

IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

21 → 22

annual-report

september-august

WELCOME TO THE ANNUAL REPORT

21→22
Sep Aug

TABLE OF CONTENTS



Welcome	Progress	Reinvention	Union
<p>Message from the Deans</p> <p>Lorenzo Fernández Alonso 03</p> <p>Miguel Rentería Gómez 04</p> <p>Antonio Casanueva Fernández 05</p> <p>Highlights 06</p> <p>Map of Operating Campuses 08</p>	<p>Senior Management Programs 10</p> <p>Full-Time MBA (MEDE) 18</p> <p>Executive MBA (MEDEX) 28</p> <p>Focused Programs 32</p> <p>In-Company Programs 40</p>	<p>International Office 54</p> <p>Liaison Office 60</p> <p>The DIA 44</p> <p>Virtual Classroom 48</p> <p>Faculty 50</p>	
Solidarity	Outreach and Engagement	Harmony	Service
	<p>Featured Guests 76</p> <p>Research Centers 78</p> <p>Rankings and Accreditations 88</p>	<p>Human Development Programs 90</p> <p>Talent and Culture 96</p> <p>Operations Management Office 104</p> <p>Communications Office 108</p> <p>School Directory 112</p>	
Community Service 70			

Dear member of the
IPADE community:

It is a pleasure to welcome you to the 2021-2022 Annual Report of our beloved Business School. This period has brought us the excitement of seeing the classrooms in all our campuses once again filled with **100% of participants attending** in person to share their ideas in the sessions and **developing close bonds**, which are so necessary for the business community of our country to fulfill its mission: to contribute to the common good both inside and outside their organizations.

As we have done for 56 years now, we are working diligently to carry out our mission to develop leaders who consistently hold to a global mindset, social responsibility, and Christian values to transform their organizations and society.

We are convinced that every step we take is bringing us closer to fulfilling it. **A perfect example of this is the fact that we have successfully brought the European Quality Improvement System (EQUIS)** Accreditation into our story, positioning IPADE among the select group of global schools (around 1% worldwide) that simultaneously hold the three most important accreditations in the academic sector: EQUIS, AMBA and AACSB.

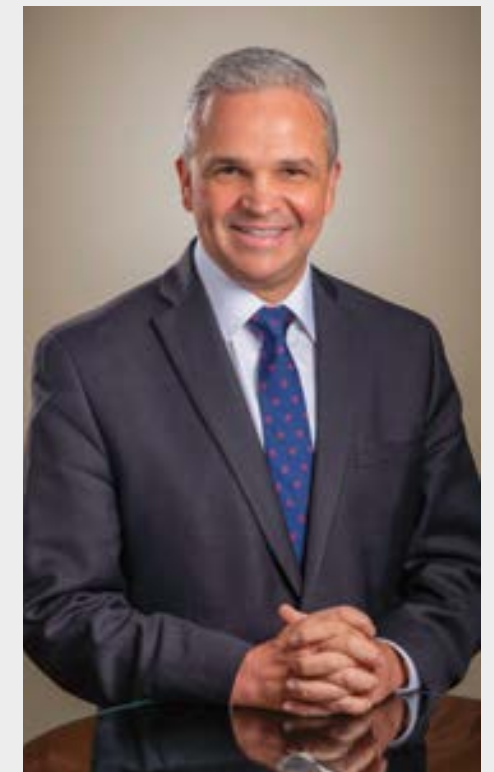
This year also saw the development and implementation of the **Social Responsibility Research Center** project, providing a space to examine the Mission and Social Responsibility statements of organizations to provide useful insights for the business community in our country.

I am also pleased to announce that **IPADE has been recognized as the best option to study a Full-Time MBA in Mexico and LATAM by the Financial Times "Global MBA Ranking."**

As in the case of EQUIS accreditation, the Financial Times considered IPADE's focus on Social Responsibility as reflected in our mission statement.

The first half of the year culminated with a wonderful event that brought together nearly 4,000 alumni who connected remotely from all over the world to participate in the 2021 Global Alumni Meeting. It is amazing to witness the richness of the IPADE Community, as well as the warmth and the sense of belonging that has always characterized us.

I therefore invite you to read this report to find out what steps we have taken to continue to have an impact on executive management and the business community across the country.



Lorenzo Fernández Alonso

Dean
IPADE Business School



Miguel Rentería Gómez

Dean Monterrey Campus
IPADE Business School

Our business school owes its reputation not only to its vision, mission, values, and business expertise, but especially to each one of the people who contribute to it every day: our teachers, participants, alumni, and staff members, who together strive to achieve our mission of developing leaders who hold to a global vision, social responsibility, and Christian values in order to transform their organizations and society. As part of that commitment, this annual report will present a summary of the results achieved in 2021-2022 at the three IPADE Business School campuses.

At the Monterrey campus, where I serve as dean, we are convinced of the potential of our participants and alumni to make a significant impact on the state and the northern part of the country. They are certainly building an active business and management community, strengthened by the sessions held in our classrooms and the many networking opportunities that ultimately aim to create a community that is constantly developing and expanding.

Since IPADE arrived in Monterrey in 1976, we have been committed to strengthening the leadership of those who are at the head of the companies, organizations, and institutions that are key to the region's development. We have now reached further afield thanks to our itinerant offices in northern cities including Tijuana, Hermosillo, Chihuahua, Torreón, Ciudad Juárez, Mexicali, and Ciudad Obregón, where we support entrepreneurs in building a professionalized community.

This year, I am proud to announce that, after 10 years, we have restarted our activities and sessions in Tijuana, and we are excited to see the vibrant business community that has come together with IPADE's return to the city. As for Chihuahua and Hermosillo, where we have long remained active, we have kept up and consistently strengthened our efforts for the past five years.

In 2021-2022, we were also able to slowly regain the rhythm the school had maintained in the region before the pandemic, responding to the keen interest shown by business people in the north of the country in improving their skills in order to deliver solutions in the face of uncertain environments. We actually learned a lot from the health crisis, and the online programs indeed created an opportunity for us to open up to a business community without borders.

In this annual report you will learn about the progress we have made as an institution in promoting the manager's commitment to act as an agent of change in their environment.

At IPADE we are convinced that achieving our mission requires the contribution of each one of our participants and staff members, who can together make a significant difference in improving our environment with their participation and actions. As far as IPADE Guadalajara is concerned, I am certain that our participants and alumni are contributing to the benefit of Jalisco and Western Mexico.

It is often said that change is a constant in life, and the 2021-2022 academic period was no exception. We have been going through a time of high uncertainty in different aspects, economic instability and various transformations in the world, making business management even more demanding.

Clearly, business managers cannot do it alone, as they need advice from others to be able to see the world from multiple perspectives. We need others to think smarter and better. Identity and values are shaped through relationships with others.

That is why the business community turns to IPADE to find the expertise that will allow them to drive their organizations forward. For me, one of the privileges we have as business school faculty is the opportunity to work alongside business executives. Listen to them. Learn from them. I see in most entrepreneurs a desire to preserve and enhance our common heritage, and they understand that to do so, they depend on cooperation with others.

I am proud that, together, IPADE Guadalajara and the business community of Jalisco and the western part of the country work hard, in each of our programs, to face the challenges facing our environment and find solutions that will benefit companies, individuals and, of course, the community.

The business people who come to IPADE certainly have a shared purpose. We have experienced that in our meetings with the business community in Guadalajara, Culiacán, Aguascalientes, León, Los Cabos and Morelia, where it has become clear that companies serve as tools to transform our environment and preserve everything we value.

Concerning the 2021-2022 cycle, I would like to draw particular attention to everyday life, to the need for people to work with each other to create new ideas together to strengthen our organizations and permeate the greater community. I invite you to read this Annual Report, which reflects what we experience every day at IPADE Business School's various campuses.



Antonio Casanueva Fernández

Dean Guadalajara Campus
IPADE Business School

HighLights

CYCLE 21 22

SOME OF THE ACHIEVEMENTS WE HAVE ACCOMPLISHED TOGETHER

■ Launch of the Women Advisors and Experts Network in Mexico (CIMAD)

A platform designed to build bridges between high-profile women and organizations, raise the profile of female talent, and promote their participation in Boards of Directors.

■ Development of the IPADE Digital portfolio

A portfolio bringing together the various academic offerings to meet the demand of a market that is seeking more flexible delivery formats.

■ Redesign of Executive MBA MEDEX program

The MEDEX Program experience is updated every five years. In 2021, a redesign was undertaken to further strengthen three main aspects of the program:

- 1 **Internationalization** of content and experience.
- 2 **Connection with the innovation and technology** developments in business.
- 3 **The structural consolidation** of relationships among participants at the national level to create a single integrated cohort that will become the pillar of the country's business community.

Innovations introduced to the Program:

- 1 Addition of thematic and strategic subjects to the curriculum.
- 2 Academic trips (optional) were reorganized to take place at the end of the program.
- 3 Four-week intensive design throughout the program:
 - a) **Innovation and Technology Week**
A space dedicated to discussion and analysis in Austin, Texas.
 - b) **Social responsibility and sustainability week**
A space devoted to studying, analyzing, and discussing how leaders and decision makers can commit to their organization and society.
 - c) **Specization week**
A program designed to contribute to participants' individual choice of elective courses from a variety of alternatives.
 - d) **Business simulator week**
Teams put into practice everything they have learned during the program.
- 4 **New duration:** 17 months.

■ First edition of the DLC Program | Corporate Leadership Management

A part of the Senior Management academic offerings delivered in an online format.

■ Launch of the Los Cabos satellite campus with the AD Senior Management Program

In 2022, IPADE successfully established its presence within the business community in the city.

■ Achievement of the EQUIS accreditation: European Quality Improvement System (EQUIS) granted by the EFMD (European Foundation for Management Development)

Certifying IPADE's quality as an international business school. With this accreditation, we have achieved the Triple Crown: the three accreditations that distinguish the best business schools in the world.

- **AACSB:** Association to Advance Collegiate Schools of Business Certifying IPADE's excellence as a business school.
- **AMBA:** Association of MBAs. Certifying the quality of our MBA programs.
- **EQUIS:** European Quality Improvement System. Certifying IPADE's quality as an international business school.

■ Publication of the Financial Times Global MBA ranking 2022

IPADE ranked among the 100 best schools in the world and the only Mexican school on the list.

