

A NEW CYCLE

BE GINS



IPADE BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

ANNUAL REPORT

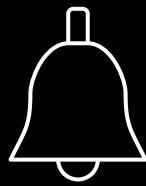
Sept '17
Aug '18

IPADE

ANNUAL REPORT SEP '17 AUG '18

**A NEW CYCLE PROVIDES AN
OPPORTUNITY TO APPRECIATE
THE LESSONS BROUGHT BY
EXPERIENCE AND EMBRACE
NEW CHALLENGES...**

**THE PRACTICE OF
MANAGEMENT INSPIRES
US, THE PROSPERITY OF
BUSINESSES MOTIVATES US,
AND OUR BUSINESS MISSION
ENCOURAGES US TO WORK
TOWARDS A STRONGER
COUNTRY THAT IS NOW SET
IN THE PATH TO LEADERSHIP**



+ 50 YEARS

IPADE BUSINESS SCHOOL IS THE LEADING BUSINESS SCHOOL IN LATIN AMERICA, FOCUSING ON PERFECTING THE MANAGEMENT SKILLS OF THE BUSINESS COMMUNITY. FOUNDED IN 1967 BY A GROUP OF LEADING BUSINESS EXECUTIVES, IPADE NOW HAS THREE CAMPUSES: MEXICO CITY, GUADALAJARA, AND MONTERREY. OVER THE YEARS, IPADE HAS BUILT A VAST NETWORKING COMMUNITY COMPRISED OF 38,968 ALUMNI.

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50th Anniversary

DEAR MEM BER

DEAR MEMBER
OF THE IPADE
COMMUNITY,

I am pleased to present you IPADE's 2017–2018 Annual Report.

Since IPADE was founded in 1967, we, the Faculty members, management executives, and collaborators, have organized ourselves around the idea that a company's mission is to be a source of service, development, and community. Over the years, we have strived to pass this idea on to our over 38,968 alumni.

In 2017, we celebrated IPADE's 50th Anniversary. This celebration offered the opportunity to further reinforce the mission undertaken by our respected founders through an extensive program of academic and commemorative activities aimed at recognizing our history while, at the same time, imagining our future. Each event encouraged the IPADE community to reflect deeply on the actions that IPADE must take today in order to help perfect those who will lead organizations of tomorrow.

The business world has undoubtedly changed over the past 51 years, a period marked by countless technological changes, new business models, changes in leadership styles, and, certainly, changes in the way businesses compete.

IPADE is aware, now more than ever, that this ever-changing environment requires leaders with specific skills and qualities, including a global vision, an innovative approach to managing teams and people, a capacity to start new businesses and drive innovation, and, above all, the ability to guide their management practice towards ends and ideals, with an emphasis on service, development, contribution, and transformation.

This is the type of manager we aspire to develop in an effort to continue to enrich the business environment in Mexico and in Latin America. We hope to be an example of how a people-centered approach can develop leaders who are able to create sustainable organizations with goals and values that align with the goals and values of their communities. Our mission to build the future of IPADE is clear: to continue developing leaders, perfect individuals, and inspire managers to build better organizations and, thus, a better country.




Rafael Gómez Nava, PhD
Dean

WE ARE PLEASED THAT ANOTHER ACADEMIC YEAR HAS SUCCESSFULLY COME TO A CLOSE. THIS REPORT PROVIDES AN OVERVIEW OF THE ACTIONS WE HAVE CARRIED OUT TO STRENGTHEN IPADE'S STRATEGIC PILLARS: INNOVATION, INTERNATIONAL STRATEGY, RESEARCH, AND POSITIVE IMPACT ON SOCIETY. THANK YOU, IPADE COMMUNITY! THE PROGRESS WE HAVE MADE TOGETHER ENCOURAGES US TO KEEP WORKING, ALWAYS WITH A PERSON-CENTERED APPROACH TO MANAGEMENT AND CAREFUL ATTENTION TO DETAIL.

CAM
PUS

CDMX

THIS PAST ACADEMIC YEAR, IPADE'S MEXICO CITY CAMPUS HOSTED THE FIRST REGIONAL EDITION OF THE GENERAL MANAGEMENT PROGRAM (AD). IPADE MEXICO CITY ALSO HOSTED THE FIRST EMTECH DIGITAL CONFERENCE HELD IN LATIN AMERICA, AN EVENT ORGANIZED BY THE SPANISH-EDITION OF THE MIT TECHNOLOGY REVIEW.

MEXICO CITY

545

SENIOR MANAGEMENT PROGRAMS PARTICIPANTS

AD-2
88

AD
82

D-1
269

REGIONAL PROGRAMS
106

258

MBA GRADUATES

FULL-TIME
84

EXECUTIVE
174

Since its founding in 1967, IPADE has operated its Mexico City Programs from the San Antonio Clavería Hacienda. Over 50 years later, the school success in the country's capital city has led to the creation of a wide array of Programs tailored to business executives from across the region.

MONTERREY

| M O N T E R R E Y |

116

SENIOR MANAGEMENT
PROGRAMS PARTICIPANTS
D-1

125

MBA
GRADUATES

FULL-TIME
50

EXECUTIVE
75

IPADE'S MONTERREY CAMPUS HOSTED THE FIRST "BOARDS IN ACTION" FOCUSED PROGRAM (JANUARY - MARCH 2018), AS WELL AS THE "THE WORLD OF WINE" PROGRAM (OCTOBER—NOVEMBER 2017). IT ALSO HELD THE "IPADE INVITATIONAL" ANNUAL GOLF TOURNAMENT ON APRIL 13 TO BENEFIT EL PINAR SCHOOL. THIS YEAR, EVENT'S SPONSORS AND PARTICIPANTS PROVIDED THE SCHOOL WITH MONETARY SUPPORT FOR ITS NOBLE CAUSE.

IPADE's decades-long presence in Monterrey continues to strengthen the city's community of entrepreneurs, promoting business development in the state of Nuevo León and beyond. The training and development provided to local leaders will set the course for the years to come, and the best practices they implement will be key to ensuring well-being and progress in Mexico.

CAMPUS

GUADALAJARA

| G U A D A L A J A R A |

134

SENIOR MANAGEMENT PROGRAMS PARTICIPANTS

AD-2
63

D-1
71

54

EXECUTIVE MBA GRADUATES

THIS PAST ACADEMIC YEAR, IPADE'S GUADALAJARA CAMPUS HOSTED THE GLOBAL ALUMNI MEETING FROM NOVEMBER 10-12. WITH OVER 1,500 ATTENDEES, THE EVENT WAS ONE OF THE MOST IMPORTANT ACTIVITIES OF IPADE'S 50TH ANNIVERSARY CELEBRATIONS. ACTIVITIES DURING THE EVENT INCLUDED THE OPENING CEREMONY OF THE ESPACIO PEDRO CASCIARO, LA POSTA BOOKSTORE, AND THE SECOND PHASE OF CONSTRUCTION ON THE RECENTLY INAUGURATED CAMPUS.

The IPADE Guadalajara Campus was established to meet the demand for executive development programs among local business executives in the region interested in staying up to date on contemporary management trends. It offers Senior Management Programs, In-Company Programs, and the Executive MBA Program (MEDEX).

IPADE sede Guadalajara

IPADE 2017- 2018



6,490

TOTAL
PARTICIPANTS



5

RESEARCH
CENTERS



74

FACULTY
MEMBERS



62

NEW
CASES

980

TOP
MANAGEMENT

437

MBA

974

FOCUSED

4,099

IN-COMPANY

61

FULL-TIME
PROFESSORS

13

RETIRED
PROFESSORS

33

FULL-TIME AND
RETIRED PROFESSORS
WITH DOCTORATE
DEGREES

17

FULL-TIME PROFESSORS
THAT ARE DOCTORAL
CANDIDATES

PRO GRAMS

AD

IPADE'S SENIOR MANAGEMENT PROGRAMS (AD-2, AD, AND D-1) ARE FOCUSED ON HELPING EXECUTIVE MANAGERS EFFECTIVELY RESPOND TO THE INCREASINGLY CHALLENGING BUSINESS ENVIRONMENT FACING THEIR ORGANIZATIONS. THESE PROGRAMS USE A HUMANISTIC APPROACH TO BUSINESS AND AN EMPHASIS ON ACADEMIC EXCELLENCE TO PERFECT PARTICIPANTS' MANAGEMENT SKILLS.

| SENIOR MANAGEMENT PROGRAMS |

980
PARTICIPANTS

209
AD-2

CDMX: 88
GDL: 63
CD. JUÁREZ: 37
PANAMA: 21
LEÓN: 44

132
AD

CDMX: 82
HERMOSILLO: 50

533
D-1

CDMX: 269
MTY: 116
GDL: 71
SAN LUIS POTOSÍ: 33

106
REGIONAL
PROGRAMS

REGIONAL AD
PROGRAM: 42
REGIONAL D-1
PROGRAM: 64



Closing Ceremony of the 2017 - 2018 AD-2 Program
Dr. Carlos Llano Cifuentes Classroom
IPADE Mexico City Campus

PRO GRAMS

AAD

Jonathan Doh, guest lecturer,
at the International Immersion 1 Program
(2018 International Days)
Senior Management Programs



*Global Economic Dynamics:
Implications for Business*

Critical Thinking & Decision Making

Emotional Intelligence

Goals & Grit

Influence & Persuasion

Authentic Leadership

INTERNATIONAL IMMERSION 1

The International Executive Development Program (International Immersion 1) was designed to perfect management skills in a global environment. The theme of the 2018 International Immersion 1 program was "The Impact of an Interconnected World," and it was held in collaboration with The Wharton School of the University of Pennsylvania.

 **801**
PARTICIPANTS

63
SESSIONS



HARVARD BUSINESS SCHOOL

*Comprehensive Leadership:
Key Tools for Growth
and Innovation*

18 SESSIONS
75 PARTICIPANTS

INTERNATIONAL IMMERSION 2

Every year, participants are offered the opportunity to participate in international experience options to enhance their global vision of business through academic partnerships with other business schools. From April 30 to May 4, 195 participants from the various IPADE campuses visited some of our partner business schools.

