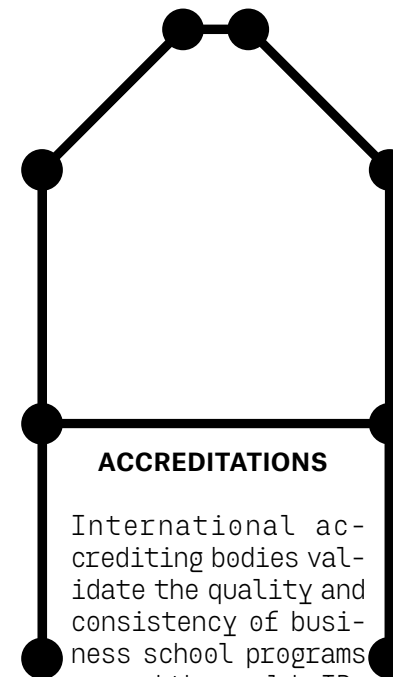
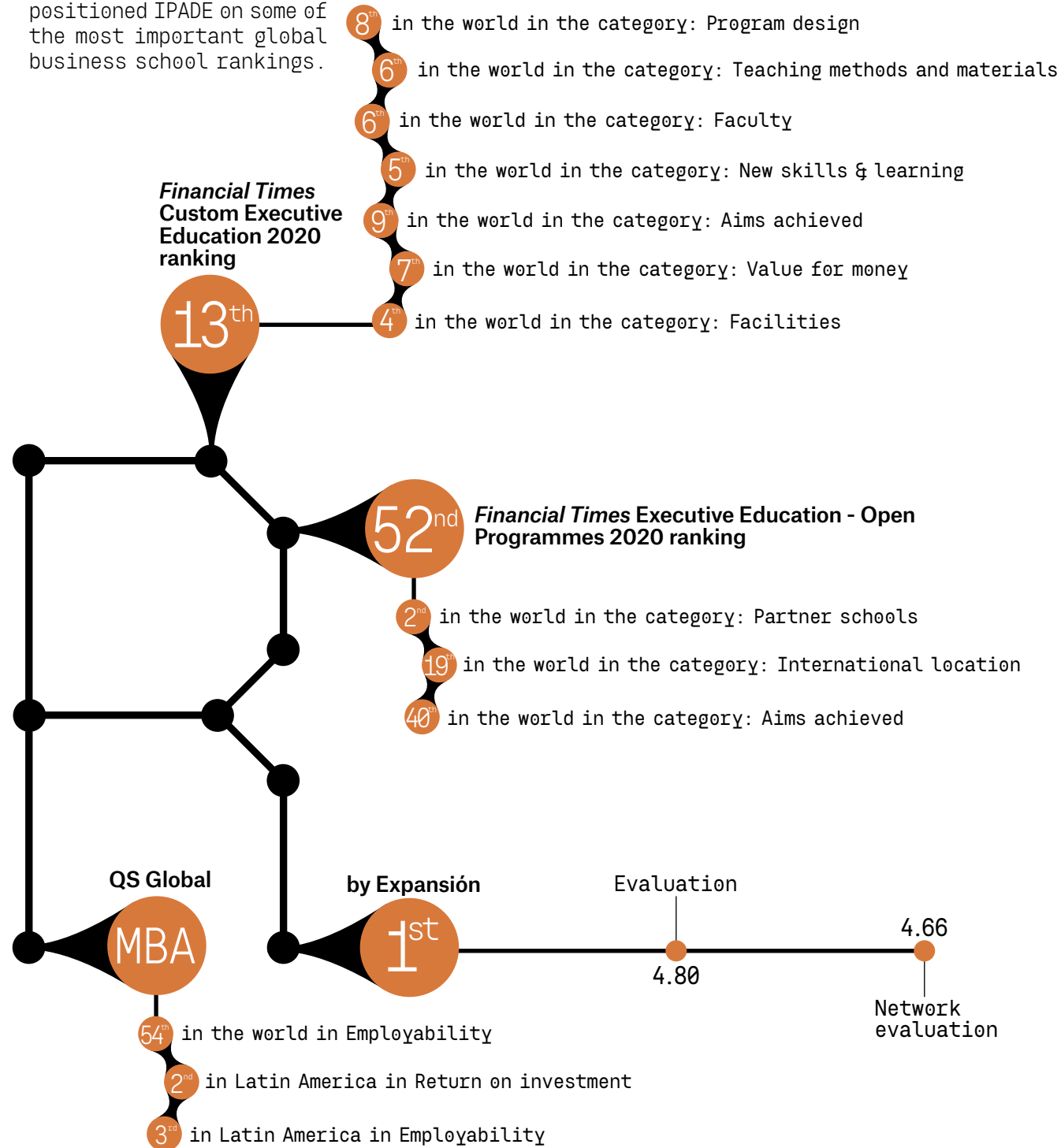
“I speak to **business** leaders about **philosophy** and to **philosophers** about **business.**”

Carlos Llano Cifuentes

Rankings and Accreditations

RANKINGS

The quality and relevance of IPADE's programs, as well as the excellence of our faculty members, have positioned IPADE on some of the most important global business school rankings.



ACCREDITATIONS

International accrediting bodies validate the quality and consistency of business school programs around the world. IPADE is accredited by the most recognized global accreditation bodies.