■ Publication of the Financial Times Executive Education ranking 2022

IPADE is ranked 16th among the best business schools in the world.

■ Consecration of the Guadalajara Oratory

It took place on April 6, 2022, with a mass officiated by Fr. José Fernández Labastida, Opus Dei Vicar for the Guadalajara Delegation.

Operating
CAMPUSES



IPADE's **Senior Management Programs** target **managers and entrepreneurs** who want to continue to evolve and keep their companies competitive.

The programs are **designed to enhance managerial skills** for decision making and people management, as well as open-mindedness and assertiveness in people's judgment, all essential competencies for **senior management**.

SENIOR MANAGEMENT T

Programs

The Dr. Carlos Llano Cifuentes Classroom, located at CDMX campus, serves as a meeting point for various participants seeking to enhance their leadership skills.



In just over **55 years**, IPADE has built collaborative bridges among members of the **business community in the country**.

Senior Management Programs

Aimed at **CEOs**, company owners, or **Board Chairs** with over **10 years** of senior management experience.

AD-2

Participants

MTY
Campus
63

CDMX
Campus
42

QRO
Campus
30

CHIH
Campus
23

REGIONAL 30

CDMX Campus 61

PUE Campus 23

Participants

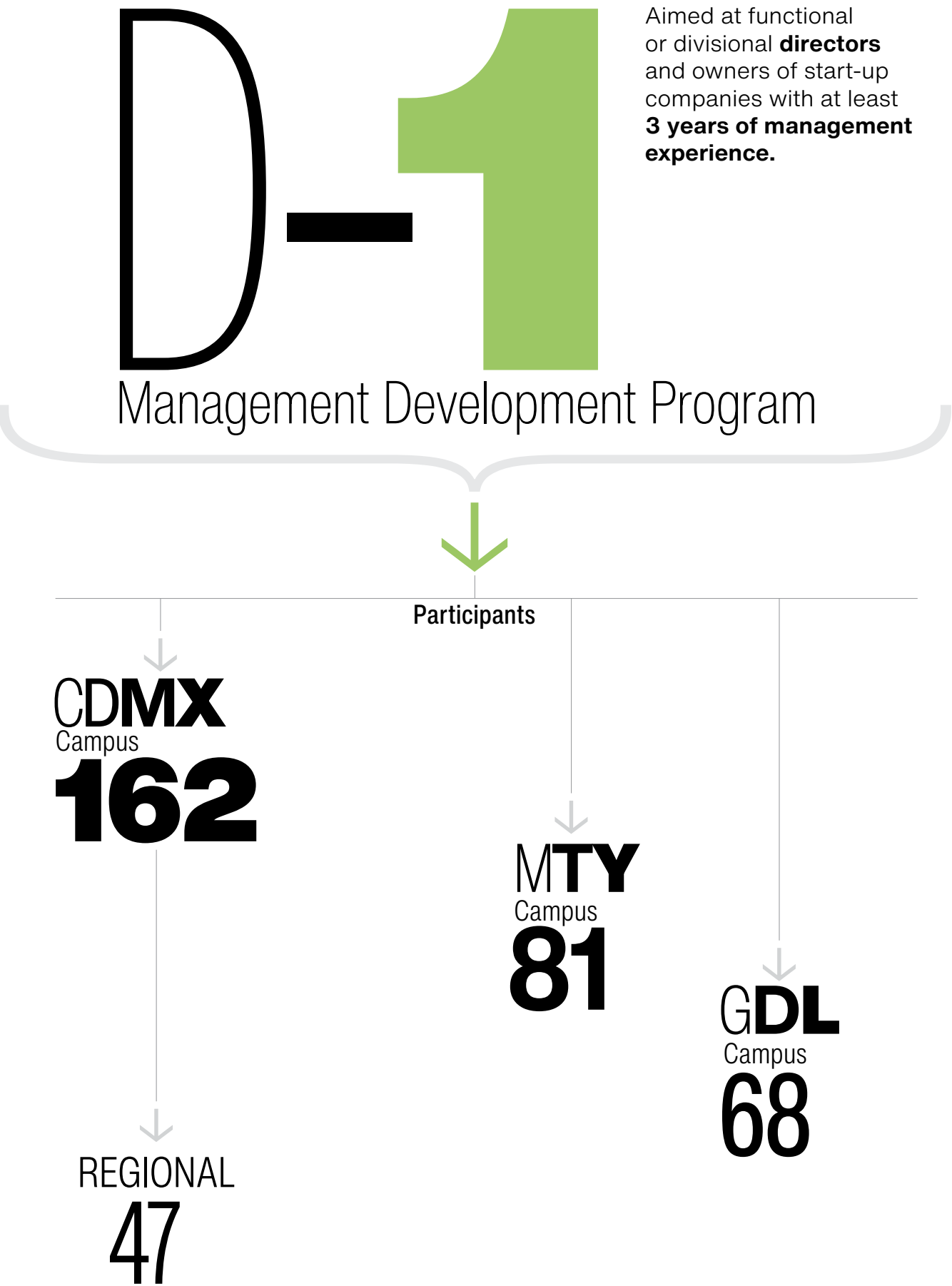
Aimed at CEOs and company owners with over **5 years of experience** in the position.

AD

General Management Program

During the Covid-19 health crisis, the business community gathered at IPADE Business School to find solutions to the challenges of the environment.





AcelerAD Program

A program designed to ignite a process of growth in leaders of small businesses, transforming entrepreneurs into business people and transforming businesses into companies with a focus on strategy.

Online Participants
135

Corporate Management and Leadership Program

A program designed for participants to share experiences with other executive directors from different sectors and backgrounds, providing an integrated networking experience.

(DLC)
Online Participants
24

Blended General Management Program

A program designed to provide participants with a space for networking and sharing ideas and experiences with other managers and business people from various regions, enabling them to become better managers in their organizations.

(ADE)
Blended format
25

International Immersion

SENIOR MANAGEMENT
INTERNATIONAL DAYS

CDMX



Northwestern
Kellogg
School of Management

Kellogg School of Management
May 2-6, 2022

47 participants

MIT

MIT
31 participants



Harvard Business School
August 15-19

87 participants from:
CDMX, GDL, MTY, Morelia, Los Cabos,
Chihuahua, Culiacán, and Cancún.

The cross-cutting theme for the 2022 International Days was **Doing Business in Turbulent Times**.

Four plenary sessions were conducted, covering topics such as building business models to face complex environments, strategic innovation, disruption and adaptation, financial management, triple sustainability, decision-making, and leadership in turbulent times.

The aim of the event was to hold an international meeting focusing on a global vision and disruptive thinking, encouraging the strategic participation of faculty from various international business schools.

As is the case every year, the International Days served as an opportunity to strengthen the IPADE community by bringing together participants from the various IPADE programs at the various IPADE campuses.

D-1 423 participants

AD y
AD-2 364 participants

Topic: Doing Business in Turbulent Times
March 30, 31, and April 1, 2022
4 sessions
Guest Schools
IAE Business School, University of Navarra, San Telmo Business School, and Pablo de Olavide University.
Professors: Javier Silva, Professor of Business Management at IAE Business School; Alejandro Ruelas-Gossi, Professor of Economics at the University of Navarra; Miguel Ángel Llano Irusta, Professor of Operations at San Telmo Business School, and Miguel Soto, former faculty at San Telmo Business School.

MTY

The international trip programs that had been put on hold were finally carried out for the **19-20 Class** and the **21-22 Class**.

"This **Conference series** constitutes a **stop along the way**, right in the middle of the Program, where **analysis, reflection, and dialogue** are essential. I invite you to put these skills to work so that you can make a positive impact on society and on your organizations".