 **195**
PARTICIPANTS

45
SESSIONS



MIT SLOAN SCHOOL OF BUSINESS

*Organizational Innovation
and Transformation*

14 SESSIONS
55 PARTICIPANTS



KELLOGG SCHOOL OF MANAGEMENT

*Driving Growth and
Innovation in Business*

13 SESSIONS
65 PARTICIPANTS

PRO
GRAM

IMMED

FULL - TIME MBA

134
GRADUATES

32
INTERNATIONAL
STUDENTS

102
MEXICAN
STUDENTS

E



PRO GRAM

MEED

Antonio Sancho y Maldonado
Director and Professor of the Human Resource
Management Department



THE FULL-TIME MBA PROGRAM (MEDE) PROVIDES FUTURE BUSINESS LEADERS WITH ACADEMIC AND HUMAN DEVELOPMENT THROUGH A TRANSFORMATIVE PROCESS AIMED AT DEVELOPING LEADERSHIP, DECISION-MAKING, AND STRATEGIC THINKING SKILLS WITH A GLOBAL BUSINESS APPROACH. GRADUATES FROM THIS PROGRAM DEVELOP THE SOLID FOUNDATIONS NECESSARY TO BE COMPETITIVE IN DOMESTIC AND INTERNATIONAL MARKETS WHILE MAINTAINING A HUMAN-CENTERED BUSINESS APPROACH.

- CHILE
- CHINA
- COLOMBIA
- COSTA RICA
- ECUADOR
- GERMANY
- INDIA
- PERU
- SOUTH KOREA
- SPAIN
- SWITZERLAND
- UNITED STATES
- VENEZUELA
- VIETNAM

INTERNATIONAL PARTICIPANTS FROM:



INTERNATIONAL WEEK

**DOING BUSINESS IN MEXICO:
MEXICO AS AN EMERGING
MARKET 2018 WAS A GLOBAL
EVENT HELD ON MARCH
12–16. THE INTERNATIONAL
WEEK BROUGHT TOGETHER
FULL-TIME MBA PARTICIPANTS
FROM IPADE AND OTHER
INTERNATIONAL BUSINESS
SCHOOLS FOR IN-DEPTH
DISCUSSIONS ABOUT THE
OPPORTUNITIES FOR DOING
BUSINESS IN MEXICO.**

19
COUNTRIES
REPRESENTED



30
GUEST
SCHOOLS

- Audencia Business School
- CKGSB
- Darden School of Business
- EBS Business School
- EDHEC Business School
- ESSEC Business School
- FSA Ulaval
- George Washington University School of Business
- Goizueta Business School
- Goodman School of Business
- Hill and Levene Schools of Business
- IAE Business School
- IESA Business School
- IESE Business School
- Jones Graduate School of Business
- Kellogg School of Management
- Kühne Logistics University
- Lagos Business School
- Macquarie Graduate School of Management
- Mannheim Business School
- McCombs School of Business
- MIP - Politecnico di Milano
- NHH School of Economics
- Poznan University of Economics and Business
- Simon Business School
- UNC Kenan-Flagler
- UNIS Business School
- Universidad Panamericana
- Universita Bocconi
- Warwick Business School

- AUSTRALIA**
- CANADA**
- CHINA**
- COSTA RICA**
- FRANCE**
- GERMANY**
- GUATEMALA**
- HONG KONG**
- INDIA**
- IRAN**
- ITALY**
- JAPAN**
- MALAYSIA**
- MEXICO**
- NIGERIA**
- NORWAY**
- POLAND**
- UKRAINE**
- VENEZUELA**



TRIPS



STUDY TRIPS

In an effort to enhance their global business perspective and their academic development, participants of this program travel to other countries to visit businesses and business schools with expertise in key industries. This past academic year, 50 participants traveled to various countries, including Israel, Vietnam, and Singapore.



**COLLER SCHOOL
OF MANAGEMENT,
TEL AVIV UNIVERSITY**

ISRAEL
FEBRUARY 24 -
MARCH 10, 2018

- Start-Up Nation Central
- Microsoft Accelerator
- HearMeOut
- Netafim
- General Electric
- Aleph
- Deep Instinct



RMIT UNIVERSITY

**VIETNAM AND
SINGAPORE**
FEBRUARY 24 -
MARCH 10, 2018

- HR1 Vietnam
- Saigon Hi-tech Park Incubation Center
- Luxasia
- KIDO Group
- Kadence International
- PwC
- IBM
- Latin American Chamber of Commerce
- Human Capital Leadership



2018 International Week Participants
Full-Time MBA Program

RELEVANT EVENTS

PISA CHALLENGE

Organized by Pisa Farmacéutica, this recruitment event relies on case studies to identify talent that may later be recruited to join the company.

CDMX AND MTY
JANUARY 31 -
FEBRUARY 1, 2018

54
PARTICIPANTS

BBVA CHALLENGE

Case competition sponsored by BBVA Bancomer focused on identifying talent for summer internships and full-time positions at the bank.

CDMX AND MTY
FEBRUARY 21 - 22, 2018

105
PARTICIPANTS

HEINEKEN CHALLENGE

Event organized by Heineken to identify talent through a student case study competition. Several participants were selected by the company to start its recruitment process.

MTY
APRIL 10 - 11, 2018

21
PARTICIPANTS

WHARTON LATIN AMERICA PRIVATE EQUITY COMPETITION

A team consisting of two participants from IPADE's Full-Time MBA program was selected by the jury panel as the first place team in this private equity competition organized by The Wharton School.

PHILADELPHIA, PENNSYLVANIA
JANUARY 31 - FEBRUARY 1, 2018

2
PARTICIPANTS
FROM CDMX CAMPUS

EXCHANGE PROGRAM

The Mandatory Exchange Program requires Full-Time MBA participants to spend a quarter abroad at any of the 106 international institutions that have established exchange agreements with IPADE. Furthermore, the program also enhances its international value by hosting students from other business schools as exchange students at IPADE.

CDMX CAMPUS

53
PARTICIPANTS
HOSTED

17
SCHOOLS

14
COUNTRIES

Costa Rica
France
Germany
India
Iran
Italy
Malaysia
Morocco
Norway
Poland
Switzerland
Ukraine
United Kingdom
United States

77
PARTICIPANTS
SENT

47
SCHOOLS

27
COUNTRIES

Argentina
Belgium
Brazil
Canada
Chile
China
Croatia
Finland
France
Germany
Hong Kong
Hungary
India
Italy
Japan
Morocco
Netherlands
Nigeria
Norway
Peru
Philippines
Poland
South Korea
Spain
Switzerland
United Kingdom
United States

MTY CAMPUS

13 **7**
PARTICIPANTS HOSTED SCHOOLS

6
COUNTRIES

- Germany
- Italy
- Morocco
- Nigeria
- Poland
- Venezuela

50 **37**
PARTICIPANTS SENT SCHOOLS

17
COUNTRIES

- Argentina
- Australia
- Canada
- China
- Estonia
- France
- Germany
- Hungary
- India
- Italy
- Morocco
- Netherlands
- Norway
- Philippines
- Poland
- United Kingdom
- United States



CE
DIC

CAREER SERVICES
OFFICE (CEDIC)

THE CAREER SERVICES OFFICE (CEDIC) ESTABLISHES PARTNERSHIPS WITH BUSINESSES THAT ARE INTERESTED IN INCLUDING IPADE PARTICIPANTS AND ALUMNI IN THEIR RECRUITMENT AND SELECTION PROCESSES FOR PERMANENT JOBS OR SUMMER INTERNSHIPS. THE ACTIVITIES ORGANIZED BY THE CEDIC INCLUDE BUSINESS FORUMS AND SECTOR FORUMS WHERE STUDENTS CAN ENGAGE WITH THE COMPANIES AND INDUSTRIES IN THAT THEY HOPE TO BUILD THEIR CAREER.

Full-Time MBA Business Forum
IPADE Mexico City Campus



9

SECTORIAL
FORUMS

CDMX
CAMPUS

- The Energetic Sector: Impact on the Consumer and the Downstream Segment
- Searchfunds in Mexico: Challenges and Opportunities
- Real Estate: Innovation in Value Proposition and New Business Models
- Innovation and Technology in Healthcare: Challenges and Opportunities
- Digital Disruption
- Finance Blockchain
- Social Innovation
- Entrepreneurship: How to Innovate a Business Model. How to Get Funding and What Investors are Looking in Entrepreneurs

MTY
CAMPUS

POLITICS
CLUB

BUSINESS
FORUM
CDMX AND MTY

148
PARTICIPATING
COMPANIES

PRO
GRAM

MED

EXECUTIVE MBA

303
GRADUATES

174
CDMX

75
MTY

54
GDL

EX

Executive MBA Program Participants
IPADE Mexico City Campus

PRO GRAM

Executive MBA Program Session
IPADE Mexico City Campus



THE EXECUTIVE MBA PROGRAM (MEDEX) IS A CAREER CATALYST MEANT TO BOLSTER PARTICIPANTS' CONFIDENCE IN THEIR DECISION-MAKING SKILLS AND PERFECT THE SKILLS THEY NEED TO TAKE ON HIGHER-LEVEL RESPONSIBILITIES. PARTICIPANTS GRADUATE FROM THIS PROGRAM WITH REMARKABLE LEADERSHIP SKILLS, A GLOBAL VISION, AND A SOCIAL APPROACH TO BUSINESS.

WEEK

Mary Conway, Professor at Rollins College, at the 2017 Executive MBA International Week

INTERNATIONAL WEEK

HOSTED ANNUALLY, INTERNATIONAL WEEK BRINGS TOGETHER PARTICIPANTS FROM EXECUTIVE MBA PROGRAMS FROM BUSINESS SCHOOLS AROUND THE WORLD FOR A WEEK OF SHARING IDEAS ABOUT COMPETITIVENESS AND SOCIAL RESPONSIBILITY. ON OCTOBER 3 – 6, 496 PARTICIPANTS ATTENDED THE 20TH EDITION OF THIS EVENT FOCUSED ON THE TOPIC OF ENTREPRENEURIAL SOLUTIONS TO POVERTY.

319

MEXICAN PARTICIPANTS

177

INTERNATIONAL PARTICIPANTS



10

COUNTRIES REPRESENTED

- Australia
- Canada
- Dominican Republic
- Ecuador
- France
- Germany
- Guatemala
- Italy
- Mexico
- United States



8

INVITED GUEST SCHOOLS

- Barna Management School
- Crummer Graduate School of Business
- IDE Business School
- Macquarie Graduate School of Management
- MIP Politecnico di Milano Graduate School of Business
- Montpellier Business School
- Nordakademie Graduate School
- UNIS Business School

TRIPS



STUDY TRIPS

Every year, the MEDEX Program offers participants the opportunity to join academic visits to various business schools around the world. This international experience is enriched with discussions of relevant current events and issues. This year, participants were able to enhance their global vision of business through visits to the United States, Canada, and the United Kingdom.