ASSOCIATION TO
ADVANCE COLLEGIATE
SCHOOLS OF BUSINESS



ASSOCIATION OF MBAS

Integrated Capacity Building

The Integrated Capacity Building Department

offers the IPADE community opportunities to continue to learn and develop, both personally and professionally.

#LinkedWeGo

Using an integrated, human-centered approach in line with our Christian values, the Department offers activities, programs, and initiatives to strengthen participants':

1. Personal development
2. Doctrinal development
3. Spiritual development
4. Development in service of others

Programs

Flavor and Sensations in Hospitality
CDMX Campus

33

PARTICIPANTS

Personal and Family Development
CDMX Campus

66

PARTICIPANTS

The Family Today and Always: The Challenges of Coexistence

Open to IPADE staff at all three permanent campuses

26

COUPLES



Special Events

Within the context of the COVID-19 pandemic, the Integrated Capacity Building Department offered a series of activities for participants, alumni, and IPADE faculty and staff in an effort to encourage connection and inspire the IPADE community during the public health emergency.

Online Program Development

- Strengthened the MBA program preceptors
- Facilitated access to information regarding spiritual development

Constant Contact with the IPADE Community

- Implementation of the Annual Meeting for IPADE professors and administrators
- Integrated Capacity Building discussions for IPADE staff
- Online broadcasts of mass in certain circumstances
- Implementation of the webinar “Families in Times of Crisis: Managing Stress and Encouraging Coexistence”

Strengths

50th anniversary of the visit of Saint Josemaría to Mexico

May 27, 2020

In celebration of the 50th anniversary of Opus Dei founder Saint Josemaría Escrivá de Balaguer’s visit to Mexico City and to IPADE, a Mass of Thanksgiving was celebrated by Ricardo Furber Cano, Regional Vicar of Opus Dei, which was broadcast online for the entire IPADE community.



The essence of life is serving others and doing good

SEERVICE

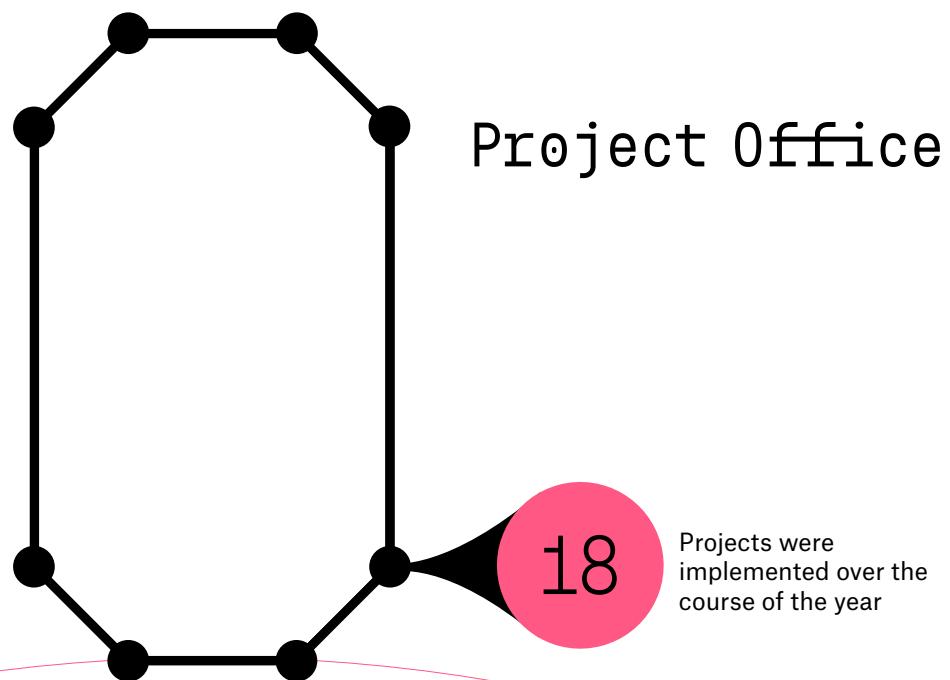
#HumanlyLinked

Corporate
Operations Department

Corporate
Communications Department

Corporate Operations Department

The Corporate Operations Department works to ensure an excellent experience for every IPADE participant. The Department is committed to constant innovation, as well as creating and implementing new projects to provide the highest quality services, facilities, and infrastructure.



- **Academic projects:** Introduce new tools to support participants' learning processes and management skills
- **Administrative projects:** Strengthen budget management and the organizational transformation of different administrative and operational departments
- **Commercial projects:** Improve IPADE's connection with alumni, analyze our commercial model, and develop outreach initiatives
- **Operations projects:** Strengthen IT security and improve the logistics of in-person and online classes
- **Social responsibility projects:** IPADE donations help support potential Full-Time MBA candidates

Projects Implemented 2019-2020



Food and Beverage Department

- A total of **699,473** meal services were offered, an increase of **9.07%** from 2018.
- IPADE once again received the Distintivo H certification, successfully complying with **100%** of the core requirements and **99%** of the non-core requirements during the review conducted on September 18 and 19.
- Nutritional information was added for each menu item.
- In collaboration with the Purchasing Department, the quality, cost, service, and timeliness of the Food and Beverage Department's supply was revised and improved.
- A strategy was created to safely resume food and beverage services as part of the "Safe Return" program.
- New measurement systems were implemented to improve control over production, satisfaction, and waste management, which has allowed the department to make important decisions that contribute to the ongoing improvement of its services.
- A monthly Catholic study group was created, led by Sergio Raimond Kedilhac.
- Monthly discussion groups, moderated by IPADE professors, were held to support IPADE staff to learn about and live by the institution's values.