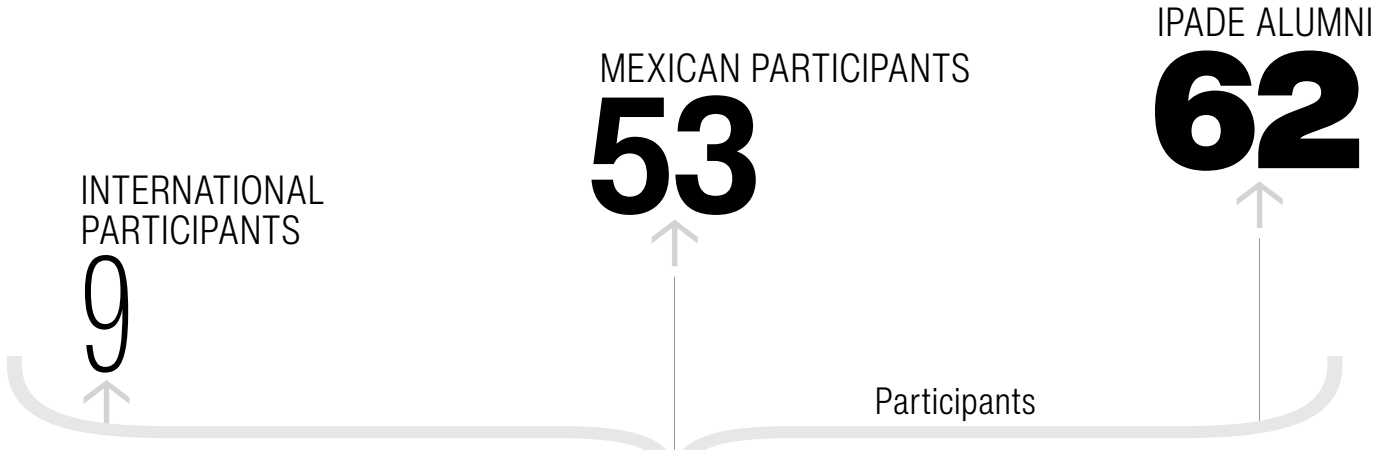
Lorenzo Fernández Alonso

Full-Time MBA

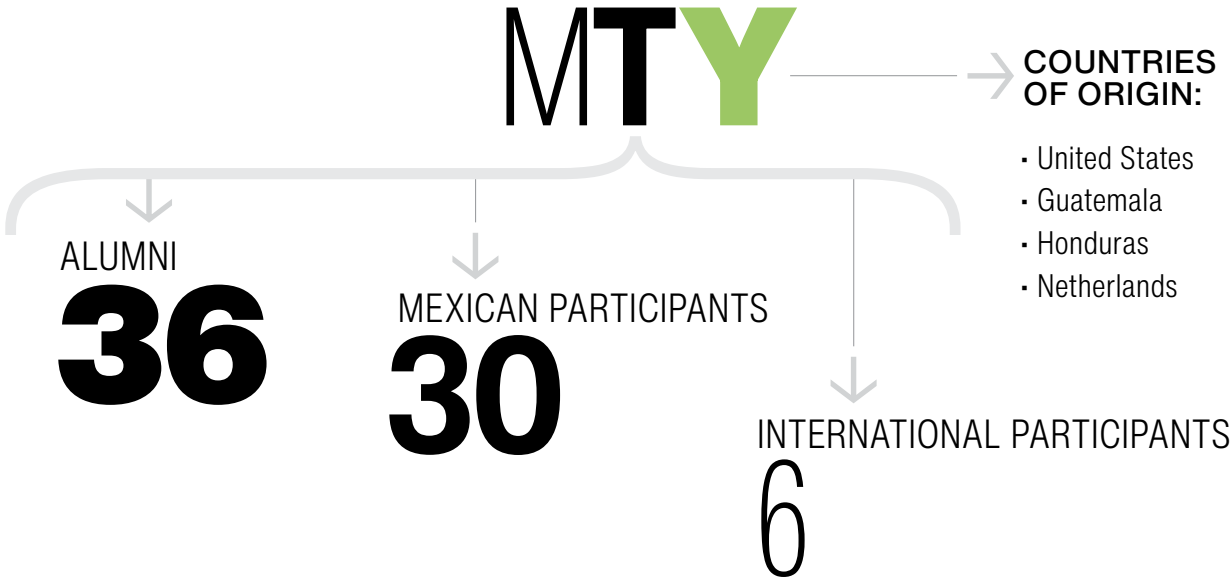
The **business management approach**, the global approach to business, and the **human and social approach** to management are some of the most important skills that are acquired and enhanced in the **Full-Time MBA Program**.

The **Full-Time MBA (MEDE)** program enables participants to fully develop their potential to face the **challenges** and responsibilities of **senior management**. Drawing on the **Case Method** and other learning tools, participants are offered an in-depth learning experience focused on transforming themselves as **leaders**.

MEDE



- COUNTRIES OF ORIGIN:
- Bolivia
 - Colombia
 - South Korea
 - Ecuador
 - United States
 - Netherlands
 - India

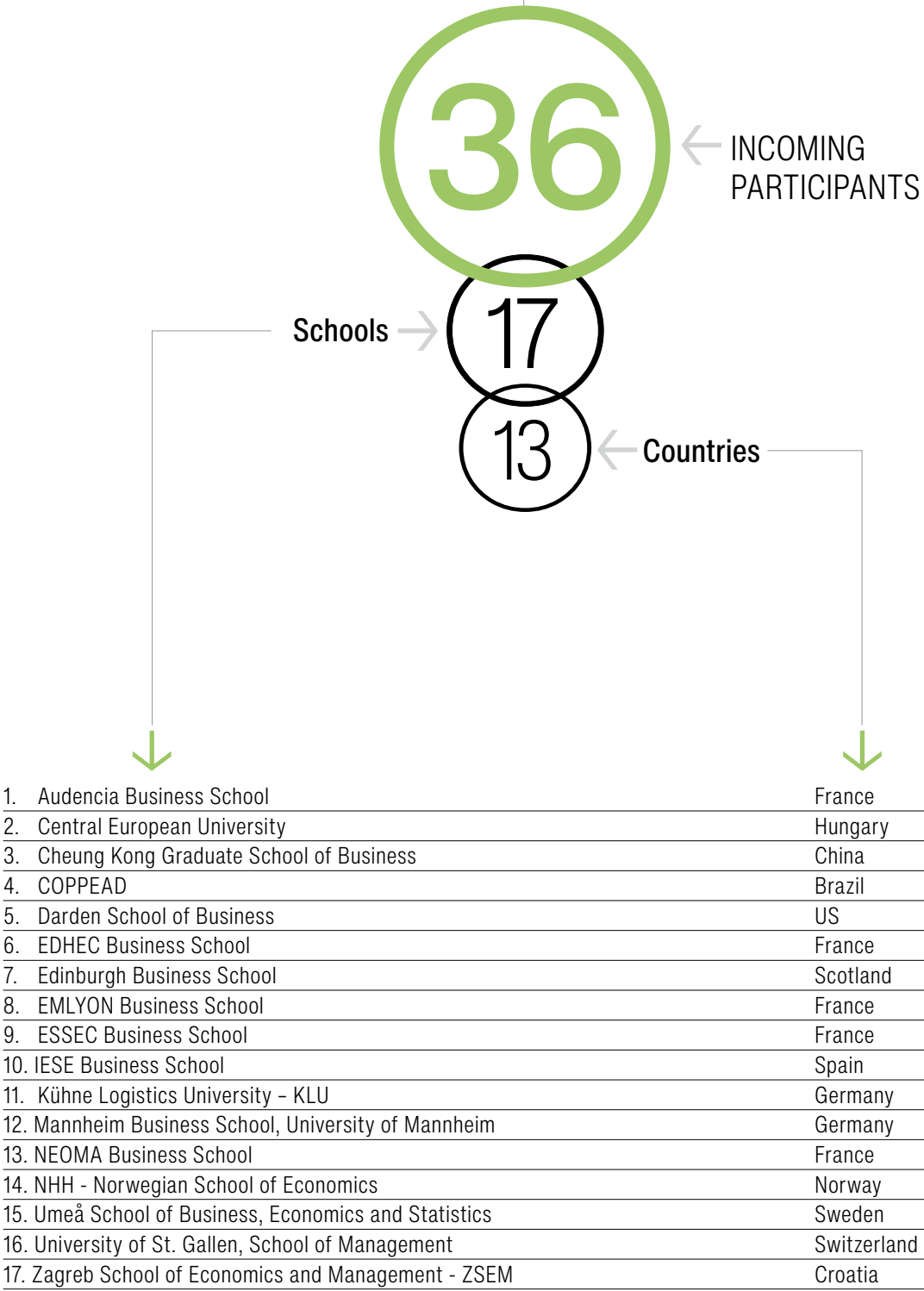


The Full-Time MBA (MEDE) is aimed at young individuals with high potential who wish to develop their leadership skills.



Exchange programs

CDMX



Exchange programs

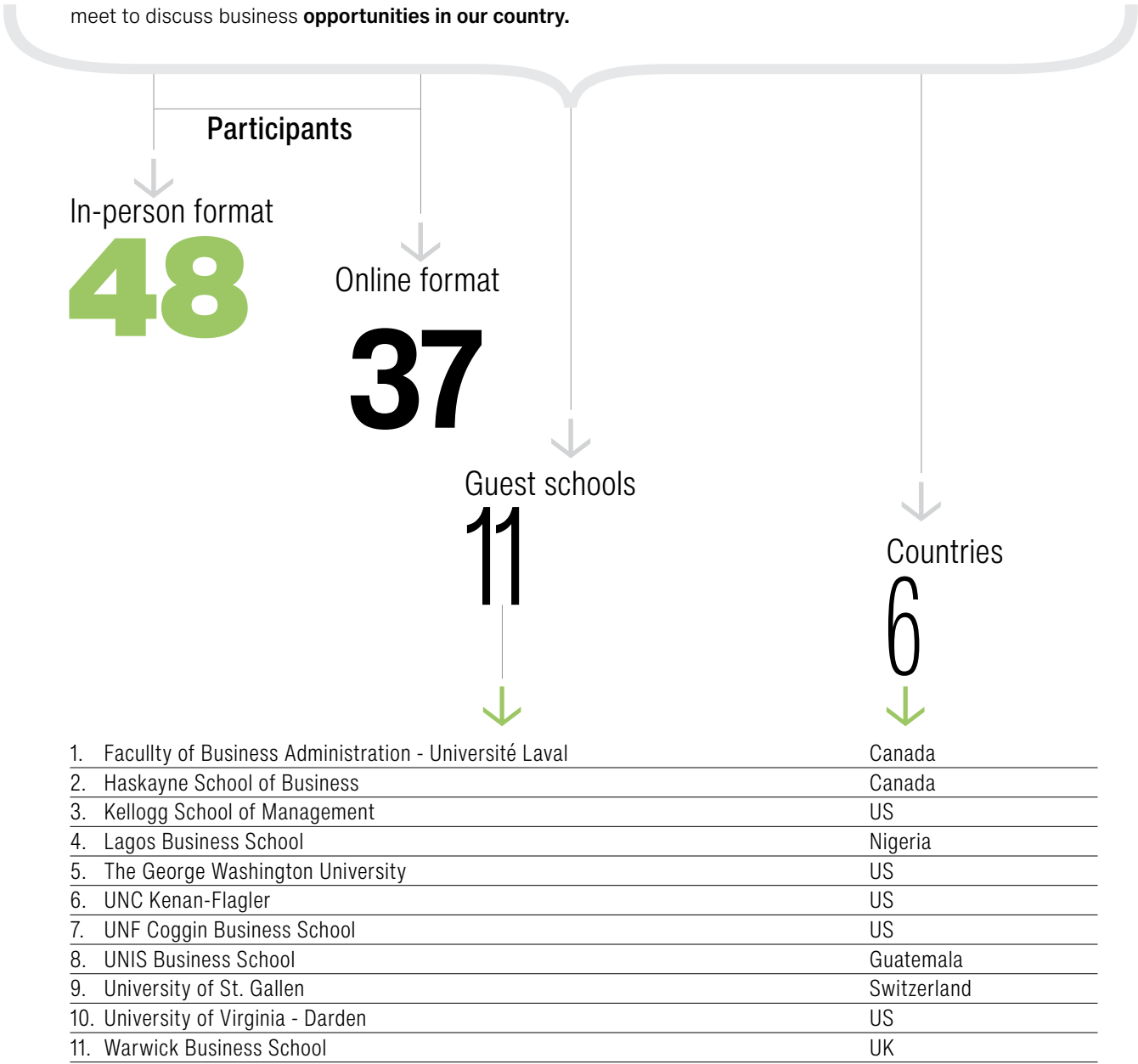


International Week

The **Full-Time MBA Program (MEDE)** fosters a greater understanding of the global business context through activities including academic **exchange programs**, study **trips**, and **international events**.