 **IVEY BUSINESS SCHOOL** **7** PARTICIPANTS

LONDON,
ONTARIO, CANADÁ
FEBRUARY 10 - 18, 2018

Doing Business in a
Global Environment

BerkeleyHaas
BERKELEY-HAAS **42**
SCHOOL OF BUSINESS PARTICIPANTS

BERKELEY, CALIFORNIA, U.S.A.
FEBRUARY 10 - 17, 2018

Entrepreneurship
& Innovation


KELLOGG SCHOOL **25**
OF MANAGEMENT PARTICIPANTS

EVANSTON, ILLINOIS, U.S.A.
MARCH 31 - APRIL 5, 2018

IPADE - EMBA
Marketing Program


COLUMBIA **37**
BUSINESS SCHOOL PARTICIPANTS

NEW YORK, U.S.A.
APRIL 1 - 7, 2018

Value Investing


LONDON BUSINESS **49**
SCHOOL PARTICIPANTS

LONDON, UNITED KINGDOM
APRIL 2 - 7, 2018

Digital Futures:
Are You Ready Programme?



INTERNATIONAL

International Immersion 2 (Study Trips)
Senior Management Programs
Harvard Business School

INTERNATIONAL OFFICE

THE AIM OF THE INTERNATIONAL OFFICE IS TO ESTABLISH PARTNERSHIPS AND AGREEMENTS FOR ACADEMIC COOPERATION WITH OTHER GLOBAL INSTITUTIONS AND TO PROMOTE AND POSITION IPADE AMONG THE BEST BUSINESS SCHOOLS GLOBALLY. THE INTERNATIONAL OFFICE IS DEDICATED TO STRENGTHENING THE GLOBAL SCOPE OF IPADE'S PROGRAMS TO ENSURE THAT PARTICIPANTS ARE UP TO DATE ON GLOBAL MANAGEMENT TRENDS.

INTERNATIONAL VISITS

IPADE's global outlook is enriched through dialogue with other international institutions. Every academic year, IPADE receives representatives from universities and business schools from around the world that are interested in collaborating with IPADE.

HERMAN RICHTER

DEVELOPMENT AND PUBLIC AFFAIRS DIVISION DIRECTOR
Coller School of Management, Tel-Aviv University
ISRAEL

JAIME MURROW

REPRESENTATIVE OF TEL-AVIV UNIVERSITY IN MEXICO

KATE RAAVI

INTERNATIONAL ENGAGEMENT MANAGER
MGSM Macquarie Graduate School of Management
AUSTRALIA

ALISON BULLERS

MBA DEPUTY DIRECTOR
University of Birmingham
ENGLAND

RAÚL MONCAYO

MBA DIRECTOR
IDE Business School
ECUADOR

LEO PAUL DANA

ACADEMIC ADVISER
Montpellier Business School
FRANCE

AURA CARBALLO

MARKETING AND COMMUNICATIONS DIRECTOR
Barna Management School
DOMINICAN REPUBLIC

YVON DESPORTES

ASSOCIATE DEAN INTERNATIONAL
Montpellier Business School
FRANCE

KAREN ROSSOW

DIRECTOR MEXICO
Tel-Aviv University
ISRAEL

MATTHEW GIBB

DIRECTOR OF INTERNATIONAL PROGRAMMING & ACADEMIC PARTNERSHIPS
HEC Paris
FRANCE

MARCI ELLIOT

DEAN
Levene Business School, University of Regina
CANADA

GINA GRANDY

ASSOCIATE DEAN
Levene Business School, University of Regina
CANADA



THE NETWORK OF PARTNERSHIPS THAT IPADE HAS ESTABLISHED WITH LEADING BUSINESS SCHOOLS FROM AROUND THE WORLD FACILITATES SHARED SYNERGIES AND COLLABORATIVE ACADEMIC PROJECTS WITH A GLOBAL FOCUS.

43

COUNTRIES

106

INSTITUTIONS

| 01 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 • Darden School of Business, University of Virginia • David Eccles School of Business, The University of Utah • 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 • Ivey Business School, Western University • Jones Graduate School of Business, RICE University • Kellogg School of Management, Northwestern University • Kenneth Levene Graduate School of Business, University of Regina • Mays Business School, Texas A&M University • McCombs School of Business, The University of Texas at Austin • Michael Foster School of Business, University of Washington • Owen Graduate School of Management, Vanderbilt University • Robert H. Smith School of Business, University of Maryland • Rotman School of Management, University of Toronto • School of Business, The George Washington University • Schulich School of Business, York University • Simon Business School, University of Rochester • Smith School of Business, Queen's University • Telfer School of Management, University of Ottawa • 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 • Van Loan School of Graduate and Professional Studies, Endicott College

| 02 LATIN AMERICA |

Barna Business School • Escuela de Administración, Pontificia Universidad Católica de Chile • ESE Business School • Facultad de Negocios y Economía, Universidad de Chile • FIA Fundação Instituto de Administração • IAE Business School • IDE Business School • IEEM Instituto de Estudios Empresariales de Montevideo • IESA Instituto de Estudios Superiores de Administración • INALDE Business School, Universidad de la Sabana • Instituto COPPEAD de Administração/UFRJ • ISE Business School, Instituto Superior da Empresa • PAD Escuela de Dirección • UAS Universidad Austral • UNIS Business School, Universidad del Istmo • Universidad Diego Portales

| 03 EUROPE |

AESE Business School • Audencia Business School • CEU Business School • EBS Business School • EDHEC Business School • EMLYON Business School • ENPC École des Ponts Business School • ESLSCA Business School • ESSEC Business School • Faculty of Management and Economics, Witten/Herdecke University • Graduate School, Università Bocconi • IESE Business School • London Business School • LUISS Business School • Mannheim Business School, University of Mannheim • MIP Politecnico di Milano Graduate School of Business • Montpellier Business School • NHH - Norwegian School of Economics • Nordakademie University of Applied Sciences • NYENRODE Business School • Poznan University of Economics and Business • Rotterdam School of Management • School of Business, Aalto University • School of Business, Trinity College Dublin • 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 • UCD Smurfit Graduate School of Business • UMEA School of Business and Economics • University of Edinburgh Business School • Warwick Business School • Zagreb School of Economics and Management-ZSEM

| 04 AFRICA |

ESCA Ecole de Management • IHE Business School • Lagos Business School, Pan-Atlantic University • SBS Business School • UN Business School

| 05 ASIA |

Asian Institute of Management • CEIBS China Europe International Business School • CKGSB Cheung Kong Graduate School of Business • Coller 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 Vietnam • School of Business, Yonsei University • University of Asia and The Pacific

| 06 OCEANIA |

Faculty of Business and Economics, Monash University • Faculty of Business, University of Wollongong • MGSM Graduate School of Management, Macquarie University • University of South Australia Business School

HIGHLIGHTS



HIGHLIGHTS FROM THE 2017-2018 ACADEMIC YEAR

The International Office designs, plans, and facilitates the global components of all IPADE Programs.

EXECUTIVE MBA (MEDEX)

- London Business School was added to the international study trips options this year. The school hosted academic sessions focused on the theme 'Digital Futures.'
- The participation of foreign students from schools not included in the "Sister Schools Network" increased by 46% for the 2017 International Week.

FULL-TIME MBA (MEDE)

- Israel was added to the new academic international study trips through a partnership with Collier School of Management at Tel-Aviv University.
- The number of schools participating in the "Doing Business in Mexico" International Week increased by 17%.

CONTINUING AND UPDATING MANAGEMENT PROGRAM

- For the first time, participants of this Program were given the opportunity to participate in a trade mission organized by IPADE to Los Angeles and San Francisco. Companies visits were made possible thanks to collaboration with the Mexican consulates in both cities, and Stanford University facilitated the academic programming.



Participants of the Continuing and Updating Management Program during the trade mission to California

FO FOCUSSED

FOCUSSED

PROGRAMS

Francisco Arenas Ballester
Director and Professor of the
Operations Management Department

FOCUSSED PROGRAMS ENCOURAGE INNOVATIVE SOLUTIONS TO MODERN PROBLEMS AND RESPOND TO SPECIFIC BUSINESS NEEDS IN ORDER TO ADDRESS THE CHALLENGES THAT HAVE EMERGED IN VARIOUS SECTORS AROUND THE WORLD.

THIS PAST YEAR, FOCUSSED PROGRAMS WERE OFFERED FOR THE FIRST TIME IN CENTRAL AMERICA, AT IPADE'S PANAMA AND COSTA RICA FACILITIES.

974

PARTICIPANTS

CDMX	MANAGEMENT FOR SERVICES PROGRAM 62 participants	BOARDS IN ACTION PROGRAM 75 participants
	SENIOR MANAGEMENT PROGRAM IN AGRIBUSINESS (ADEA) 46 participants	THE HUMAN SIDE OF THE MANAGER PROGRAM 70 participants
		COLLOQUIUM ON FAMILY BUSINESS 65 participants
GDL	INNOVATION FOR SENIOR MANAGEMENT PROGRAM (INNOVAD) 51 participants	BOARDS IN ACTION PROGRAM 2018 42 participants
MTY	BOARDS IN ACTION PROGRAM 68 participants	
COSTA RICA	SENIOR MANAGEMENT PROGRAM IN AGRIBUSINESS (ADEA) 22 participants	
PANAMA	MANAGEMENT FOR SERVICES PROGRAM 22 participants	
HOUSTON	COLLOQUIUM ON FAMILY BUSINESS 42 participants	
CDMX (IPADE)	TOP MANAGEMENT PROGRAM FOR LEADERS OF THE AMERICAS (PADLA) 23 participants	
NEW YORK (IESE)		
BUENOS AIRES (IAE)		

INDUSTRY MEETINGS

These forums offer opportunities for experts, executives, and leaders from different sectors to analyze and discuss the major opportunities and best practices in their industries.

IPADE AUTO SUMMIT

On October 10, 2017, the second edition of the summit, titled "An Effervescent Industry," was held in collaboration with IESE Business School. The event focused on three major topics: 1) The impact of global geopolitical changes, 2) The digital transformation for various stakeholders in the value chain, and 3) The Industry 4.0 model and its impact on the manufacturing of cars and car parts.

181
attendees

SPECIAL GUESTS

HERMINIO BLANCO,

President, IQOM Inteligencia Comercial

ENRIQUE DUSSEL,

Director of the China-Mexico Studies Center, UNAM

ALEXANDER WEHR,

President and CEO, BMW Mexico

GLYNN FLETCHER,

President, EOS North America

FOOD AND BEVERAGE INDUSTRY SUMMIT

On April 19, the fourth edition of this summit was held in coordination with IESE Business School, GS1, and Grupo Rosmar to address the topic of "Change, Uncertainty, and Opportunity" in the sector. The Summit offered opportunities for discussion, as well as opportunities to develop market strategies, innovation, and partnerships to guide decision-makers in consolidating their brands.