Information Technology

- IT infrastructure availability was above **99.8%**.
- All IPADE Business School IT technologies were overhauled.
- More than **500** changes were made to the technological ecosystem.
- More than **9,600** video-conferences were held.
- IPADE's first **three cloud-based services** were implemented using Azure and AWS.
- Information management of more than **18 terabytes** of information is now stored in the cloud.
- More than **19,500** tickets were resolved.
- The necessary technology was put in place to facilitate home office during the COVID-19 pandemic.

Maintenance, Operations, and Resource Management

- Protocols were put in place (risk matrix) to ensure the institution's Safe Operations and to protect all participants, staff, and visitors.
- Long-term plans were put in place to ensure Operational Continuity (mapping, assessment, and update of Critical Facilities).
- Resource management best practices were put in place to ensure the appropriate maintenance and conservation of facilities, gardens, and infrastructure.
- Resource management best practices were put in place to ensure the supply of high quality goods and services at the best possible price.

Service Chain

- From September 1, 2019 to March 12, 2020, a total of **4,615** in-person class sessions were conducted, representing **6,000** class hours.
- From March 30, 2020 to May 18, 2020, a total of **527** online class sessions were conducted, representing **702** class hours.
- 63** webinars were held.
- Services and Facilities updated **8** classrooms and **12** offices to facilitate online, case-method-based class sessions.
- A total of **76** IPADE professors received support for their online courses.
- Standards were implemented to ensure the quality of the IPADE experience.
- The CANVAS learning management system was implemented for all IPADE programs, successfully reaching more than **2,082** participants.
- A total of **11** classrooms were equipped with the technologies necessary to facilitate global video conferences.
- All environments at IPADE, whether physical or virtual, were designed to inspire our participants and support the case method.

IPADE is recognized for its attention to detail and commitment to its facilities, services, and materials.