DOING BUSINESS IN MEXICO

14-18 March
Over the course of one week, participants from **IPADE's Full-Time MBA** program and from other MBA programs around the world meet to discuss business **opportunities in our country**.



NYU International Week

DOING BUSINESS IN MEXICO
23-27 May

participants
28

Guest speakers

- Richard Farr, CEO of DiDi Mexico
- Carlos Roberts, CEO of El Fogoncito
- Oliver Oswald, Head for LATAM at Holcim
- Juana Ramírez, CEO of Sohin

Kellogg School of Management.



Featured Events

Each year, the participants of the **Full-Time MBA (MEDE)** program are **challenged** to solve team-based business cases by applying the lessons they have learned. The event also provides **companies** with the opportunity to identify and **recruit management talent**.

CDMX / MTY

BBVA Challenge 5th Edition
23-27 May

The 5th edition of the BBVA Challenge consisted of the last phase of the company's recruitment process, serving as an Assessment.
Online format

participants
23

IPADE Case Competition
4th Edition
27-28 April

An event organized to create networking and career opportunities among participants and the top companies partnered with CEDIC-IPADE.
Held on a blended format at both locations simultaneously

participants
60

Participating companies
33

DEACERO Case Competition
9-10 March

It is a Case Competition aimed at second year participants from both schools and attended by business executives who listen to and evaluate the proposals as a form of assessment.
IPADE Monterrey

participants
24

Search Funds 3rd edition
10 June

Third edition of the investment funds event.
Online format

participants
60

CEDIC

The Career Development Center (**CEDIC**) is a key instrument aimed at **placing participants and alumni** of IPADE's Full-Time MBA program in jobs **at companies** from various industries.

Sector Forums

These are spaces dedicated to learning about industries of great relevance and impact.

- **Finance Club**
Panel with BRING Global
Prof. Rafael Ramírez de Alba
SPECIAL GUESTS:
Sergio Torres Lebrija, Director of Digital Banking Strategy and Innovation. BBVA México; José A. Quesada Palacios, Former Vice President of Regulatory Policy. CNBV; Carlos Alves, Co-founder and CEO. Bring Global.

Women in Finance & Financial Inclusion
SPECIAL GUEST: Alicia Arias, Head of Advisors Acquisition. GBM
- **Entrepreneurship Club**
Entrepreneurship in times of COVID
SPECIAL GUEST: Braulio Arsuafa, CEO. Grupo Presidente.
- **Government and Citizenship Club**
Political Systems and Citizen Participation in the Post-COVID Era
SPECIAL GUEST: José Antonio Lozano Díez, Ph.D., Chair of the UP-IPADE Board of Advisors.
- **Health Care & Pharma Club**
Access to Medicines in Mexico: Challenges and Opportunities
SPECIAL GUEST: Araceli Aguirre, Immunology Manager. Janssen.

Novo Nordisk's Patient Program Strategies
SPECIAL GUESTS: Ignacio Landa Plaisant, Commercial Excellence & Ops Senior Director; Daniel Alfredo Sapene Cisneros, Patient Support Program Sr. Manager. Novonordisk.

Digital Transformation and how it works in pharma
SPECIAL GUEST: Lucía Barrera Tovar, Director of Transformation. Sanofi.

Challenging the Status Quo in Leadership behaviors
SPECIAL GUEST: Julio Ordaz, Country Manager. AstraZeneca.
- **Innovation and Technology Club**
Cybersecurity as an enabler of competitiveness
SPECIAL GUEST: Gilberto Vicente, Cybersecurity Manager. Microsoft.

Search Funds
SPECIAL GUEST: Felipe Corcuera, Partner. Brooklin Partners.

Design Systems
SPECIAL GUEST: Luis (Lulo) López, CEO. Talk Frog.

Creating a finance superapp, the experience of a MEDE alumni
SPECIAL GUEST: Vicente Fenoll, CEO. Kubo Financiero.

- **Consumo Club**
TANE: A Luxury Brand in Mexico
SPECIAL GUEST: Ralph Simons, CEO. TANE.

The entertainment industry, changes and the new challenges it presents
SPECIAL GUEST: Alejandro Pando, Marketing Manager. NBC Universal Media.

Panel - Innovation in the Consumer Goods
SPECIAL GUESTS: Daniel Colunga, CEO. UBER; Felipe Delgado, Co-Founder & CEO. Merama; Brigitte Brousset, Head Business Financing. Mercado Libre.
- **Social Innovation Club**
Grupo la Nortefiita
SPECIAL GUEST:
Luis Corral, Director of Agriculture. Grupo La Nortefiita.
- **Consumption and Entrepreneurship Club**
Entrepreneurship in Consumer Goods
SPECIAL GUESTS: Arlette Flores, Manager. Sigma Ventures; Santiago Almaguer, Founder. Frijoles Tío Julio; Juan Pablo González, CEO. Divitta.
- **Innotech Club**
Technology and innovation in the eCommerce world
SPECIAL GUEST:
Ignacio Caride, Head of eCommerce México. Walmart.

Business Forums

Participants have the opportunity to make contact with organizations they are interested in to explore future job opportunities.



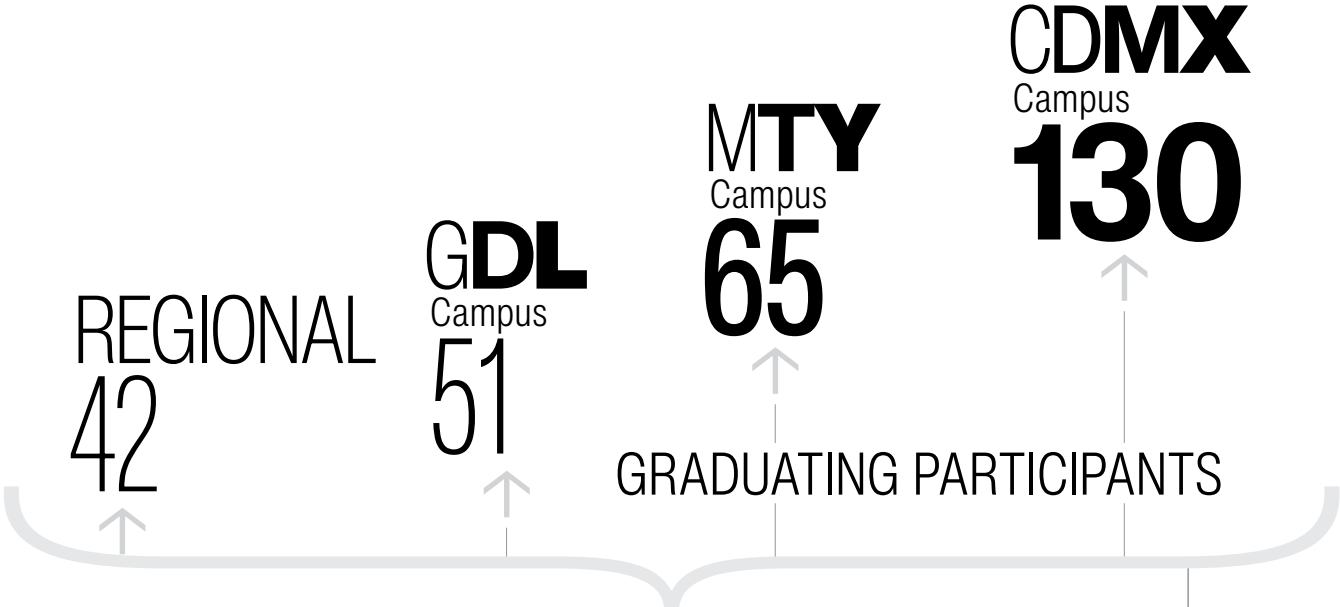
Business Forums.



Executive MBA

IPADE's **Executive MBA program (MEDEX)** is designed to help participants develop top management skills as executives aspiring to reach the **top levels of an organization**.

Participants in this **20-month program** collaborate with other leaders, business executives, and entrepreneurs who face similar situations and challenges, enriching each other's understanding and improving their learning capacity.



MEDE

EX

“As a **MEDEX** participant, you will be part of the best business community not only in México but in Latin America.