205
asistentes

SPECIAL GUESTS

VICENTE YÁÑEZ,

Executive President, ANTAD

ALEJANDRO MALAGÓN,

Director, Jugos del Valle

PEDRO PADIERNA,

Chairman of the Board, PepsiCo Mexico

JORGE AGUILAR,

CEO, Alpura

FLOR ARGUMEDO,

President, GS1 Mexico

HUMBERTO MARTÍNEZ

CEO, Grupo Rosmar

Raúl Urteaga Trani
Coordinator-General of International Affairs at SAGARPA
Fourth Food and Beverage Industry Summit



IN-COMPANY PROGRAMS

IN-COMPANY
PROGRAMS

José Antonio Dávila Castilla
Director of the Research Center for
Business Entrepreneurial Initiative-EY
(CiiE-EY) and Professor of the General
Management Department

THIS PROGRAMS ARE
FOCUSED ON PROVIDING
PARTICIPANTS WITH KEY
INSIGHTS REGARDING THE
BUSINESS WORLD SO THEY
ARE ABLE TO DEVELOP AND
IMPLEMENT STRATEGIC
SKILLS THAT HELP IMPROVE
THEIR ORGANIZATIONS AND
SOCIETY AT LARGE. IPADE
PROVIDES EACH LEADER
WITH A COMPREHENSIVE
AND TRANSFORMATIVE
LEARNING EXPERIENCE THAT
SIGNIFICANTLY IMPACTS
EACH INDIVIDUAL'S WAY OF
THINKING AND PROFESSIONAL
PERFORMANCE.

4,099

PARTICIPANTS
PER CAMPUS

CDMX
2,950

GDL
729

MTY
420

849

SESSIONS
GIVEN

CDMX
638

GDL
85

MTY
126



COMPANIES THAT IMPLEMENTED AN IN-COMPANY PROGRAM

ABARROTERA EL DUERO
ALPURA
AMAAC
AMDAJAL
AMEX
ANADIN
ANUIES
ASOFOM
BANORTE
BANXICO
BBVA BANCOMER
BLUEBOX
CAAAREM
CALSONIC KANSEI
CENAGAS
CENTROS EDUCATIVOS
CFE
CISCO
CITIBANAMEX
COCA-COLA FEMSA
DHL
EGRESADOS COMUNIDAD JUDÍA
GIS
GM
GUMA
HEINEKEN
LAMOSA
LIVERPOOL
MAZDA
NATURAL SWEET
PISA FARMACEÚTICA
PPG GLOBAL
SECTUR
SIGMA ALIMENTOS
STIHL
SYMANTEC
UCB
WRIGLEY-MARS
XIGNUS

LIAISONS

L I A I S O N S

2017-2018 Continuing and Updating Management Program

ONE OF IPADE'S KEY GOALS IS TO PROVIDE ALUMNI WITH THE TOOLS THEY NEED TO STAY CONNECTED WITH EACH OTHER AND WITH IPADE. IN RECENT YEARS, WE'VE LAUNCHED A SERIES OF PROGRAMS AND SERVICES TO FACILITATE THIS EFFORT.

The Liaisons Department works to reaffirm IPADE's commitment to developing and renewing management skills in the Mexican business world while also striving to maintain the largest business networking community in the country.

CONTINUING AND UPDATING MANAGEMENT PROGRAM

This program provides participants with an overview of the current global outlook and new trends in the business world to enhance their understanding of the business environment.

INTERNATIONAL CONTINUING AND UPDATING MANAGEMENT COURSE (CICA)

This event provides a unique forum to share ideas and experiences with entrepreneurs and managers from all over the country, as well as Central and South America.



350
PARTICIPANTS

PARTICIPATING SCHOOLS

6
COUNTRIES
22
SESSIONS

BARNA BUSINESS SCHOOL
DOMINICAN REPUBLIC

INALDE BUSINESS SCHOOL
COLOMBIA

IPADE COSTA RICA
COSTA RICA

IDE BUSINESS SCHOOL
ECUADOR

UNIS BUSINESS SCHOOL
GUATEMALA

IPADE
MEXICO CITY

1,524
PARTICIPANTS

CDMX
904

GDL
281

MTY
339



13
EXTRAORDINARY
SESSIONS

1,800
ATTENDEES

EXTRAORDINARY SESSIONS

Modern business executives are faced with the challenge of staying on top of current issues and events. In an effort to support the business world in these efforts, IPADE brings together distinguished guests and faculty members to engage with participants and alumni and enhance their global vision of the business world.

- **The Value of Communication and the ROI of Advertising**
Carlos Chávez Solís
Professor of the Marketing Management Department at IPADE
- **Presentation of the book published by the CIES: *Empresa y Sociedad. Generación de Valor Social [Business and Society: Generating Social Value]***
Agustín Llamas Mendoza
Director of the Research Center for Business and Society (CIES)
- **Anti-corruption System: Challenges and Opportunities**
Luis. M. Pérez de Acha
Member of the Citizen Participation Committee of the National Anti-Corruption System
- **Carlos Llano Chair**
Arturo Picos Moreno (with participation of guest speakers)
Director of the Carlos Llano Chair and Professor of the Organizational Behavior Department at IPADE
- **Presentation of the book published by the CiiE-EY: *Iniciativa Empresarial. Hacerlo bien y hacer el bien [Entrepreneurial Initiative: Doing Well While Doing Good]***
José Antonio Dávila Castilla, co-author
Director of the Research Center for Business Entrepreneurial Initiative-EY (CiiE-EY)
- **Presentation of the book published by the CIFE: *El Director como persona. Hablar al hombre del hombre [The Human Side of Management: Speaking to Man of Man]***
Alejandro Armenta Pico
Director of the Research Center for Philosophy and Management (CIFE)



- Mexico Is Not Doomed to Corruption**
 Claudio X. González Guajardo
 President of Fundación Mexicanos Contra la Corrupción A.C.
- Presentation of the book published by the CIFEM and BBVA Bancomer: *Ser y Hacer de las Familias Empresarias. Una visión integral [The Why and How of Family Businesses: A Comprehensive Vision]***
 Ricardo Aparicio Castillo, co-author
 Director of the Research Center for Family Businesses (CIFEM-BBVA)
- Launch of EmTech Digital LATAM**
 Sara Álvarez and Alejandro Cosentino
 Consultant at Opinno and CEO of Afluenta
- CiiE-EY: Entrepreneurs for Entrepreneurs**
 José Antonio Dávila Castilla, Álvaro Rodríguez, Hernán Fernández
 Director of CiiE-EY, Co-founder of IGNIA, Founder of Angel Ventures Mexico
- CICA: The Case of Bimbo**
 Martha Rivera Pesquera
 Professor of the Marketing Management Department at IPADE
- Family and Self for Continuing and Updating Management Program**
 Arturo Picos Moreno
 Professor of the Organizational Behavior Department at IPADE
- CICA: I had a product-based business, now I have a service-based business, but I want to have an experience-based business. How can I drive the evolution of my organization?"**
 Marissa Martínez
 Visiting Professor from Instituto Internacional San Telmo in Spain



5
SESSIONS

910
ATTENDEES

CEO LECTURE SERIES

The purpose of these sessions is to bring together the Mexican business community to discuss and share views on current issues with prominent global business leaders.

- Daniel Servitje**
 Chairman and CEO of Grupo Bimbo
- Hans Joseph Backhoff Guerrero**
 CEO of Monte Xanic
- Peter Brabeck-Letmathe**
 Chairman Emeritus, Former Chairman and CEO of the Nestlé Group
- Edwin Catmull**
 Co-founder of Pixar and President of Pixar Animation Studios and Walt Disney Animation Studios
- Carlos Morales Paulín**
 Executive President and CEO of Telefónica México



286
PARTICIPANTS

IPADE ALUMNI SESSIONS

In a globalized world that is not limited by borders or time and space, constant updating and training becomes critical for all business leaders, wherever they are. This is why IPADE offers cutting-edge sessions for alumni living in various cities in Mexico and internationally.

AGUASCALIENTES	66
CD. JUÁREZ	23
COSTA RICA	18
LEÓN	33
MÉRIDA	53
SAN LUIS POTOSÍ	31
TORREÓN	23
VERACRUZ	39

REUNIONS

The Liaisons Department convenes IPADE alumni at annual meetings (Reunions). In 2018, the Liaisons Department invited the classes that graduated in years ending in 3 and 8 and the class of 2015 to celebrate together at the three IPADE campuses.

IPADE MEXICO CITY

- Graduating classes from years ending in 3 and 8 and the class of 2015
- Executive MBA (MEDEX): 165 alumni
- Management Development Program (D-1), Innovation and Technology Management Program (ADIT), and Senior Management Program in Private Equity (AdeCaP): 266 alumni
- Executive and General Management Programs (AD-2 and AD): 190 alumni
- Full-Time MBA (MEDE): 270 alumni

IPADE GUADALAJARA

- Graduating classes from years ending in 3 and 8
- Executive MBA (MEDEX): 37 alumni
- Management Development Program (D-1): 49 alumni
- Executive Management Program (AD-2): 45 alumni

IPADE MONTERREY

- Executive Management Program (AD-2) 77/78, 87/88, 97/98, 02/03, 07/08, 12/13, and 2016/2017: 97 alumni
- Full-Time MBA (MEDE) 11/13 and 15/17: 46 alumni
- Executive MBA (MEDEX) 2001/2003, 2006/2008, 2011/2015, 2015/2017: 105 alumni
- Management Development Program (D-1) 87/88, 92/93, 97/98, 02/03, 07/08, 12/13, and 2016/2017: 82 alumni



1,352

ALUMNI CAME TOGETHER AT THEIR ALMA MATER IN CDMX, GDL, AND MTY

623

ALUMNI FROM THE FULL-TIME AND EXECUTIVE MBA PROGRAMS

729

ALUMNI FROM SENIOR MANAGEMENT PROGRAMS

SPE CIAL GUEST



JONATHAN DOH
WHARTON
EXECUTIVE INSTRUCTOR
INTERNATIONAL IMMERSION 1



ROBERT KAPLAN
HBS
EMERITUS PROFESSOR
HBR SUMMIT



ARNOLDO DE LA ROCHA
POLLO FELIZ
FOUNDER
FULL-TIME MBA
INTERNATIONAL WEEK



ENRIQUE BELTRANENA
VOLARIS
CEO
FULL-TIME MBA
INTERNATIONAL WEEK



PABLO MORENO VALENZUELA
GRUPO AMPM
PRESIDENT
FULL-TIME MBA
INTERNATIONAL WEEK



MARÍA TERESA ARNAL
GOOGLE MÉXICO
CEO
HBR SUMMIT



XAVIER LÓPEZ ANCONA
KIDZANIA
CEO
HBR SUMMIT



HANS BACKHOFF
MONTE XANIC
CEO
CEO LECTURE



PEDRO PADIERNA
PEPSICO MÉXICO
CHAIRMAN OF THE BOARD
4TH FOOD AND BEVERAGE
INDUSTRY SUMMIT



HUMBERTO MARTÍNEZ
GRUPO ROSMAR
CEO
4TH FOOD AND BEVERAGE
INDUSTRY SUMMIT



ALEXANDER WEHR
BMW MÉXICO
PRESIDENT AND CEO
AUTO SUMMIT



FERNANDO ENCISO
GRUPO AUTOFIN AUTOMOTRIZ
CEO- AUTOMOTIVE
DIVISION
AUTO SUMMIT



HERNÁN FERNÁNDEZ
ANGEL VENTURES MÉXICO
FOUNDER
CIE-EY ENTREPRENEURS
FOR ENTREPRENEURS



MARTIN BARRIOS
BANK OF AMERICA
MERRILL LYNCH MEXICO
MANAGING DIRECTOR DGA GLOBAL
TRANSACTION SERVICES
BLOCKCHAIN & FINTECH COMMUNITY