Corporate Communications Department



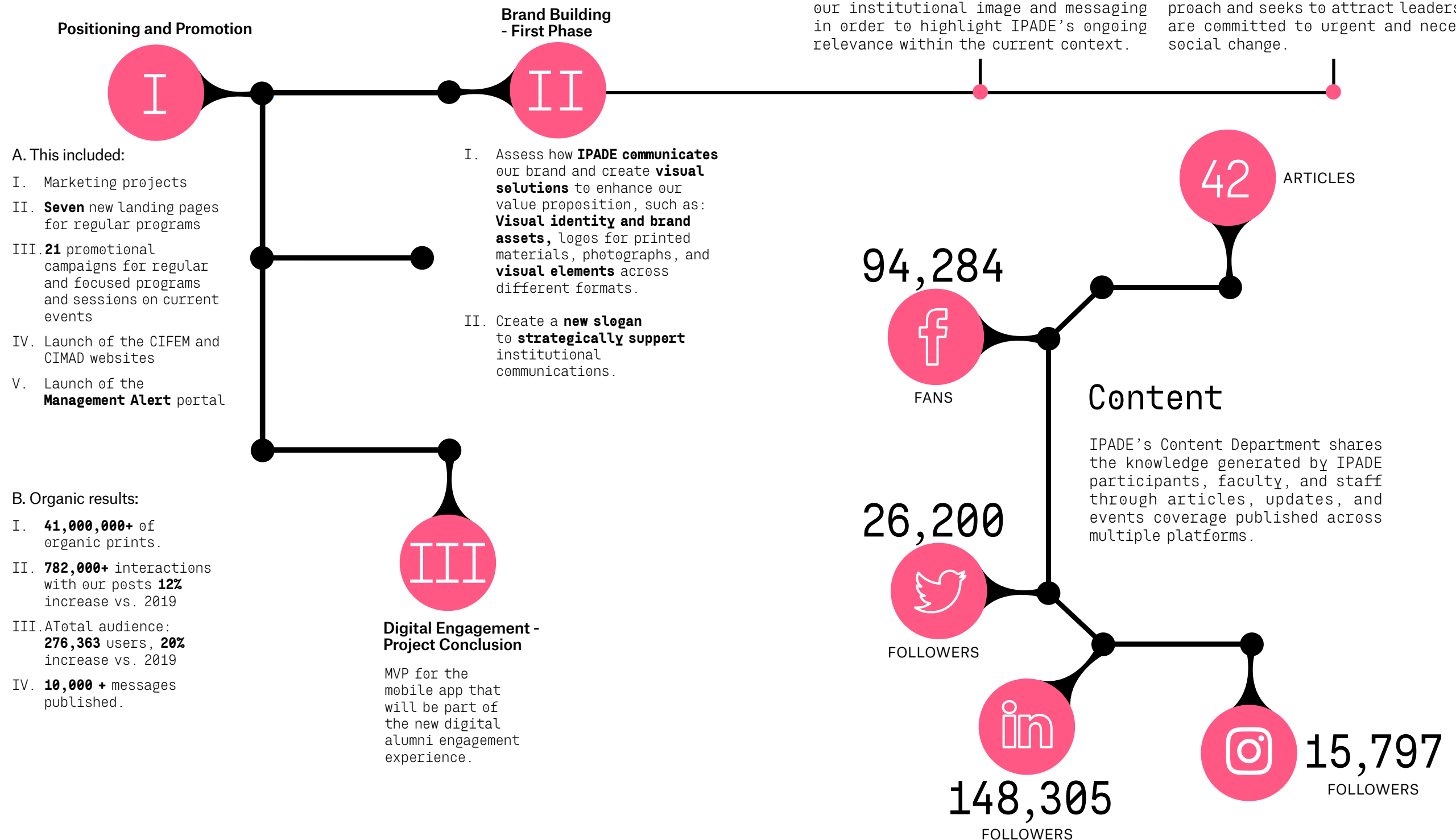
THE WORLD CALLS
FOR BETTER LEADERS

Digital Ecosystem

The Digital Ecosystem Department is responsible for developing a commercial strategy to attract the attention of participants, candidates, and alumni. The department implemented three strategic projects over the course of this year.

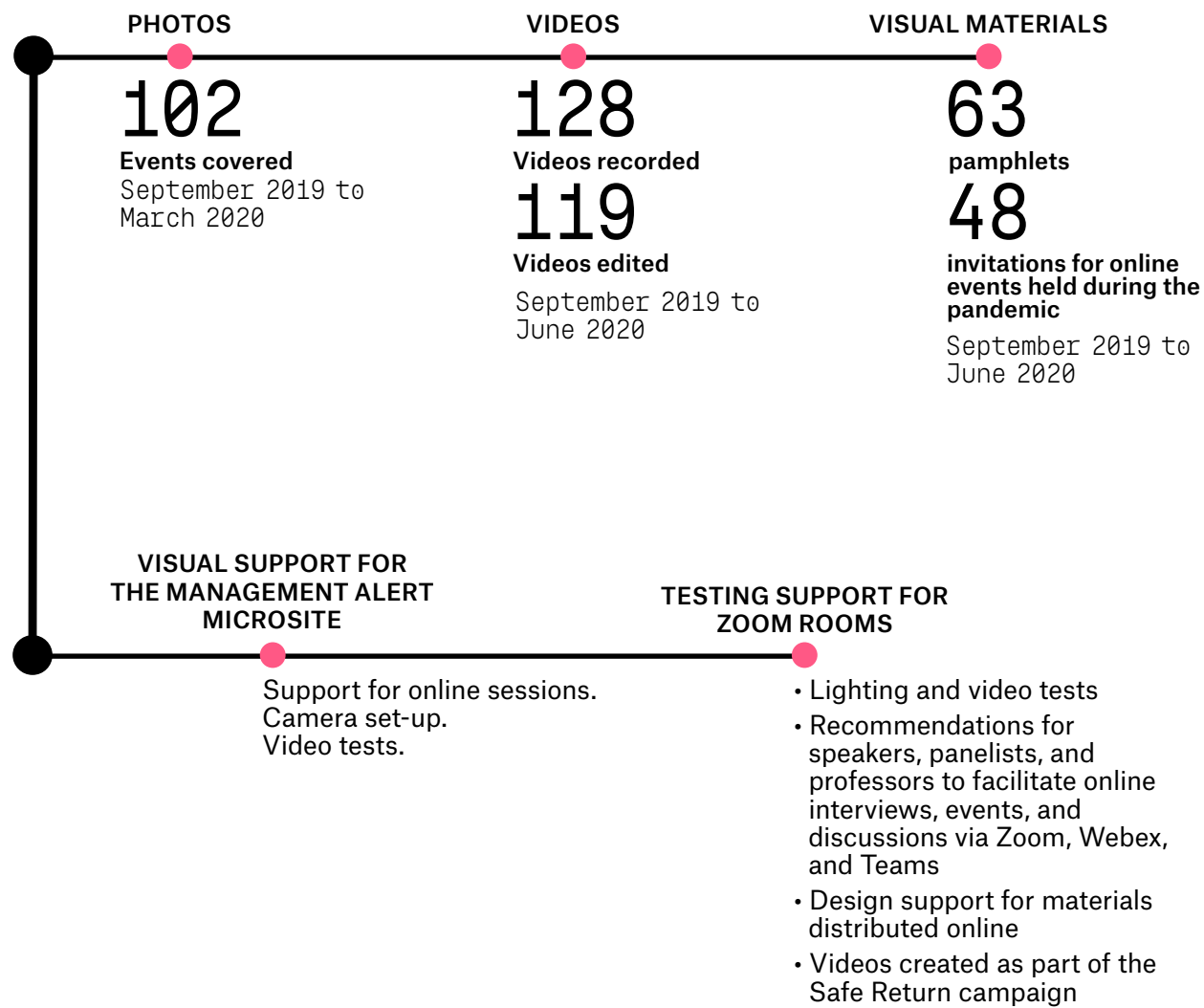
IPADE targets a certain profile of leaders that are committed to ongoing learning and constant improvement. It is crucial that IPADE positions itself as an up-to-date institution in order to establish stronger relationships with our participants and the broader business community. We worked with BBDO to refine our institutional image and messaging in order to highlight IPADE's ongoing relevance within the current context.