José Díez Deustua,
Director of the MEDEX Program

Total:
288

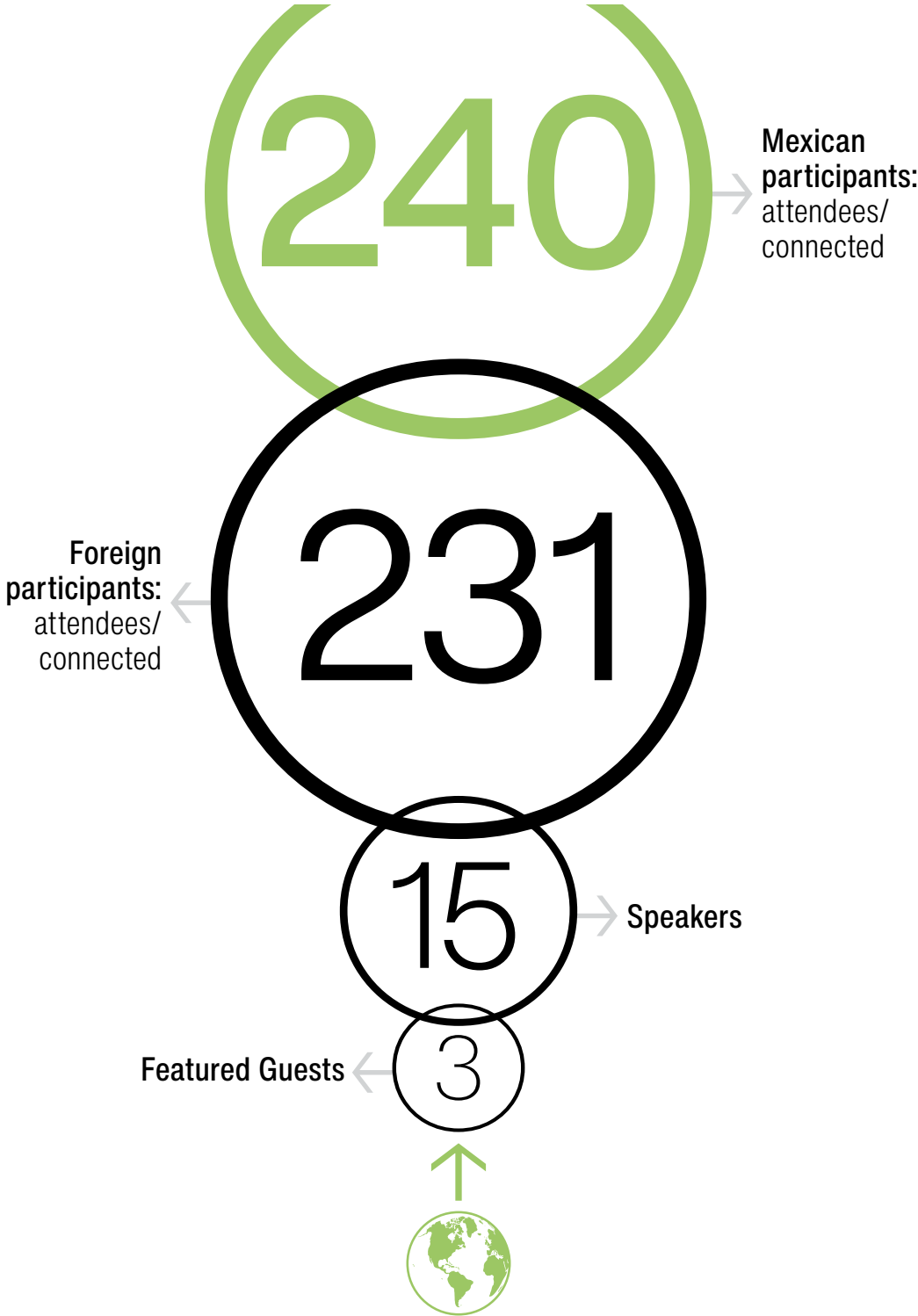


The MEDEX program caters to an executive profile that needs to manage work responsibilities while simultaneously pursuing academic growth.

International Week

Sustainable Entrepreneurship in an Inclusive Economy

Aiming to give **MBA students from around the world** the opportunity to learn more about the business culture in Mexico, every year **IPADE** organizes the International Week, where participants have the opportunity to meet and learn from other **MBA students** and reflect on Mexico's role as an emerging market and its **potential for business**.



OTHER EVENTS

MEDEX Discussion

Groups A **30-minute session** held every Thursday, where an **expert participant presents a topic** (technology, sector, social development, culture) to his or her peers.

85%
average attendance



As the **global environment** calls for companies to focus on **specific needs**, they must train their managers to improve their performance in their roles and in their **business areas**.

IPADE's Focused Programs are standardized and developed based on **cross-disciplinary topics** that respond to the current and future needs of management education; they also cover highly interesting **and cutting-edge topics in business**.

FOCUSED

Programs

Total: **559**

Participants

CDMX
Campus
325

GDL
Campus
81

MTY
Campus
62

CUN
Campus
35

VER
Campus
56

Closure of ADEA. July 2022.



ADEA

The objective of this program is to promote **leadership, productivity, and competitiveness** of senior management in companies that are part of the **agrifood chain**. To that end, the main drivers of **development in the sector** and its environment are analyzed.

Participants

CDMX
Campus
37

GDL
Campus
33

Total: 70

Colloquium for Entrepreneurial Families

Participants

CDMX
Campus
Total: 29

The Colloquium is a **unique Focused Program** in Latin America aimed at creating an open and **in-depth communication** environment that allows each **family** to analyze and assess the current situation of both **their company** and their family while ensuring privacy and an extensive approach.

Boards in Action

With the **knowledge, tools and relationships** offered in this Program, participants are able to gauge **the scope of such governance bodies** to ensure their **efficient operation** within their organizations or in those in which they are involved as **independent board members**.

Participants

Total: 219

CDMX
Campus
43

GDL
Campus
48

MTY
Campus
37

CUN
Campus
35

VER
Campus
56

Closure of Boards in Action Program. October 2022.





Management for Services. April 2022.

Management for **Services**

This program is aimed at **entrepreneurs, CEOs, executive directors, and C-level managers** and decision-makers in organizations seeking to achieve differentiation through a **customer experience-driven business model**.

→ CDMX
Campus
40
Total: Participants

The **Human** Side of the Manager

↓ CDMX
Campus
40
Total: Participants

This program is designed to **encourage entrepreneurs and CEOs to reflect** on the most relevant aspects of their **personal lives**, aside from their professional achievements and challenges.

innov**AD**

The **innovAD** provides participants with the **knowledge, skills, and tools** to build an **innovation** engine within their organizations.

→ CDMX
Campus
40
Total: Participants

Chairpersons and **Board** Members

This program aims to take the **capabilities of chairpersons and board members** to the next level in order to strengthen the institutional framework of **the companies they oversee**.

↓ CDMX
Campus
36
Total: Participants

Antonio Casanueva Fernández, professor in the Commercialization department.



G-20 Colloquium

Participants



CDMX
Campus
Total: **25**

This program aims to provide a space for **reflection and dialogue** between entrepreneurs and people who have served as presidents or **CEOs** and are concerned about the **fundamental issues** that arise in the **twilight of life**.



Senior Leadership Summit LATAM

A meeting **exclusively designed for entrepreneurs and top-level executives** to discuss in depth the most relevant issues facing the future of organizations in **Latin America**. It offers the possibility to compare views with "**peer-leaders**", enhancing and enriching their perspectives and personal networks. It is taught jointly by the eight most **prestigious schools in LATAM, including IPADE**.

Participants

CDMX
Campus
Total: **36**

How to achieve continuity in a family-owned business?

→ MTY
Campus
Total: **25**
Participants

Drawing on a diagnosis that involves **developing a personal work agenda**, participants set up a roadmap that will allow them to **understand the situation** of their **family business** with clarity.

IPADE's **In-Company Programs** are tailored to each company. After analyzing the organizational needs, we define **objectives, core thematic areas, topics per thematic area, modality**, participating academic departments and design a series of modules to ensure optimal program management.

In addition to **developing leaders** as agents of change, In-Company Programs foster a culture of effort, **strategic skills development**, and continuous improvement to contribute to their businesses with **key high-value elements**.

IN-COMPANY Y

Programs

TOTAL PARTICIPANTS



	PROGRAMS	COMPANIES	SESSIONS TAUGHT
CDMX Campus 2,863	55	41	585
GDL Campus 634	10	9	103
MTY Campus 485	11	10	77

Companies that participated in an **In-Company Program**

ABSA	Google
Amaac	Grupo PROA
AMD	Grupo Salinas
Autozone	Hospitales Puerta de Hierro
Banco Base	HP-Aruba
Banco Sabadell	Icoon
Banorte	Ingram
Banxico	izzi
BASF	Kantar
BBVA	Lamosa
Camara Suiza	Metlife
Canacintra	Nadro
Captro	Nissan
Carrier	Colorada
CEMEX	Peñafiel
Chubb	Pepsico
CISCO	Red Osmo
Citibanamex	Samsung
Compusoluciones	Santander
Cotemar	Secretaria de Educación
Dell- AMD	Sellcom
Eli lilly	SOFTEK
EO	Televisa Univisión
Farmapiel	USSEC
Ferrero	Volkswagen
Gentera	Walmart
Gerdau	Whirlpool
GNP	Xignux
	Zendesk

In **CDMX**, **42%** of **In-Company** sessions were conducted in **person**.

SPECIAL GUESTS

Luis Gerardo García	CEO for Mexico	AMD
Francisco Lira	CEO for Mexico	Banco Sabadell
Enoch Castellanos	President	CANACINTRA
Adib Estefan	Head of HR	Citibanamex
Juan Pablo Medina Mora	CEO	Compusoluciones
Carlos Labarthe Costas	Board Member	Gentera
Fernando Pessanha	Managing Director	Gerdau Costa
José Manuel Arana	CEO	NADRO
Juan Ignacio Echeverria	HR VP	Santander
Isidro Quintana	CEO for Mexico	CISCO

Concrete answers to specific needs.

In-Company programs enable companies to align their strategies and objectives.



DIA

The Innovation and Learning Department

IN COLLABORATION WITH **EMERITUS**

The Innovation and Learning Department **emerged in a context of accelerated change for education and training models**, providing a channel for existing or emerging projects and establishing strategic alliances with other institutions.



“Innovation is not a rabbit that is pulled out of a magician's hat on special occasions. Nor is it something that you can switch on and off. Innovation should be an **integral part** of how an organization operates **every day**”.

Antonio Casanueva,
Professor of the Marketing
Management Department.

THE **DIA** WAS DESIGNED TO:

- Raise IPADE's profile and impact in light of the emerging developments and trends.
- Increase IPADE's capacity to learn, experiment and adapt as an institution.
- Trigger new initiatives and changes within the Institution.

2,511
Total participants



FINANCE

STRATEGIC SOLUTIONS FOR
DEALING WITH CRISES

628
Total participants

4th Edition: 146
5th Edition: 200
6th Edition: 124
7th Edition: 115
8th Edition: 43

NEGOTIATION: AN ART
AND A SCIENCE

1,232
Total participants

6th Edition: 185
7th Edition: 261
8th Edition: 336
9th Edition: 128
10th Edition: 257
11th Edition: 65

AcelerAD

135
Total participants

2nd Edition: 46
3rd Edition: 25
4th Edition: 27
5th Edition: 37

VIRTUAL

Classroom

The **academic instrument** par excellence used by IPADE in all its programs is the **Case Method**, originally developed by Harvard Business School and adopted by IPADE since its foundation. It is an experiential learning process that relies on **real-world business situations** to encourage participants to carry out a diagnosis of each particular case and identify possible solutions. It is a multi-directional **participant-focused model**.

IPADE's **virtual classroom** is designed to support that academic tool and offer both participants and alumni a **remote virtual learning experience** worthy of our business school. It thus allows participants to:

- Engage in a **collaborative experience** wherever they are within a private and safe setting.
- Engage in a **fluent real-time virtual interaction** involving all participants.
- Attend virtually to sessions and have the same communication experience as in person **with high-definition video and audio**.

With this, IPADE continues **building on its digital transformation** to strengthen both its in-person and virtual classes, and to embrace hybrid education through a robust and **secure collaboration platform and devices**.

In order to **promote innovative education models**, IPADE created a virtual classroom that facilitates the use of the case method, a **hallmark of our business school**. It is located in Mexico City, and its facilities are specifically designed to house IPADE's distinctive program sessions **in-person or under a hybrid format**.