JESÚS MEDEL
GOVERNMENT BLOCKCHAIN
PRESIDENT
BLOCKCHAIN & FINTECH
COMMUNITY



HERMINIO BLANCO
IQOM INTELIGENCIA
COMERCIAL
PRESIDENT
AUTO SUMMIT



MARC SACHON
IESE BUSINESS SCHOOL
PROFESSOR
AUTO SUMMIT



DANIEL SERVITJE
GRUPO BIMBO
PRESIDENT
CEO LECTURE



PETER BRABECK -LETMATHE
NESTLÉ
CHAIRMAN EMERITUS
CEO LECTURE



ED CATMULL
PIXAR
CO-FOUNDER AND PRESIDENT
CEO LECTURE



CARLOS MORALES PAULIN
TELEFÓNICA MÉXICO
CEO
CEO LECTURE

FACULTY

Ana Cristina Dahik Loor
Professor of the Social
and Political Environment
Department

**IPADE FACULTY STAYS
AT THE FOREFRONT OF
MANAGEMENT THROUGH
RESEARCH, MANAGEMENT
ACTIVITIES, AND
CONSULTING PROJECTS.**

The work of the IPADE faculty is guided by the following principles: professionalizing management, integrating leadership skills into a global organizational culture, promoting the need for personal improvement in all areas of one's personal and professional life, and imbuing business activities with a sense of ethics and social responsibility.

DOCTORAL THESES PUBLISHED BY OUR FACULTY

Rodrigo Garza Burgos
Professor of the Operations Management Department
Organizational Learning Processes in Services and Manufacturing: A Quantitative Analysis of Mexican Firms
Crummer Graduate School of Business at Rollins College, Winter Park, Florida, U.S.A.

Antonio Casanueva Fernández
Professor of the Managerial Control and Information Department
Management Control Systems and Their Use in Aligning Managerial Values: The Case of a Mexican Microfinance
Warwick Business School at The University of Warwick, Coventry, United Kingdom

Juan Romero McCarthy
Professor of the Managerial Control and Information Department
Diffusion of the Focus of Attention in the Boardroom: A Cognitive Approach to the Influence of Board Characteristics and Dynamics on CEO Attentional Focus
A.B. Freeman School of Business at the University of Tulane, New Orleans, U.S.A.

74

FACULTY
MEMBERS

61 Full-time
Professors

13 Retired
Professors

52

GUEST
PROFESSORS

56

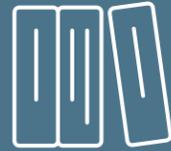
PROFESSORS WITH
DOCTORATES

33 Full-time and
retired professors
with doctorates

23 Visiting
Professors with
doctorates

17

FACULTY
MEMBERS THAT
ARE DOCTORAL
CANDIDATES



62
NEW
CASES

15
TECHNICAL
NOTES

13
SUPPORTING
MATERIALS

19
STUDY
GUIDES

26
TRANSLATIONS

2018 ANNUAL FACULTY MEETING

July 31 - August 3

IPADE's academic and administrative staff came together to discuss the economic, social, cultural, and moral challenges posed by the world today, as well as the individual, business, and societal dilemmas that we are called to answer in line with our institutional identity.

The 2018 meeting featured the participation of the following guests:

Business Schools Today: Business Ethics

Arturo Picos Moreno

Ramón Ibarra Ramos

Franchi Martínez Moreira

Ethics and Leadership for Executive Managers

Kenneth Goodpaster, University of St. Thomas

Social Responsibility: An Ethical Perspective on Business

Kenneth Goodpaster

Brad Googins

Rodrigo De León

Moderator: Ana Cristina Dahik

2018 - 2019 Economic Prospects

Luis Foncerrada

The Era of Post-Truth and Fake News

Pbr. Francisco Ugarte Corcuera

Apostolic Exhortation: Gaudete et Exsultate

Pbr. Héctor Montañés

The Beatles: A Musical and Historical Journey

Arturo Picos Moreno

The Mexican Identity Expressed Through Art

Benjamín Juárez Echenique

Marisa Canales

RESEARCH

RESEARCH CENTERS

THE CHANGES THAT OCCUR IN THE BUSINESS WORLD REQUIRE ONGOING MONITORING TO ASSESS THE RELEVANCE AND EFFECTIVENESS OF CURRENT MANAGEMENT TRENDS.

Alejandro Armenta Pico
Director of the Research Center for Philosophy and Business and Professor in the Organizational Behavior Department and Business and the Family Department



RESEARCH PROJECTS

BREAKING PARADIGMS

OPENING NEW PATHS FOR TALENT

WOMEN ON BOARDS

OF DIRECTORS

PUBLICATIONS

BOOKS

LA NUEVA ERA DE LOS NEGOCIOS: MUJERES RUMBO A LA ALTA DIRECCIÓN [THE NEW ERA OF BUSINESS: WOMEN IN UPPER MANAGEMENT]
Editorial LID Authors: María del Carmen Bernal and Alejandra Moreno

PROSPERIDAD INCLUYENTE: EL TALENTO FEMENINO COMO ESTRATEGIA DE NEGOCIACIÓN [INCLUSIVE PROSPERITY: FEMALE TALENT AS A NEGOTIATION STRATEGY]
Editorial LID Authors: María del Carmen Bernal and Alejandra Moreno

CASES

"3M-DIVERSITY AND INCLUSION AS A BUSINESS STRATEGY: THE WOMEN'S LEADERSHIP FORUM (WLF) INITIATIVE IN MEXICO"

"THE PRESIDENCY: A JOB FOR LIFE?"

6

ARTICLES IN *FORBES* *MÉXICO MAGAZINE*

IPADE's five Research Centers aim to connect two major sources of knowledge: academia and the business world. The mission of these Centers is to promote reflection, interdisciplinary dialogue, and original academic content, whose originality, relevance, and usefulness positions IPADE as a global organization of reference on topics that are relevant to the business world and the art of management.

RESEARCH CENTER FOR WOMEN IN SENIOR MANAGEMENT (CIMAD)

In 2017, Eugenio Gómez Alatorre, Professor of IPADE's Economic Environment Department, took over as head of CIMAD. Recent relevant actions include its presentation at the "Empowering Women in Mexico" panel at the Women's Empowerment Training forum organized by PROMÉXICO.

EVENTS

WOMEN AND MEN + SENIOR MANAGEMENT: SHARING POWER AND DECISIONS

BOOK PRESENTATION: LA NUEVA ERA DE LOS NEGOCIOS: MUJERES RUMBO A LA ALTA DIRECCIÓN
Authors: María del Carmen Bernal and Alejandra Moreno

WOMEN IN SENIOR MANAGEMENT CASE STUDY: "3M-DIVERSITY AND INCLUSION AS A BUSINESS STRATEGY: THE WOMEN'S LEADERSHIP FORUM (WLF) INITIATIVE IN MEXICO"

PROGRAMS IN-COMPANY

MINISTRY OF TOURISM
GENERAL MOTORS

RESEARCH CENTER FOR BUSINESS AND SOCIETY (CIES)

Agustín Llamas Mendoza, head of the CIES, supplemented his academic training with a postgraduate degree in Corporate Social Responsibility from Universidad de Castilla-La Mancha.



PUBLICATIONS

BOOK

GENERACIÓN DE VALOR SOCIAL
[GENERATING SOCIAL VALUE]
AUTHOR: AGUSTÍN LLAMAS
MENDOZA

CASES

"JM10"
AUTHOR: AGUSTÍN LLAMAS
MENDOZA

TECHNICAL NOTE

"NATIONAL ANTI-CORRUPTION
SYSTEM"
AUTHOR: AGUSTÍN LLAMAS
MENDOZA

EVENTS

BOOK PRESENTATION
GENERACIÓN DE VALOR SOCIAL
AUTHOR: AGUSTÍN LLAMAS
MENDOZA

EXTRAORDINARY CONFERENCE
FOR ALUMNI ON THE NATIONAL
ANTI-CORRUPTION SYSTEM



RESEARCH PROJECTS

MEXICAN FAMILY
BUSINESS OBSERVATORY:
INSTITUTIONALIZATION
AND EVOLUTION OF FAMILY
BUSINESS

The project began in the first half of 2018, and the findings were presented in the second half of 2018.

Author: Ricardo Aparicio.

PUBLICATIONS

BOOKS

*SER Y HACER DE LAS FAMILIAS
EMPRESARIAS* [THE WHY AND
HOW OF FAMILY BUSINESSES]
EDITORIAL LID. COORDINATOR:

RICARDO APARICIO

Authors and professors: Ricardo Aparicio Castillo, Javier Arce Gargollo, Alfonso Bolio Arciniega, Ernesto Bolio y Arciniega, Ernesto Bolio Barajas, Luis Bonner de la Mora, Oscar Carbonell López, Carlos Castellanos Rodríguez, Nahum de la Vega Morell, Lorenzo Fernández Alonso, Jorge Llaguno Sañudo, Ricardo Murcio Rodríguez, Luis Antonio Paredes Izaquirre, Carlos Ruiz González, Enrique Taracena Figueroa, Rubén Urtuzuástegui Jiménez.

Authors and professors cited:
Carlos Llano Cifuentes, Joan Ginebra Torrá, and Ramón Ibarra Ramos.

External collaborator: Paola Espino Garza

CASES

FOR IPADE'S 50TH
ANNIVERSARY

"JAVICA S.A. de C.V." Authors: Rubén Urtuzuástegui and Ricardo Aparicio (IPADE) and Josep Tàpies (IESE)

"Pastas Ricci" Authors: Ricardo Aparicio (IPADE) and Miguel Ángel Gallo (IESE)

RESEARCH CENTER FOR FAMILY BUSINESSES-BBVA BANCOMER

This past year, the Center signed an exclusive sponsorship agreement with BBVA Bancomer.