"The World Calls" campaign distills IPADE's purpose into effective messaging that communicates both a sense of urgency and a call to action. This messaging will be used to effectively position IPADE and its programs with our target audience. The messaging speaks to business leaders' social commitment and human-centered approach and seeks to attract leaders that are committed to urgent and necessary social change.



Institutional Image

The Institutional Image Department is responsible for sharing the IPADE experience through visual media. The Department also ensures that all design products are aligned with the communications goals of the Dean's Office.



During the COVID-19 pandemic, the Institutional **Image Department** has been **crucial** to creating a successful **remote learning experience**.

Press

IPADE is relevant to various external media outlets due to its outsized impact on society.

Press appearances from June 2019 to June 2020

TOTAL IMPRESSIONS **509**

Coverage by Media Type

Newspapers	94
Radio/TV	11
Magazines	15
Online publications	389

Coverage by Journalism Type

Articles	147
Columns	110
Briefings	252

AAA Media Outlets

Coverage in AAA media outlets	204
Percentage of total	40%

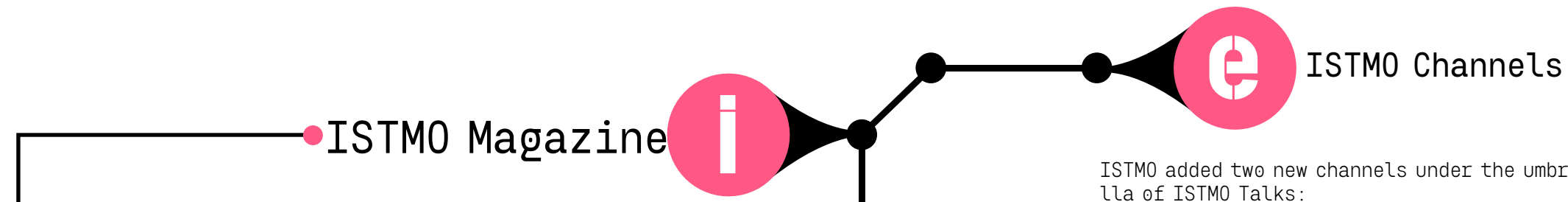
IPADE's Media Department works to ensure that IPADE and its spokespeople participate in the **most relevant forums and activities**.



Across various **different channels, ISTMO** engages with the diverse interests of **modern business leaders.**

Online Edition

In line with **ISTMO's** dedication to reinvention, the magazine worked to find new ways to create and distribute relevant content through the online editions of issues 367 and 368, which were published during the pandemic.



2019 ISTMO Forum

The 2019 ISTMO Forum, titled **360° Leadership: Choose Your Mindset**, focused on engaging with Mexican business leaders that are achieving real impact thanks to their mindsets. As part of the event, nine change mentalities were defined based on the model established in *Mindset: The New Psychology of Success* by Carol Dweck, Lewis and Virginia Eaton Professor of Psychology at Stanford University. Each session and speaker represented a different mindset.

Based on this structure, attendees were invited to identify their mindset as part of our efforts to:

- 1) Offer attendees a new experience
- 2) Strengthen attendees' connection with ISTMO
- 3) Get attendees more actively involved in the event



The **"Choose Your Mindset"** issue of **ISTMO Magazine**, which offered readers an overview of and takeaways from the 2019 ISTMO Forum, **won first place in the "Cover" category** of the **a! Diseño Awards**.

Organized by the magazine of the same name, these awards seek to recognize creative ideas within design and support **the best Mexican design projects.**

ISTMO added two new channels under the umbrella of ISTMO Talks:

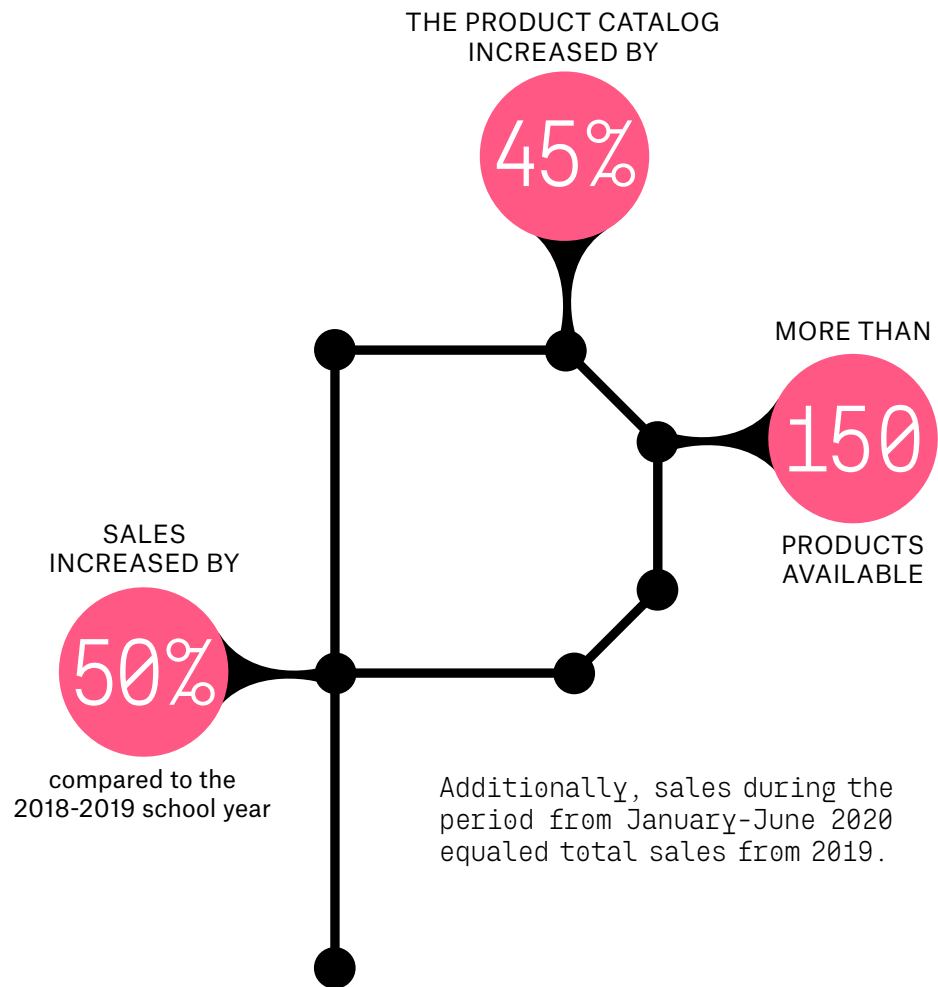
- 1) **Webinars:** These events featured experts that offered tools to improve executive's day-to-day activities. **To date, more than 29 experts have participated over the course of 3 seasons.**
- 2) **Podcast:** The ISTMO podcast offers a space to share inspiring experiences, stories, and reflections. **A total of 16 episodes have been produced over the course of 3 seasons.**