Up-left: Yvette Mucharraz y Cano, professor in the Human Resources Management department.
Up-right: Ernesto Bolio, professor in the Corporate Policy department.
Down-left: Jorge Llaguno Sañudo, professor in the Decision Analysis and Human Factor departments.
Down-right: Juan José Alonso Llera, professor in the Political and Social Environment department.

FACULTY

IPADE Business School is constantly working to stay at the **forefront** of the business world and its faculty members drive its academic efforts by working on four pillars:

1) research, 2) teaching, 3) administrative management, and 4) consulting. This allows all **faculty members** to have a broad perspective that is reflected in the classroom.

Aerial shot of the IPADE emblem during the Annual Faculty 2022.



“The annual Faculty meeting provides an excellent opportunity to raise our **spirits**, foster **unity** and renew the sense of **purpose** that inspires our activity”.

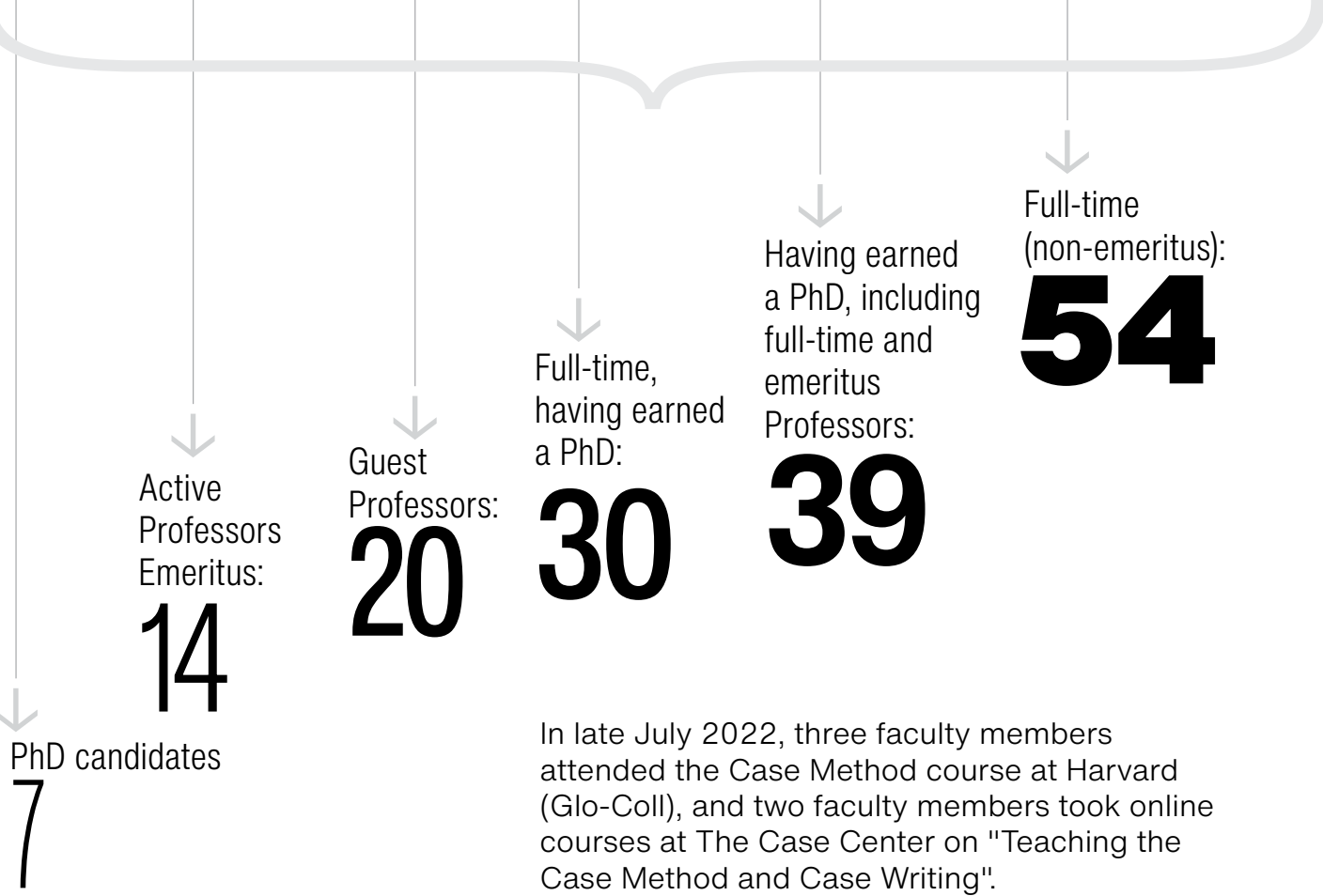
Lorenzo Fernández Alonso,
Dean of
IPADE Business School.

As we do every summer, IPADE's Faculty and management team got together in August to discuss the strategy for our business school. After two years of health crisis, the meeting was held in person at the Mexico City campus. The event consisted of three days of work with various specific objectives, but with a common goal: to foster unity and revive our founding purpose.

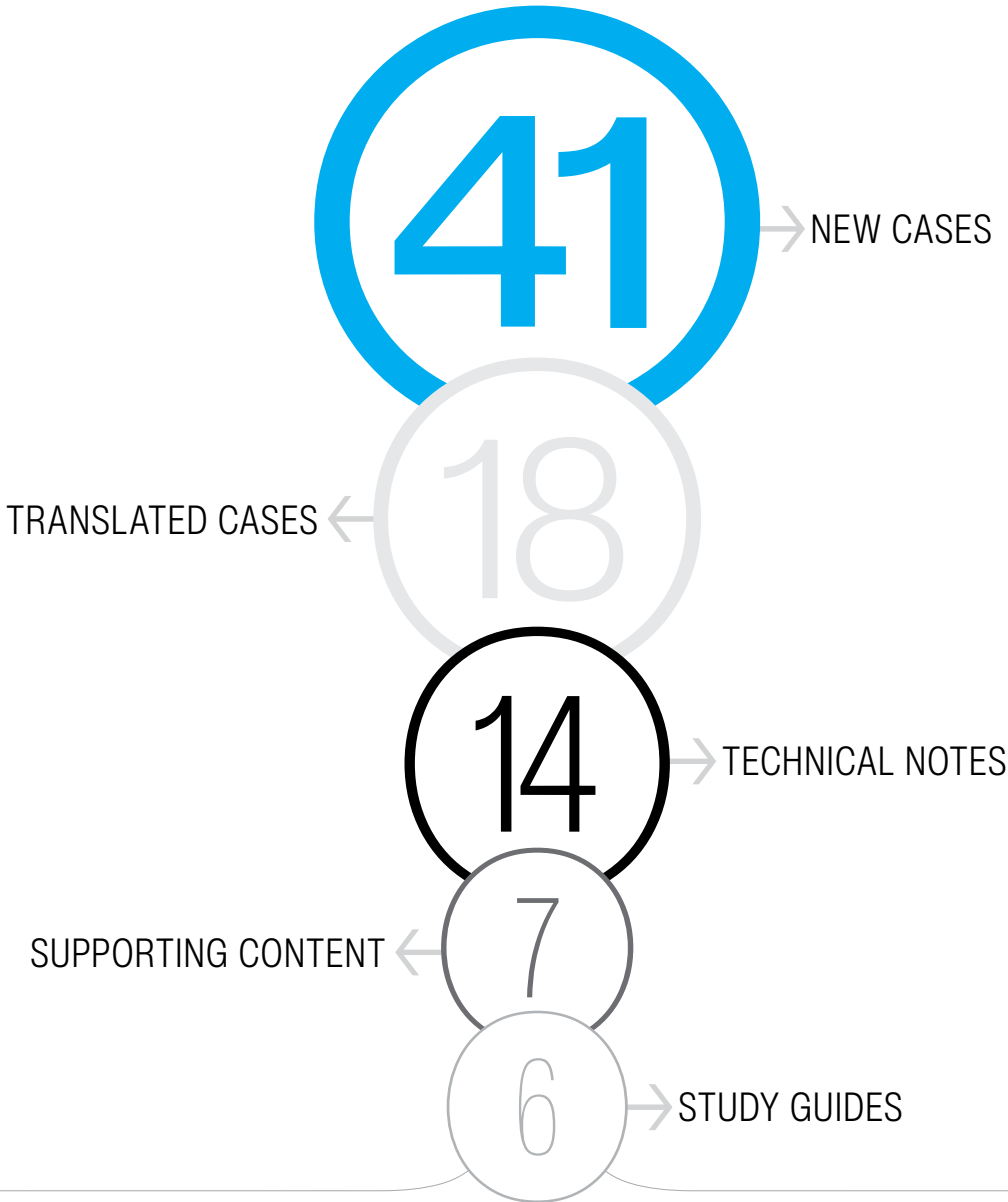
The following special guests participated in the three-day event:

- Dan LeClair**, CEO Global Busines School Network
- Juan Pablo Cannata**, Director of the Center for Applied Communication Studies (Universidad Austral)
- María Emilia Montejano**, human rights speaker
- Raúl Lagomarsino**, Professor of Leadership and Ethics at ESE Business School
- Fernanda Llergo Bay**, Dean UP-IPADE

PROFESSORS



In late July 2022, three faculty members attended the Case Method course at Harvard (Glo-Coll), and two faculty members took online courses at The Case Center on "Teaching the Case Method and Case Writing".



Doctor Fernanda Llergo Bay, Dean UP-IPADE, addressed a few words to the attendees at the Annual Faculty 2022.





Senior Management International Days

Doing Business in Turbulent Times
March 30 to April 1, 2022

Javier Silva	Leadership and decision making for the "Day after tomorrow".	IAE-Argentina
Alejandro Ruelas	"Race-to-the-Top" innovation, strategy and emerging markets.	University of Navarra-Spain / University of Miami - US
Miguel Ángel Llano Irusta	The importance of triple business sustainability in the face of major economic, political and social changes in 2022.	San Telmo-Spain
Miguel Soto	Finance in turbulent times.	San Telmo-Spain

INTERNATIONAL

Office

International Visits

This year, we **visited and received** representatives of various **business schools** from abroad wishing to collaborate or build a closer relationship with the **IPADE community**.