EVENTS

BOOK PRESENTATION: *SER Y HACER DE LAS FAMILIAS EMPRESARIAS* COORDINATOR: RICARDO APARICIO

15TH COLLOQUIUM ON FAMILY BUSINESS HOUSTON, TEXAS

7TH FAMILY BUSINESS MEETING FEATURING THE PARTICIPATION OF JOSEP TÀPIES (IESE), GUILLERMO PERKINS (IAE), JOSÉ ANTONIO DÁVILA (IPADE), ERNESTO BOLIO BARAJAS (IPADE), AND AGUSTÍN IRURITA (GRUPO ADO)

CONFERENCE FOR MEXICO CITY'S ROTARY CLUB

PARTICIPATION IN PANEL DISCUSSION TITLED "WHEN RESEARCH MEETS PRACTICE" AT THE 2018 FAMILY ENTERPRISE RESEARCH CONFERENCE

PROGRAMS

IN-COMPANY

ALPURA

SIGMA ALIMENTOS

ABARROTERA DEL DUERO

RESEARCH CENTER FOR ENTREPRENEURIAL INITIATIVE CiiE-EY

CiiE-EY Dialogues is an initiative launched this year with the purpose of organizing conferences and panels to disseminate the findings of the research projects undertaken by the Center.



RESEARCH PROJECTS

“EXPECTATIONS AND PRACTICES OF GORILLA CORPORATIONS IN INTERACTIONS WITH ENTREPRENEURS WITHIN THE MEXICAN ECOSYSTEM”
Author: Luis Antonio Paredes Izaguirre

“IMPACT INVESTING PARTNERSHIPS IN MEXICO”
Author: José Antonio Dávila Castilla and Ethos Public Policy Lab

“THE INTERACTION BETWEEN FINANCIAL INSTITUTIONS AND FINTECH ENTREPRENEURS”
Author: José Antonio Dávila Castilla

“BLOCKCHAIN ENTREPRENEURSHIP”
Author: José Antonio Dávila Castilla

EVENTS

BOOK PRESENTATION: *HACERLO BIEN Y HACER EL BIEN* [DOING WELL WHILE DOING GOOD]
BOOK COORDINATOR: JOSÉ ANTONIO DÁVILA CASTILLA

CONFERENCES

CONFERENCE: “BLOCKCHAIN IN ORGANIZATIONS”

CONFERENCE: “ENTREPRENEURS FOR ENTREPRENEURS”

CONFERENCE: “DOING WELL WHILE DOING GOOD”

PROGRAMS

SPECIAL PROGRAM IN COLLABORATION WITH BLUE BOX: OPEN INNOVATION AND CORPORATE VENTURE CAPITAL

PUBLICATIONS

BOOKS

HACERLO BIEN Y HACER EL BIEN
Book coordinator: José Antonio Dávila Castilla
Authors and professors: Adriana Tortajada, Álvaro Rodríguez, Armando Laborde, Arturo Damm, Erik Wallsten, Gustavo Fernández de Loyola, Gabriel Charles, Guillermo Ortega, Héctor Zagal, Hernán Fernández, Jaime García, Jorge Llaguno, José Medina Mora, Juan Quiroga, Luis Paredes, Patricia Montelongo, Pilar Aguilar, Roberto Manríquez, Rodrigo Villar, Rosa Nelly Trevinyo-Rodríguez, Rossana Fuentes, Rubén Urtuzuástegui, Vicente Fenoll, and Xavier López Ancona

EMPRENDIMIENTO SOCIAL EN MÉXICO [SOCIAL ENTREPRENEURSHIP IN MEXICO]
Book coordinators: Mary Conway Dalton and José Antonio Dávila Castilla

ARTICLES

Published in *Istmo magazine*
Author: José Antonio Dávila Castilla:

“BLOCKCHAIN: A TECHNOLOGY THAT CAN CHANGE EVERYTHING”

“THE MEXICO WE ASPIRE TO IS BEING BUILT BY TODAY’S ENTREPRENEURS”

“BUSINESS MANAGEMENT: NEITHER ART NOR SCIENCE”



RESEARCH PROJECTS

“CIFE’S PAST, PRESENT, AND FUTURE CHALLENGES”
Findings of the research project and book. *El director como persona. Hablar al hombre del hombre*
Author: Alejandro Armenta Pico

“THE IMPACT OF SENIOR MANAGEMENT PROGRAMS ON PROFESSIONAL DEVELOPMENT”
Findings of the “Flight Plan”
technical note

EVENTS

BOOK PRESENTATION: *EL DIRECTOR COMO PERSONA. HABLAR AL HOMBRE DEL HOMBRE* [THE HUMAN SIDE OF MANAGEMENT: SPEAKING TO MAN OF MAN]
FEATURING THE PARTICIPATION OF YVETTE DE JACOBIS, ALBERTO ROSS, AND ARTURO PICOS

PROGRAMS

THE HUMAN SIDE OF MANAGEMENT FOCUSED PROGRAM MEXICO CITY CAMPUS: MODULES I AND II

THE HUMAN SIDE OF MANAGEMENT FOCUSED PROGRAM PUEBLA (SATELLITE CAMPUS): MODULE I

INTERNATIONAL PROGRAM ON PHILOSOPHICAL ANTHROPOLOGY
ATTENDED BY 20 PROFESSORS FROM LATIN AMERICAN UNIVERSITIES

MEDEX WEEKEND MEETINGS
TOPIC: THE ANTHROPOLOGY OF LOVE

PHILOSOPHICAL ANTHROPOLOGY FOR IPADE FACULTY PROGRAM
TOPIC: ABRIDGED VERSION OF THE “THE HUMAN SIDE OF MANAGEMENT” PROGRAM

PUBLICATIONS

BOOK

EL DIRECTOR COMO PERSONA. HABLAR AL HOMBRE DEL HOMBRE [THE HUMAN SIDE OF MANAGEMENT: SPEAKING TO MAN OF MAN]
Author: Alejandro Armenta Pico

CASES

“LIFE STAGES: FINDINGS FROM THE RESEARCH PROJECT LA HIERBA CRECE DE NOCHE [HERBS GROW AT NIGHT] AND ITS SUPPLEMENTARY SECTIONS”
Author: Alejandro Armenta Pico

“THE ITINERARY OF SUCCESS: FINDINGS FROM THE RESEARCH PROJECT “NUBARRONES AL MEDIODÍA” [MIDDAY THUNDERCLOUDS]”
Author: Alejandro Armenta Pico, in collaboration with Hugo Cuesta

“WOMEN IN SENIOR MANAGEMENT: FINDINGS FROM THE RESEARCH PROJECT DOS MUNDOS. [TWO WORLDS]”
Author: Alejandro Armenta Pico

“COLLEGIALITY IN POWER: FINDINGS FROM THE RESEARCH PROJECT ENCUENTRO DE DOS MIEDOS, [THE ENCOUNTER OF TWO FEARS] WHICH RESULTED IN TWO TECHNICAL NOTES (CIFE 15 N 02 “COLLEGIALITY IN POWER: KEY QUESTIONS” AND CIFE 15 N 10 “COLLEGIALITY IN POWER: ALTITUDE SICKNESS”). THESE CASES ARE USED FOR A SESSION OF THE “BOARDS IN ACTION” (MEXICO, GUADALAJARA, AND MONTERREY) AND PADLA PROGRAMS.
Author: Alejandro Armenta Pico

MANAGEMENT AND LONELINESS: FINDINGS FROM THE RESEARCH PROJECT DE FIESTA A FIESTA [FROM PARTY TO PARTY]

NAME OF THE RESEARCH PROJECT: CONCIENCIA Y VERDAD [CONSCIOUSNESS AND TRUTH] WHICH LED TO THE DESIGN OF THE SESSION TITLED CONSCIOUSNESS AND TRUTH: THE BRIDGE BETWEEN LIBERTY AND AUTHORITY, WHICH IS TAUGHT USING A NEW CASE TITLED CIFE 18 C 07 MEMORIA ORIGINARIA [NATIVE MEMORY].

ESSAY

CARTOGRAFÍA DE UNA VIDA LOGRADA [MAP OF A LIFE WELL LIVED]
The findings of this research project were presented as part of the Carlos Llano Chair
Author: Alejandro Armenta Pico

CHAIR

Carlos Llano Cifuentes (1932-2010)
Founding member of IPADE, Universidad Panamericana, and *Istmo* magazine

UP - IPADE CARLOS
LLANO CHAIR

THE CARLOS LLANO CHAIR DISSEMINATES RESEARCH PROJECTS COVERING A WIDE RANGE OF TOPICS AMONG PROFESSORS, RESEARCHERS, AND STUDENTS IN AN EFFORT TO CONTRIBUTE TO BRIDGE THE GAP BETWEEN A HUMANISTIC APPROACH AND THE SEARCH FOR PRACTICAL SOLUTIONS TO VARIOUS CONTEMPORARY CHALLENGES.

The Carlos Llano Chair is a showcase to promote and perpetuate the Carlos Llano's work in research, dissemination, and teaching.



EVENTS

DIALOGUES ON ETHICS, BUSINESS, AND LIFE: "CARLOS LLANO: THE MAP OF A FULFILLING LIFE"
November 1, 2017
IPADE Mexico City Campus

REFLECTION DAYS: "WHAT KIND OF MEXICO CAN WE BE?"
October 21, 2017
Universidad Panamericana, Mexico City

MASTER CLASS: "LIBERAL EDUCATION AND HUMAN FREEDOM" DR. WALTER NICGORSKI FROM THE UNIVERSITY OF NOTRE DAME
November 29- December 1, 2017
Universidad Panamericana, Mexico City



RESEARCH PROJECTS

EL EMPRESARIO EN LA DOCTRINA SOCIAL DE LA IGLESIA. LA PROPUESTA DE LA VÍA DE LAS VIRTUDES SEGÚN CARLOS LLANO CIFUENTES [BUSINESS EXECUTIVES AND CATHOLIC SOCIAL TEACHINGS: THE PATH OF VIRTUE ACCORDING TO CARLOS LLANO CIFUENTES]
Doctoral thesis, January 2018
Guillermo Arregui Cussi
Pontificia Universidad de la Santa Cruz, Rome

LA TEORÍA DE LA IDEA PRÁCTICA DE CARLOS LLANO: REALISMO Y PRAXIS EN UNA PAIDEIA LLANISTA [CARLOS LLANO'S THEORY OF PRACTICAL IDEAS: REALISM AND PRAXIS WITHIN A LLANOAN PAIDEIA]
Doctoral thesis to be defended in October 2018 at the University of Navarra
Victor Isolino Doval
Universidad Panamericana, Mexico City

"LOS ALCANCES DEL DESARROLLO INCLUSIVO EN EL PENSAMIENTO DE CARLOS LLANO" ["THE SCOPE OF INCLUSIVE DEVELOPMENT IN THE IDEAS OF CARLOS LLANO"]
Article published in the *Empresa y Humanismo* magazine of the Instituto Empresa y Humanismo of the Universidad de Navarra
Arturo Picos Moreno and José Díez Deustua
IPADE