ISTMO Forum 2019.



La Posta

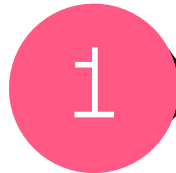
La Posta offers an extensive **catalog of books** and **memorabilia** for anyone looking to bring **a piece of IPADE** home with them.



Talent and Culture

Activities and Events

01.20



VACCINATION CAMPAIGN

A campaign to protect people against influenza and promote other preventive measures (glucose tests, blood pressure monitoring, weight monitoring, dental care), with 112 employees vaccinated in the Mexico City campus.

2019 PERFORMANCE APPRAISAL

The process was successfully completed, paying bonuses and rewards in accordance with the goals achieved by each department, office, or campus.

03.20



LAUNCH OF THE NEW IN-HOUSE MEDICAL SERVICES IN MEXICO CITY, MONTERREY, AND GUADALAJARA

This new medical service helps us both to monitor the health of our employees and of the entire IPADE community and to reduce the risk of occupational accidents and diseases. During the current health emergency, the service also has also provided support with PCR tests, health protocols, and preventive measures against COVID-19.

20.08.20



TALENT AND CULTURE

A special event was held via Zoom to officially present the new name of the department, which is now Talent and Culture. One of our main objectives is to strengthen communication with all employees and promote the IPADE culture. At the event, Professors Yvette Mucharraz and Rafael Sosa talked about the importance of these two elements - talent and culture - in organizations. Dr. Gómez Nava also spoke at the event and introduced each of the members of the department, starting with Claudia Amezcua, the Director.



LAUNCH OF NEW LACTATION ROOMS

Our three campuses now have a comfortable, safe, and private space for breastfeeding mothers at work.



13.12.19 WAITSTAFF AND CULINARIANS DAY

A celebration we held in appreciation of the hard work and kindness that our waiting and culinary staff show in providing their services. More than 160 employees from the dining services department - including temporary staff - enjoyed a breakfast in which they were served by over 50 administrative and managerial staff, who participated in the event with great enthusiasm and joy.



17.12.19

HOLY THANKSGIVING MASS AND CHRISTMAS POSADA

Workers also staged a Nativity play and presented it to the staff of the Mexico City campus, where they later enjoyed a traditional Mexican "taquiza" and a raffle.



Training

SecuPrep and PrepaPrep 13.01.20

The Program was launched for staff from the maintenance, purchasing, and dining services departments. Twenty-four employees signed in to the program, with 23 preparing for a high school diploma and 1 preparing for middle school diploma. The program involved a 5-month online course - ending in June - with some management and administrative staff tutoring participants, especially in mathematics. Because of the health situation, Colbach changed the date of the test. So far, five employees have taken and passed the test, and they have already received their high school diploma. Eight employees took the test but will need to make an extra effort -taking an additional subtest - to earn the necessary credits to be granted the certificate. The other employees (10) have not yet taken the test because they do not yet have the necessary documentation to apply for it.

Our five colleagues who were granted the high school diploma are the following:

- Sergio Barrón Moreno
- Óscar González Archundia
- Édgar Mancera Medina
- César David Pérez González
- Iván Entzana Mendoza

A talk on Personal Finance

A talk given to the staff from the Services Department (Maintenance and Dining Services) by actuaries from Willis Towers Watson. There is a project to have some teachers from the Financial Management department give the talk in the future.

Kick Off of the Vanguardia IPADE Project 27.02.20

The institution's new comprehensive training project was attended by ambassadors from the Mexico City campus and was broadcast via videoconference to the Guadalajara and Monterrey campuses. The event started with a message from Dean Gómez Nava, who acknowledged the efforts made by the IT and HR departments to carry out the project.