Kellogg School of Management
UNITED STATES
May 2-6
Leading Business Growth: Reflections on Innovation

47 participants



MIT Sloan School of Management
UNITED STATES
May 2-6
Innovation and Transformation Program at MIT

31 participants



Harvard Business School
UNITED STATES
August 15-19
Leading Global Growth through Innovation

87 participants

International Week of the Executive MBA (MEDEX)

Sustainable Entrepreneurship in an Inclusive Economy
October 4-8, 2021

Mary Conway Dato-on	Genesis of a Green Brand in the Mayan Rainforest	Professor of International Business and Social Entrepreneurship at Crummer Graduate School of Business
Adrián Edelman	Ceibal The "One Laptop Per Child" Plan in Uruguay	Professor of Operations Management at IEEM Business School
Todd Moss	Conversation with the speaker	Director of Energy for Growth Hub
Ben Hoyer	Conversation with the speaker	Managing partner at CREDO Conduit

MEDEX International Experience

BerkeleyHaas



Haas School of Business

UNITED STATES
Entrepreneurship & Innovation

24 participants

London Business School

REINO UNIDO
Digital Futures: Are You Ready Programme

39 participants

Collaboration and agreements with international institutions

Schools

100

Associations

- 4
- AACSB (USA)
 - AMBA (UK)
 - EQUIS (EU)
 - GBSN (USA)

North America

- 1 A. B. Freeman School of Business, Tulane University
- 2 Coggin College of Business, University of North Florida
- 3 Columbia Business School
- 4 COX School of Business, Southern Methodist University
- 5 Crummer Graduate School of Business, Rollins College
- 6 D'Amore-McKim School of Business - Northeastern University
- 7 Darden School of Business, University of Virginia
- 8 Faculty of Business Administration, Université Laval
- 9 Goizueta Business School, Emory University
- 10 Goodman School of Business, Brock University
- 11 Haas School of Business, University of California Berkeley
- 12 Harvard Business School
- 13 Haskayne School of Business, The University of Calgary
- 14 Ivey School of Business, Western University
- 15 Jones Graduate School of Business, RICE University
- 16 Kellogg School of Management, Northwestern University
- 17 Kenneth Levene Graduate School of Business, University of Regina
- 18 Michael Foster School of Business, University of Washington
- 19 MIT Sloan School of Management
- 20 Owen Graduate School of Management, Vanderbilt University
- 21 Simon Business School, University of Rochester
- 22 Smith School of Business, Queen's University
- 23 Stanford Graduate School of Business
- 24 Stern School of Business, NYU
- 25 The George Washington University School of Business
- 26 Tuck School of Business at Dartmouth College
- 27 UMASS Boston, The University of Massachusetts Boston College of Management
- 28 UNC Kenan-Flagler Business School, The University of North Carolina at Chapel Hill
- 29 USC Marshall School of Business, University of Southern California

Latin America

- 1 Barna Business School
- 2 Escuela de Administración, Pontificia Universidad Católica de Chile
- 3 ESE- Escuela de Negocios
- 4 Facultad de Negocios y Economía, Universidad de Chile
- 5 FIA - Fundação Instituto de Administração
- 6 IAE Business School
- 7 IDE Business School, Universidad de los Hemisferios
- 8 IEEM-Escuela de negocios
- 9 IESA - Instituto de Estudios Superiores de Administración
- 10 INALDE Business School
- 11 Instituto COPPEAD de Administração/UFRJ
- 12 ISE- Instituto Superior de Empresa
- 13 PAD, Escuela de Dirección
- 14 UNIS Business School, Universidad del Istmo

We have **built up** a **network of business schools** that allows us to attract the most **relevant trends** from every region of the world and to create **strategic synergies**.



Our **global approach** is one of our **distinctive** features in developing **leaders**.

Over the course of **more than 56 years**, IPADE has successfully built bridges for collaboration and support with its **alumni**, as our **reputation** has been built by each and every one of them.

IPADE is proud to have an alumni base of over **43 000 people** who have been able to bring about improvements in their companies and in society as a whole. That is why IPADE offers benefits to remain in touch with its **Alumni network**.

Continuous updating management program

CDMX
Campus
744

MTY
Campus
336

GDL
Campus
282

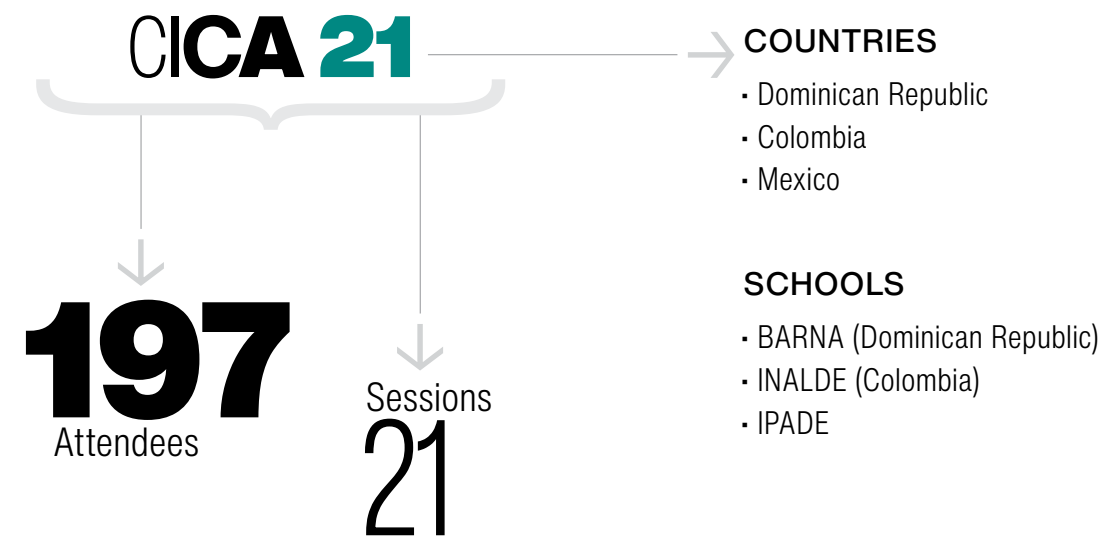
Both **current affairs** and the most **up-to-date business cases** lie at the heart of this Program, which is only offered to alumni to discuss, **over a period of 10 months**, the **latest trends** from all the business academic branches, focusing on their **impact on business**.

LIAISON Office

↓
ALUMNI
43,923

CEO Lecture H.E.B. and USC Marshall at Dr. Carlos Llano Cifuentes classroom.



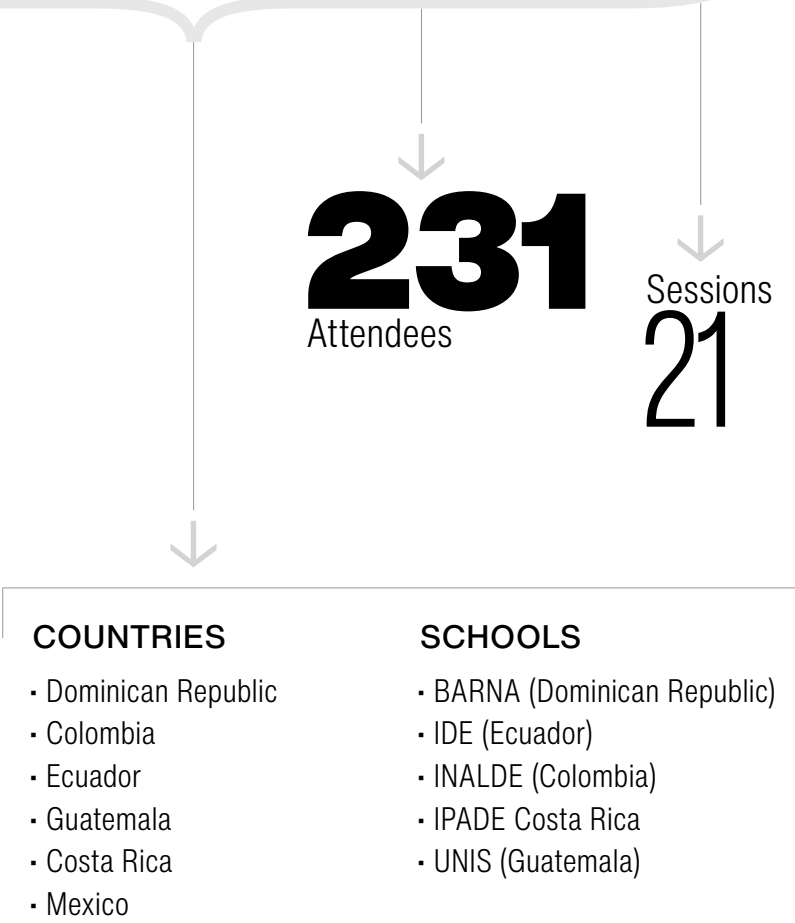


CICA 2022 Networking.

International Continuous **Updating** and **Management Course**

CICA 22

Staying **ahead of the curve** and in close contact with other markets has become crucial in the **global arena**. The International Continuing and **Updating** Management Course is held over an intensive week where participants from sister schools share and discuss their views on business management in **other parts of the world** with participants from the **various IPADE campuses**.



Extraordinary Sessions

These are forums where **participants discuss insights** around the business environment from an **innovative** point of view, including success stories and content of **practical relevance**.



CDMX SESSIONS

México a mitad del sexenio: análisis postelectoral y retos por venir
Rodrigo De León González, Professor of the Social and Political Environment Department.

Reconciliarse, perdonándose, una reflexión para vivir mejor la Navidad
Pbro. Francisco Ugarte Corcuera, Chaplain.

De las Saturnales Romanas a la Navidad Cristiana
Héctor ZagaL, Guest Professor of the Social and Political Environment Department.

Rusia y Ucrania ¿Prisioneros de la geografía o las nuevas piezas del ajedrez geopolítico global?
Rodrigo De León González, Professor of the Social and Political Environment Department.

El Sentido del Sufrimiento
Pbro. Francisco Ugarte Corcuera, Chaplain.

Sesión – Metaverso, ¿ficción o realidad para las empresas?
Rafael Ramírez De Alba, Professor of the Economic Environment Department.

Los motores de la vida. Motivaciones hacia la plenitud
Rubén Urtuzuástegui Jiménez, Professor Emeritus of the Organizational Behavior Department.

