

Rodrigo González Souza

Human Resources Management Professor

Deputy Director of Senior Management Program in the Agribusiness (ADEA), Guadalajara

Deputy Liaisons Director, Guadalajara



IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

Academic Degrees

- DBA candidate, Rollins College, United States of America.
- Full-Time MBA, IPADE Business School.
- MBA in Economic Analysis and Financial Economy, Universidad Complutense, Spain.
- BSc in Mechanical Engineering, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Estado de México Campus.

Relevant courses:

- Senior Management Program in Private Equity (ADeCaP), IPADE Business School.
- Innovation for Senior Management Program (ADIT), IPADE Business School.
- Management for Services Program, IPADE Business School.
- Certificate in Reddin Talent Management System.
- Certificate in Systemic Thinking and Organizational Constellations, ViSi Consulting.

Managerial Background

Currently:

- Founder Partner, Estrategia y Talento de Occidente, S.C. (Coach IN), 2012.
- Fund Manager, Ixchel Capital, S.A.P.I de C.V., 2005.

Formerly:

- Executive Director, Farrera Asociados, S.C., 2009-2011.
- Market Intelligence Manager, Dinámica Casas, 2008-2009.
- Planning Director, Guadalajara Capital Cultural, A.C., 2006-2008.
- Project Manager, Farrera Asociados, S.C. 2000-2006.

Professional Activities

- Visiting Professor, IPADE Business School, 2014-2018.
- Pricing strategy professor, ITESM Guadalajara Campus, 2009-2010.

Areas of Interest

- Organizational transformation
- Organizational adaptation and competitive strategy
- Dynamic capabilities