IPADE's Vanguardia project is aimed at promoting the personal and professional growth of employees by working on 4 development pillars to promote self-improvement, improve performance, and contribute to the achievement of IPADE's objectives.



First training course of the Vanguardia Program 12.03.20

The course was entitled "The Power of Microsoft Forms." It was attended by 6 employees, who were the first to earn the credits and a gift that will be given to everyone when they complete their first course. The COVID-19 emergency started that month, and thus the courses continued online.

COVID-19 Activities

Talks by Professors

1. **Agustín Llamas:** "The Political and Social Environment in the face of COVID-19 and its impact on IPADE."
2. **Óscar Carbonell:** "Tips for planning your personal finances in times of crisis."
3. **Sesión especial para mujeres. Yvette Mucharraz, Paulina López y Liora Arditti:** "Professional women: Finding balance during the emergency."
4. **Alejandro Salcedo:** "Our current crisis: A chance to grow from the inside."
5. **Arturo Picos:** "Laurel and Hardy's comedy movies: An art to enjoy with the family."
6. **Francisco Ugarte Corcuera:** "From resentment to forgiveness."
7. **Nahum De la Vega:** "Emotions in times of crisis."
8. **Yvette Mucharraz:** "Resilience: Dealing with adversity through joy."
9. **Pablo Buitrón:** "When communication leads to happiness."
10. **Mariana Campos Gutiérrez:** "The individual, the family, and COVID-19."
11. **Francisco Ugarte Corcuera:** "The value and meaning of suffering."
12. **José Díez Deustua:** "From fear to hope."
13. **Rubén Urtuzuástegui:** "Stress... our friend or our enemy?"
14. **Marveya Villalobos:** "How to deal with uncertainty in the family."
15. **Héctor Zagal:** "Between the saucepan and the comal: The wonderful Mexican cuisine."
16. **Eduardo Chávez:** Part I "Our Lady of Guadalupe: A challenge for history, science, and faith."
17. **Eduardo Chávez:** Part II "The meeting of Juan Diego and the Virgin."
18. **Eduardo Chávez:** Part III "The hidden symbolism of Our Lady of Guadalupe's mantle."
19. **Eduardo Chávez:** Part IV "The hidden symbolism of Our Lady of Guadalupe's mantle(continued)."
20. **Ricardo Murcio:** "The family as a nursery of heroes."
21. **Jorge Merodio:** "Time management: How to make the most of it and achieve our goals?"
22. **Alejandro Armenta:** "The mechanics and logic of forgiveness."
23. **Consuelo Sánchez:** "Learning and the brain."
24. **Rogelio Vega y Roberto Manríquez:** "The transcendent meaning of work." A special talk on the occasion of the founding of Opus Dei.

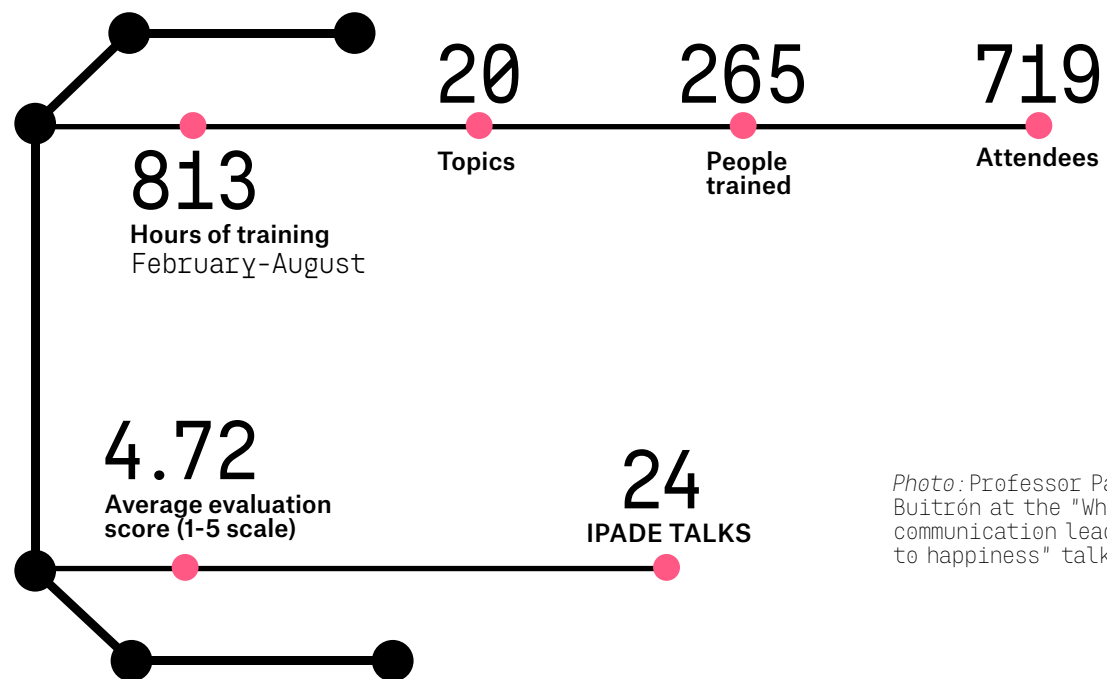
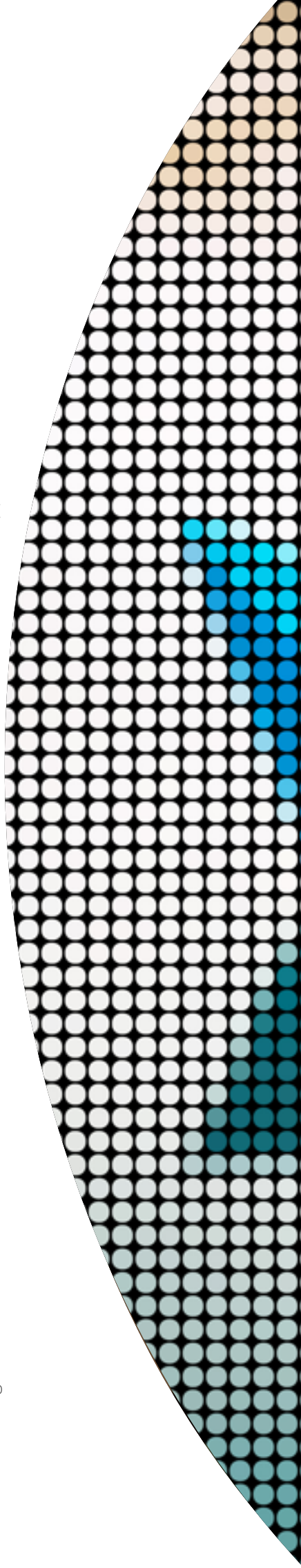


