



Rodrigo de León González

Professor at the Social and Political Environment Department
Admissions Director of the Executive Education Programs, Mexico Venue

Academic Degrees

- Management Program (D-1), Instituto Panamericano de Alta Dirección de Empresa (IPADE Business School).
- MA in Marketing and Advertising, Universidad Anáhuac.
- BA in Philosophy, Universidad Panamericana (UP).

Relevant courses:

- Colloquium on Participant-Centered Learning (CPCL), Harvard Business School, 2007.
- Courses on diverse electoral and Mexican political environment perspectives.

Managerial Background

Currently:

- Sponsor, Fundación Mexicana del Riñón.

Formerly:

- Programs Director, Chihuahua Venue, IPADE.
- Consultant, on social responsibility, socio-political environment in Mexico, market research, social marketing, strategic planning and civic organizations.
- Secretary General, Member of the Board and President, Voluntariado de Enlazando, A.C.
- Programs Director, IPADE, Merida Venue, 2005-2007.

Professional Activities

Currently:

- Professor, Human Factor and Ethics Division, ICAMI, Continuous Updating Management.

Formerly:

- Jury, Effie Social Award 2008.
- Professor, International Political Institutions, Universidad Panamericana.
- Professor, General Marketing, Universidad Panamericana.
- Professor, Specialized in Marketing, Universidad Panamericana.
- Professor, Philosophical Doctrines, Liceo Ibérico Americano (LIA).
- Professor, Ethics, Instituto Técnico y Cultural (ITYC).
- Lectures on civic organizations, ITAM and UP.

Publications:

- *El poder ejecutivo de los Estados Unidos Mexicanos*. 2ª ed. México, Nostra Ediciones, 2008. (Col. Para Entender).
- IPADE's columnist for *El Economista*.

Areas of Interest

- Global competitiveness
- Social Marketing
- Social responsibility and corporate citizenship
- International politics