"THE CENTRAL NATURE OF THE INDIVIDUAL IN CARLOS LLANO'S ANTHROPOLOGY OF MANAGEMENT"
Conference given at the IV Congreso Iberoamericano de Personalismo held at Universidad Popular Autónoma de Puebla (UPAEP)
September 6, 2017
Arturo Picos Moreno

RANKINGS

RANKINGS AND

ACCREDITATIONS

ACCREDITATIONS

THE QUALITY OF IPADE'S ACADEMIC OFFERING AND OF ITS FACULTY HAS POSITIONED THE UNIVERSITY AMONG THE BEST BUSINESS SCHOOLS IN THE WORLD, ACCORDING TO RANKINGS PUBLISHED BY SPECIALIZED MEDIA. IPADE HAS ALSO BEEN ACCREDITED BY INTERNATIONAL AGENCIES THAT CERTIFY THE QUALITY OF ITS PROGRAMS

EXPANSIÓN #1 IN MEXICO
FOR THE 11TH CONSECUTIVE YEAR
BEST MBA PROGRAMS IN MEXICO

BEST RATED MBA PROGRAMS (EXECUTIVE MBA AND FULL-TIME MBA):

PROGRAM	(9.7)
FACULTY	(9.6)
CLASSMATES	(9.4)

FORBES 9TH PLACE
GLOBAL

BEST INTERNATIONAL MBAS:
TWO-YEAR PROGRAMS
2017

THE ONLY LATIN AMERICAN BUSINESS SCHOOL FEATURED ON THE LAST TWO EDITIONS OF THE RANKING

FULL-TIME MBA RECOGNIZED FOR ITS RETURN ON INVESTMENT

FINANCIAL TIMES #4
FT EXECUTIVE EDUCATION RANKINGS
- OPEN-ENROLLMENT

GLOBALLY IN THE CATEGORY OF PARTNER SCHOOLS

ASSESS THE QUANTITY AND QUALITY OF PROGRAMS TAUGHT IN CONJUNCTION WITH OTHER BUSINESS SCHOOLS ACCREDITED BY EQUIS OR AACSB.

PROGRAMS: EXECUTIVE EDUCATION AND FOCUSED PROGRAMS

FT RANKING OF CUSTOMIZED EXECUTIVE EDUCATION PROGRAMS

16TH
WORLDWIDE

IN-COMPANY PROGRAMS:

7TH
IN THE CATEGORY OF NEW SKILLS & LEARNING

7TH
IN THE CATEGORY OF VALUE FOR MONEY

10TH
IN THE CATEGORY OF TEACHING METHODS & MATERIALS

10TH
IN THE CATEGORY OF FACILITIES

ACCREDITATIONS
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB)
ASSOCIATION OF MBAS (AMBA)

IN JUNE, AACSB'S PEER REVIEW TEAM VISITED IPADE TO EVALUATE THE PROGRESS MADE BY THE SCHOOL WITH REGARDS TO THE RECOMMENDATIONS FOR IMPROVEMENT MADE BY THE ASSOCIATION AND BASED ON INTERNATIONAL STANDARDS



SOCIAL WORK

S O C I A L
W O R K

Presentation of the Fundación El Peñón and Colegio Montefalco Annual Report

IN LINE WITH IPADE'S MISSION TO DEVELOP LEADERS WITH A STRONG SENSE OF SOCIAL RESPONSIBILITY, THE INSTITUTIONAL DEVELOPMENT DEPARTMENT ORGANIZES ACTIVITIES TO CONNECT IPADE ALUMNI AND PARTICIPANTS WITH TWO EDUCATIONAL INSTITUTIONS FOR YOUNG PEOPLE WITH LIMITED RESOURCES IN THE STATE OF MORELOS—FUNDACIÓN EL PEÑÓN AND COLEGIO MONTEFALCO.

FUNDACIÓN EL PEÑÓN
AND COLEGIO
MONTEFALCO



526
STUDENTS

391
STUDENTS

3,301
GRADUATES
AS OF 2017

3,207
GRADUATES
AS OF 2017

RELEVANT ACTIVITIES

SOCIAL RESPONSIBILITY DAY: Every year, participants of IPADE's MBA programs come together with students from Fundación El Peñón and Colegio Montefalco to participate in a day devoted to volunteer work.

IPADE INVITATIONAL GOLF TOURNAMENT: Implemented in 2005 as a fundraiser to benefit students from El Peñón, the 2018 edition of the tournament brought together over 180 IPADE alumni.

YOUR HOUSE, MY PROJECT: Following the earthquake that hit Mexico in September 2017, IPADE and Universidad Panamericana launched a campaign for participants and alumni to support families in the region where both schools are located, which was considerably affected. The initiative had three phases: delivering supplies, rebuilding houses, and providing scholarships.

YOUR HOUSE, MY PROJECT

EMERGENCY PHASE

7
COLLECTION
CENTERS

15
TONS
OF SUPPLIES
COLLECTED

491
FAMILIES IN
MORELOS RECEIVED
HELP

+4,500
VOLUNTEERS
DURING THE FIRST
FEW WEEKS

RECONSTRUCTION PHASE

22
HOUSES OF AT LEAST
46 M² WERE REBUILT
IN EIGHT TOWNS

100
TEMPORARY
JOBS

EMERGENCY SCHOLARSHIPS

58
STUDENTS
FROM AFFECTED
FAMILIES WERE
SUPPORTED WITH
TUITION PAYMENTS

OPERATIONS



+8,600
SESSIONS



600,000
MEALS

+12.9%
YEAR OVER YEAR
(2016-2017)



9
PROJECTS
COMPLETED

940
PARTICIPANTS
IMPACTED



52
TECHNOLOGICAL
PROJECTS

CORPORATE
OPERATIONS
DEPARTMENT

IN AN EFFORT TO GUARANTEE THAT EACH PARTICIPANT HAS THE BEST POSSIBLE EXPERIENCE, IPADE IS DEDICATED TO IMPLEMENTING ONGOING INNOVATION PROCESSES TO DEVELOP AND IMPLEMENT NEW PROJECTS TO ENSURE THAT ITS SERVICES, FACILITIES, AND INFRASTRUCTURE ARE OF THE HIGHEST QUALITY.



WE STRIVE FOR PERFECTION THROUGH
ATTENTION TO DETAIL



FOOD AND BEVERAGE

PERSONALIZED ATTENTION
SPECIAL REQUESTS
59
LUNCH ROOMS

IMPLEMENTATION OF
HEALTHY MENUS

172
CERTIFIED
EMPLOYEES

18
DISTINCTIVE H
ACCREDITATIONS
FROM SECTUR



ACADEMIC INNOVATION

IMPROVING PARTICIPANTS'
EXPERIENCE

"CANVAS"
PLATFORM

940
MBA STUDENTS FROM ALL
CAMPUSES WERE IMPACTED

AUDIO CASES
FORUMS

HANDS ON
GAMIFICATION

STRENGTHENING
THE CASE
METHOD



INSTITUTIONAL PROJECTS OFFICE

SUPPORT THE
ACHIEVEMENT OF
STRATEGIC OBJECTIVES

THIS OFFICE WAS
CREATED THIS YEAR

PROYECTS
STRUCTURE
AGILE AND ONGOING
PROJECTS

WORKING TO
REACH IPADE'S
GOALS

19
PROJECTS IN THE
PORTFOLIO



ACQUISITIONS AND FACILITIES MANAGEMENT

CONTRIBUTING TO THE OPTIMAL USE
OF RESOURCES AND SERVICES

PROFESSIONALIZATION OF THE
DEPARTMENT

STREAMLINING OF SUPPLIER
PROCESSES

OPERATIONAL CONTINUITY PLANS

FACILITIES MAINTENANCE PLAN

BEST PRACTICES

PROCUREMENT

ADEQUATE SUPPLIES

STREAMLINING
PROCUREMENT
AND FACILITY
MANAGEMENT
PROCESSES



IT

USES TECHNOLOGICAL TOOLS
TO ENCOURAGE OVERALL
IMPROVEMENT THROUGHOUT THE
INSTITUTION

DIGITAL ASSETS

GUARANTEED

AVAILABLE

EFFECTIVE

CONSISTENT

32,000
USERS
EMPLOYEES
PARTICIPANTS
ALUMNI

MODERNIZATION
OF TECHNOLOGICAL
STRUCTURE

TECHNOLOGICAL
IMPROVEMENT IN
CLASSROOMS



SERVICE CHAIN

GUARANTEE THE
CONDITIONS FOR THE FULL
IPADE EXPERIENCE

892,812
CASES PRINTED
AND DISTRIBUTED

CLASSROOM
ASSISTANCE

EVENT
MANAGEMENT

LOGISTICS AND
SESSION PLANNING

PROGRAM SERVICES

EX CEL LEN CE

EACH OF OUR DEPARTMENTS
IS COMMITTED TO
EXCELLENCE

Closing Ceremony of the 2017 - 2018 AD Program
Dr. Carlos Llano Cifuentes Classroom
IPADE Mexico City Campus

COMMUNICATIONS

				
	29.1K FOLLOWERS	63.6K FANS	3.7K FOLLOWERS	53.3K FOLLOWERS
INSTITUTIONAL	23.1 K	35.2 K	1,737	53.3 K
MBA	1,642	22.7 K	1,320	
ISTMO	4,367	5,679	694	


102
PROMOTIONAL MATERIALS

42
BROCHURES

24
BANNERS

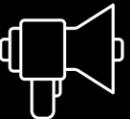
36
DIGITAL POSTCARDS


291
CONTENT ITEMS PRODUCED

126
NOTES, ARTICLES,
AND INFOGRAPHICS

82
VIDEOS

83
ISTMO ARTICLES


578
PRINTED MEDIA IMPACTS

107
INTERVIEWS

162
ARTICLES

309
INFORMATIVE ARTICLES

THE CORPORATE COMMUNICATIONS DEPARTMENT SPECIALIZES IN EFFECTIVELY USING DIFFERENT TYPES OF MEDIA, GRAPHICS, AND IMAGES, AS WELL AS PROVIDING EDITORIAL AND JOURNALISTIC SERVICES. IT IS RESPONSIBLE FOR COMMUNICATING ACADEMIC DEVELOPMENTS AT IPADE AND POSITIONING THE BUSINESS SCHOOL AMONG TARGET NATIONAL AND INTERNATIONAL POTENTIAL APPLICANTS, PARTICIPANTS, ALUMNI, BUSINESS EXECUTIVES, ENTREPRENEURS, AND SENIOR EXECUTIVES.