Photo: Professor Pablo Buitrón at the "When communication leads to happiness" talk.

• **Creation of new content for long-distance work**

Created by teaching, administrative, and management staff, available at <http://vanguardia.ipade.mx/guías>

• **Planning and design of the "Exploring Canvas" course**

Aimed at participants of the Senior Management program, with a target of 720 participants. We also worked on the planning and design of a new course for coordinators who are in the process of enrolling to Canvas. We worked on the planning and design of a course for the Training Cells of the three campuses, covering three platforms (Canvas, Zoom meetings, and Team).

• **Conversations with the Dean**

We opened spaces for dialogue with various staff groups to talk about the School's plans and to express any doubts or concerns to our Dean. The conversations are held virtually once every quarter.

• **El Alce Thursdays**

We opened a virtual space via Zoom where Managers and Faculty logged in to talk about various topics before lunch. The space is now closed.

• **IPADE Fridays**

We opened a virtual space via Zoom for employees to log in and talk about various topics before lunch. We also had guests from the dining services and maintenance departments, who shared some advice on nutrition, care, and housekeeping, and the chef also shared some recipes. This space for dialogue was closed in December.

• **Greeting cards**

This year's health emergency made it impossible to hold a Mother's Day celebration at IPADE and an Administrative Professional's Day celebration on July 15, and we thus sent out greeting cards by email. This year, we also sent Father's Day cards for the first time.

• **Safe return workshops**

As required by Mexico's health authorities, employees were asked to take two mandatory workshops prescribed by IMSS to ensure a safe return to classes at IPADE. The workshops were the following: "Everything you need to know about COVID-19 prevention" and "Recommendations for a safe return to work following COVID-19." 100% of our staff have already been given the corresponding certificates of attendance.

• **"Use of personal protection equipment (PPE)"**

We organized a talk to keep employees informed about the proper use of the protection equipment we will be using as part of our safe return protocol. The talk was held at the 3 IPADE campuses.

• **Sanitary screening protocols**

We implemented screening protocols for access to IPADE's facilities, which were organized by the school's Emergency Response Brigade.

• **Health care talks**

A series of talks were given to employees in collaboration with Ancora. The topics included nutrition, health care, and, most importantly, prevention.

• **Collection of donations**

In addition to giving complimentary basic foodstuffs baskets, we organized a collection of donations from employees to our co-workers from the Operation and Maintenance departments of the three campuses. We raised a total of \$82,000.00, which were delivered in the form of food vouchers. The aim is to provide support for households to be able to purchase school supplies. This donation was delivered to 125 of our co-workers, each one receiving a total of \$650.00.

• **Mental health helpline**

In accordance with Mexico's NOM035 norm, we launched a mental health helpline in collaboration with the Clinical Psychology unit of Universidad Panamericana to offer support to anyone who needs this kind of service from psychologists who closely align with our values. We negotiated a discounted price for IPADE employees.

In addition to giving complimentary basic foodstuffs baskets, we organized a collection of donations from employees to our co-workers from the Operation and Maintenance departments of the three campuses.



IPADE's Executive Committee

Rafael Gómez Nava
Dean

Julián Sánchez García
Vice Dean
Director of Academic Staff and Programs

Marcela Angulo Nafarrate
School Secretary

Oscar Aguirre Macías
Liaison with Alumni and Continuing Education Director
Central America's International Programs Director

Ernesto Bolio Barajas
Full-Time MBA Director

Antonio Casanueva Fernández
Guadalajara Campus Director

Rodrigo De León González
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Lorenzo Fernández Alonso
Monterrey Campus Director

Roberto Manríquez Delgado
Human Development Programs Director

Jorge Merodio Rivas
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Rafael Ramírez de Alba
Director of the Executive Education Campus
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Juan Romero McCarthy
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Claudia Amezcua Peña Alfaro
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