3,955
CANDIDATES
REACHED THROUGH
DIGITAL MEDIA



IMAGE

MONITOR AND ENSURE THE APPROPRIATE USE OF THE INSTITUTIONAL IMAGE

PRINT AND DIGITAL COMMUNICATION MATERIALS

ENSURE COMPLIANCE WITH THE BRAND MANUAL

MODERN GRAPHIC DESIGN



CONTENT

COMPILE AND DISSEMINATE KNOWLEDGE PRODUCED AT IPADE

IDENTIFY, COLLECT, AND DISTRIBUTE CONTENT ACROSS THE VARIOUS COMMUNICATION PLATFORMS



MEDIA

MANAGE RELATIONSHIPS WITH SPECIALIZED MEDIA OUTLETS

DISSEMINATE CONTENT THAT STRENGTHENS IPADE'S POSITION AS AN ORGANIZATION OF REFERENCE ON TOPICS OF MANAGEMENT



EXECUTIVE MANAGEMENT

POSITION *ISTMO* MAGAZINE AS A MAJOR MEDIA OUTLET FOR SENIOR MANAGERS

ESTABLISH THE MAGAZINE AS A CONTENT CREATOR

DIVERSIFY INTO EVENTS, DIGITAL MEDIA, ETC.

SELL ADVERTISING SPACE, SPONSORSHIPS, AND SUBSCRIPTIONS, ASSESS INCOME VS. EXPENSES TO ACHIEVE A HEALTHY ECONOMIC FRAMEWORK



DIGITAL ECOSYSTEM

ENSURE THAT IPADE'S DIGITAL MEDIA AND ADVERTISING EFFORTS ARE AT THE CUTTING EDGE IN TERMS OF DESIGN AND TECHNOLOGY, WHILE ALSO MAINTAINING THE BUSINESS SCHOOL'S VISUAL AND BRAND IDENTITY.

**ISTMO:
A NEW
EDITORIAL ERA**

10

ISSUES PUBLISHED SINCE THE RELAUNCH

44

INTERNATIONAL COLUMNISTS PUBLISHED IN ITS VARIOUS SECTIONS

BUILDING A BUSINESS COMMUNITY THROUGH THE 2017 ISTMO FORUM

**HARVARD BUSINESS
REVIEW SUMMIT 2017**

2ND

EDITION

THE SECOND EDITION OF THE HBR SUMMIT ENCOURAGED DISCUSSION ABOUT THE IDEAS, PRACTICES, AND SOLUTIONS THAT WILL TRANSFORM THE WAY WE DO BUSINESS IN MEXICO, LATIN AMERICA, AND THE WORLD.

400

BUSINESS LEADERS DISCUSSED MAJOR MANAGEMENT AND LEADERSHIP TRENDS

**LA POSTA STORE
INAUGURATED IN GUADALAJARA**

1

NEW BOOKSTORE AND SOUVENIR STORE

REACHING A NEW MARKET AT A RENOVATED CAMPUS

50TH ANNIVERSARY



COMMEMORATIVE EVENTS

GALA DINNER EVENT WITH BUSINESS EXECUTIVES

SAN IGNACIO DE LOYOLA VIZCAÍNAS, MARCH 30, 2017

COMMEMORATIVE EVENT

IPADE MEXICO CITY CAMPUS, MARCH 31, 2017

COMMEMORATIVE EVENT

IPADE MONTERREY CAMPUS, MAY 24, 2017

PEOPLE, COMPANIES, AND SOCIETY: INCLUSIVE GROWTH SUMMIT

IPADE MEXICO CITY CAMPUS, JUNE 26 - 27, 2017

IPADE EVENINGS

SATELLITE CAMPUSES, MAY - OCTOBER 2017

GLOBAL ALUMNI MEETING

GUADALAJARA CAMPUS, NOVEMBER 10 - 11, 2017



ACADEMIC MATERIALS

50 CASE STUDIES PUBLISHED

CO-AUTHORED WITH PROFESSORS FROM MAJOR GLOBAL BUSINESS SCHOOLS

BOOK COLLECTION PUBLISHED BY IPADE'S FIVE RESEARCH CENTERS

EMPRESA Y SOCIEDAD. GENERACIÓN DE VALOR SOCIAL (BUSINESS AND SOCIETY: GENERATING SOCIAL VALUE)

SER Y HACER DE LAS FAMILIAS EMPRESARIAS. UNA VISIÓN INTEGRAL (THE WHY AND HOW OF FAMILY BUSINESSES: A COMPREHENSIVE VISION)

LA NUEVA ERA DE LOS NEGOCIOS. MUJERES RUMBO A LA ALTA DIRECCIÓN (THE NEW ERA OF BUSINESS: WOMEN IN UPPER MANAGEMENT)

INICIATIVA EMPRESARIAL. HACERLO BIEN Y HACER EL BIEN (ENTREPRENEURIAL INITIATIVE: DOING WELL WHILE DOING GOOD)

EL DIRECTOR COMO PERSONA. HABLAR AL HOMBRE DEL HOMBRE (THE HUMAN SIDE OF MANAGEMENT: SPEAKING TO MAN OF MAN)

IMPACT STUDY

STUDY CONDUCTED BY PROFESSOR MARC EPSTEIN, EXPERT IN SOCIAL IMPACT



COMMEMORATIVE MATERIAL

COMMEMORATIVE BOOK *50 AÑOS DE SERVICIO A LA COMUNIDAD EMPRESARIAL: IDENTIDAD, HISTORIA Y PROYECCIÓN 150 YEARS OF SERVING THE BUSINESS COMMUNITY: IDENTITY, HISTORY, AND OUTREACH* THIS BOOK PROVIDES AN OVERVIEW OF THE HISTORY OF IPADE.

AUDIOVISUAL DOCUMENTARY *50 AÑOS PERFECCIONANDO EMPRESARIOS CON VALORES 150 YEARS OF TRAINING BUSINESS LEADERS WITH VALUES* PRODUCED BY CLÍO TV AND AIRED ON BROADCAST TELEVISION

ESPACIO PEDRO CASCIARO THIS EXHIBITION SPACE WAS USED TO EXHIBIT A COLLECTION OF WORKS THAT REPRESENTED IPADE'S MOST ICONIC MOMENTS

SYMPHONY PREMIERE *HORIZONS: MUSICAL REFLECTIONS ON VIRTUE* COMMISSIONED BY IPADE, THE SYMPHONY WAS INSPIRED BY THE DAILY LIFE AND RESPONSIBILITIES OF BUSINESS LEADERS. Composer: Samuel Zyman

COMMEMORATIVE PAINTING *TITLED VIRTUE, THE PATH TO EXCELLENCE* THIS WORK CAPTURES THE MAJOR ELEMENTS OF IPADE'S IDENTITY AND MISSION. Painter: Natalia Orozco

MICRO-SITE FOR IPADE'S 50TH ANNIVERSARY A SPECIAL WEBSITE CREATED TO PROMOTE THE 50TH ANNIVERSARY PROGRAM AND ITS CONTENT.

CAMPUS

A CAMPUS BUILT
BY ALUMNI

Spontaneous tribute to IPADE's directors during the Global Alumni Meeting held at IPADE'S Guadalajara Campus on November 10, 2017 (from left to right: Carlos Acedo, Sergio Raimond-Kedilhac, Jorge Gutiérrez, and Alfonso Bolio).

IPADE'S GUADALAJARA CAMPUS HOSTED THE LARGEST ALUMNI GATHERING IN IPADE HISTORY, WELCOMING BACK ALUMNI TO SPEND TIME WITH THEIR LIFE-LONG FRIENDS.

THE GATHERING WAS ATTENDED BY ALUMNI FROM ALL IPADE PROGRAMS AND CLASSES, AS WELL AS ALL FACULTY AND KEY STAKEHOLDERS FROM THE INSTITUTION'S FOUNDING.

- STAGE ONE**
- LAND
 - 3 CLASSROOMS
 - 13 MEETING ROOMS
 - SNACK BAR ON TWO LEVELS
 - PARKING FOR 300 CARS
 - KITCHEN AND SERVICE AREAS
 - EVENTS AREA
 - BUSINESS CENTER (USED AS TEMPORARY OFFICES)
 - ORATORY (TEMPORARY SPACE)

- STAGE TWO**
- 11 MEETING ROOMS
 - MULTI-PURPOSE CLASSROOM
 - IPADE'S HISTORIC PEDRO CASCIARO/LA POSTA SPACE
 - FACULTY LOUNGE
 - ADMINISTRATIVE OFFICES
 - FIRST-FLOOR RESTROOMS
 - MISCELLANEOUS SPACES

The Guadalajara campus inaugurated the facilities of the second construction stage during the Global Alumni Meeting.

Pankaj Ghemawat, Professor at IESE and expert in globalization, participated in the event as special guest.

A plaque bearing the names of the alumni and employees who supported the second construction phase was also unveiled during the event. Bearing the names of the benefactors, the plaque is located at the building's entrance as a reminder of the powerful results of cooperation and service, virtues that have characterized IPADE since its foundation.



GUADALAJARA CAMPUS AT EL RÍO COUNTRY CLUB

- 2009** • Blessing of the cornerstone of the construction of the new IPADE campus in Guadalajara. Carlos Llano attended the event.
- 2012** • Antonio Casanueva replaces Ramiro Ochoa as head of IPADE Guadalajara.
- 2013** • Opening of the new IPADE campus in Guadalajara at El Río Country Club and the 35th anniversary of IPADE's activities in Guadalajara.
- 2017** • Launch of the #DejaTuHuellaIPADE [#LeaveYourMarkIPADE] campaign
- End of the second construction stage of the IPADE Guadalajara campus at El Río Country Club
- The Global Alumni Meeting hosted as part of the 50th Anniversary celebrations

IPA BUSINESS SCHOOL

BOARD OF DIRECTORS

Rafael Gómez Nava
Dean

Julián Sánchez García
Vice Dean
**Academic Staff and
Programs Director**

Laura Ponce de León Garduño
Secretary General
Human Resources Director

Lorenzo Fernández Alonso
Monterrey Campus Director

Antonio Casanueva Fernández
Guadalajara Campus Director

Rodrigo De León González
**Senior Management
Programs Director**

Ernesto Bolio Barajas
Full-Time MBA
Corporate Director

Rafael Ramírez de Alba
Executive MBA Director

Gonzalo Díaz García
Liaisons Director

Juan Romero McCarthy
**Research and Academic
Processes Director**

Oscar Aguirre Macías
**Central America's International
Programs Director**

Miguel Espinoza García
Corporate Administrative Director

Alejandro Llovet Abascal
Chief Operating Officer

Roberto Manríquez Delgado
**Integral Human
Development Director**

Paulo Tort Ortega
Corporate Communications Director

Arturo Picos Moreno
Director of the Carlos Llano Chair and Professor
of the Organizational Behavior and Business and
the Family Departments

CAMPUSES



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