Presentación del libro *La pobreza como problema humano*
Pbro. Cristian Mendoza, book author.
José Medina Mora, President at COPARMEX.

Negocios Fintech: ¿promesa o realidad?
Alberto Ibarra Garza, Professor of the Decision Analysis Department.

Book launch: *Personas Vértice*
Rafael Gómez Nava, Professor of the Operations Management and Strategy and General Management Departments, and book author.

GDL SESSIONS

Consecration of the Oratory
Pbro. José Fernández Labastida, Opus Dei Vicar for the GDL Delegation.

A Day at IPADE, Class of 2018-2019 AD-2 program
Professors: Rodrigo Gonzalez Souza (Human Resources Management), Carlos Castellanos Rodríguez (Marketing Management), Antonio Casanueva Fernández (Marketing Management).

De las Saturnales Romanas a la Navidad Cristiana
Héctor ZagaL, Guest Professor of the Social and Political Environment Department.

Anniversary Meeting of the MEDE MEX Class of 1986-1988
Rodrigo Gonzalez Souza, Professor of the Human Resources Management Department.

Book launch: *La pobreza como problema humano*
P. Cristian Mendoza, book author and José Medina Mora, President at COPARMEX

MTY SESSIONS

Book launch: *La pobreza como problema humano*
Pbr. Cristian Mendoza, book author.

Conference - *Diálogo militares*
Brigadier General DEM Andrés Valencia Valencia, Commander of the 7th Military Zone.

Continuous updating management.
Economic Environment Department, January 2022.



CEO Lecture Series

At **IPADE** we are **committed to inspiring** our alumni by sharing the life experiences of business leaders who have made an **impact on their society**. The **CEO Lecture Series** offers a space for dialogue between world-class managers and our alumni.

CDMX
130
attendees
1 session

MTY
40
attendees
1 session

GDL
CEO Lecture Local



CEO Lecture Series, March 2022.

Anniversaries

CDMX
967
in-person attendees
152
online attendees
May 16-20, 2022

The **Liaison Office** brings together **IPADE alumni** in annual meetings called **Anniversaries**. These events allow alumni to reconnect every five years and share experiences, **exchange opinions**, and reminisce about their time at IPADE.

CLASSES

97, 02, 07, 12, 17 y 19
MEDEX

72, 82, 92, 02 AND 12
D-1

12
ADECAP

07 AND 12
ADIT

17 AND 19
D-1 Regional

19
INNOVAD

02, 07, 12, 17, 19
AD

19
AD Regional

67, 72, 77, 82, 87, 92, 97, 02,
07, 12, 17 AND 19
AD-2

17
PADLA

11 AND 12
AD-2 Costa Rica

16-17, 18-19
AD-2 Panama

77, 87, 97, 07, 17 AND 19
D-1

72, 77, 82, 87, 92, 97, 02, 07,
12, 17 AND 19
MEDE

Monday, 16

Rebasar al líder: el fracaso del ayer es el éxito de hoy
Case: El desarrollo del chip M1 de Apple.

Professor Jorge Llaguno, Organizational Behavior and Decision Analysis Departments.

Los datos y la analítica como ventaja competitiva
Case: SMU825 PropertyGuru: Driving AI Powered Real Estate {EP}.

Note: 2020 eME 91 Building a Winning Data Strategy {SEES}.

Professor Rafael Ramírez de Alba, Economic Environment Department.

Tuesday, 17

Sucesión, difícil paso a la trascendencia
Case: CIFEM 19 C 01. En qué momento mi héroe se convierte en mi peor enemigo.

Professor Nahum De la Vega, Professor Emeritus of the Organizational Behavior Department.

Blockchain y activos digitales

Professor Eugenio Gómez, Guest Professor of the Economic Environment Department.

Wednesday, 18

Sucesión, difícil paso a la trascendencia
Case: CIFEM 19 C 01. En qué momento mi héroe se convierte en mi peor enemigo.

Professor Nahum De la Vega, Professor Emeritus of the Organizational Behavior Department.

Blockchain y activos digitales

Professor Eugenio Gómez, Guest Professor of the Economic Environment Department.

Thursday, 19

Blockchain y activos digitales

Professor Eugenio Gómez, Guest Professor of the Economic Environment Department.

Sucesión, difícil paso a la trascendencia

Case: CIFEM 19 C 01. En qué momento mi héroe se convierte en mi peor enemigo.

Professor Nahum De la Vega, Professor Emeritus of the Organizational Behavior Department.

Friday, 20

Blockchain y activos digitales

Professor Eugenio Gómez, Guest Professor of the Economic Environment Department.

Rebasar al líder: el fracaso del ayer es el éxito de hoy

Case: El desarrollo del chip M1 de Apple.

Professor Jorge Llaguno, Organizational Behavior and Decision Analysis Departments.

The **CEO Lecture Series** offers a space for dialogue between **world-class managers** and **our alumni**.

Anniversaries

MTY
attendees
310
May 25-27, 2022

Special Guests
Mauricio Doehner, EVP Corporate Affairs, CEMEX.
Gustavo Huerta Vargas, CEO, Bluebox.
Ing. Enrique Alfaro Ramírez, Governor of the State of Jalisco.
Mr. Juan Carlos Flores Miramontes, Secretary of Education of the State of Jalisco.

CLASSES

77, 92 , 07, 17, 21 AD-2	07, 12, 17, 21 MEDEX
87, 92, 97, 02, 07, 12, 17, 21 D-1	12, 17, 21 MEDE
Session Construyendo el futuro desde el futuro Juan José Alonso Llera, Guest Professor of the Social and Political Environment Department.	

Anniversaries

GDL, León, Morelia,
Aguascalientes, Culiacán
185
alumni
May 11-12, 2022

CLASSES

81-82, 91-92, 06-07, 16-17, 19-20 AD-2	81-82, 87, 06-07, 11-12, 16-17, 19-20, D-1 Guadalajara
07, 12 ADIT	19-20 D-1 Regional
06-07, 16-17 AD-2 León	86-87 D-1 Aguascalientes
19-20 AD-2 Morelia	17 innovAD
01-02, 11-12, 19-20 Culiacán	05-07, 10-12, 15-17, 18-20 MEDEX Guadalajara

Sessions
Carácter excéntrico de la política: un diagnóstico de urgencia
Felipe González y González, Professor Emeritus of the Social and Political Environment Department.

CompuSoluciones: Estrategia Empresarial post-COVID
Mr. Juan Pablo Medina Mora, CEO at CompuSoluciones.

2021 Global Alumni Meeting

December 7-8 Online format

Links generated 2021

6,976

Connections were identified with
IPs from **30** countries (with a
presence in the **5** continents).

Users logged into the
event-activated links

3,765

1-ON-1 NETWORKING MEETINGS

1,790 participants

3,006 meetings held

Sponsors
Ancora, Bechapra, BIM, Cisco, Cuervo, Dynatrace, Grupo
IPS, EY, KIO Networks, SIAC, Lincoln, Monex y TIP.

Speakers
Carlos Slim Domit (Chairman of the Board of América Móvil, Telmex and Grupo Carso), Altagracia Gómez Sierra (Chairwoman of the Board of Grupo Minsa), Gustavo Huerta (CEO Bluebox), Jerónimo Uribe (CEO La Haus), Mariuz Calvet (Senior Director of Sustainability and Responsible Investment Grupo Financiero Banorte), Ana Paula Fernández (CEO of Initiatives for Sustainable Development ISD), José Antonio Murillo (Deputy Director of Analytics Grupo Financiero Banorte), Adib Cherit (Chief Data Officer Grupo Salinas), Carlos Saenz Herrmann (CEO at VIPS), Omar Yadid Taboada (Director of Investment Analysis at Casa de Bolsa Citibanamex), Ivonne Kinser (Head of Mkt & Innovation Avocados from Mexico), Marco García de la Cruz (Global Head of Digital Transformation & Customer Experiencie Cinopolis), and others.

2021 Global Alumni Meeting.



As part of **its mission**, IPADE considers it relevant to engage in **socially responsible** initiatives, aiming to promote social responsibility within its community through the **Institutional Development** department, which is in charge of bringing IPADE **alumni and participants** together to achieve this objective.

The Mexico City campus supports **Colegio Montefalco** and **Fundación El Peñón**, two schools offering academic and **human development with educational excellence** to young people in the eastern part of Morelos.



CHARITABLE

Work

End of Fund Raising Campaign
Montefalco/El Peñón.



EVENTS

Colegio Montefalco and Fundación El Peñón Annual Report
September 28, 2021.
Objective: To present the results and activities carried out during the year in both schools.

Colegio Montefalco Business Fair
April 4, 2022.
Objective: To present the entrepreneurship projects developed by the high school students of Colegio Montefalco to our community of donors.
50 in-person participants and 23 connected devices.

IPADE Social Responsibility Day
May 14, 2022.
Objective: To promote and foster a sense of social responsibility among the participants of the **MEDE** program by inviting them to participate in a micro-volunteering day bringing together participants, students, teachers and parents from **Peñón and Montefalco**.

Financial Campaign for Montefalco and Fundación El Peñón
June 9 to July 14, 2022
Objective: To increase the number of scholarships granted to students in these schools. The funds raised amounted to **\$1,440,000 per year**, resulting in an increase in the scholarship percentage for the **843 students** of these schools.

Colegio
MONTEFALCO

Total
graduates
as of 2022:
3,820

Total
students:
490

Middle School:
200

High school:
178

Elementary:
112

High School
graduates:
58

IPADE
encourages its
community of
participants and
alumni to take
part in **initiatives
with real social
impact.**

ACHIEVEMENTS

APP NEMAX
Aiming to enhance our communication channels with parents and staff, the Nemax application was launched to provide quick and easy access to the portal on mobile devices, allowing parents to see news, newsletters, grades and school events, among other features.

HYBRID CLASSROOMS
A total of 25 hybrid classrooms were set up in the school to support the return to a hybrid system for the elementary, middle and high school levels, in compliance with the health and safety guidelines issued by the Civil Protection Department.

OUR STUDENTS WERE SUPPORTED WITH COMPUTER EQUIPMENT
Durante el ciclo escolar se recibieron donativos de equipos de cómputo, apoyando a 52 alumnas para que contaran con las herramientas necesarias para adecuarse a la actual forma de trabajo.

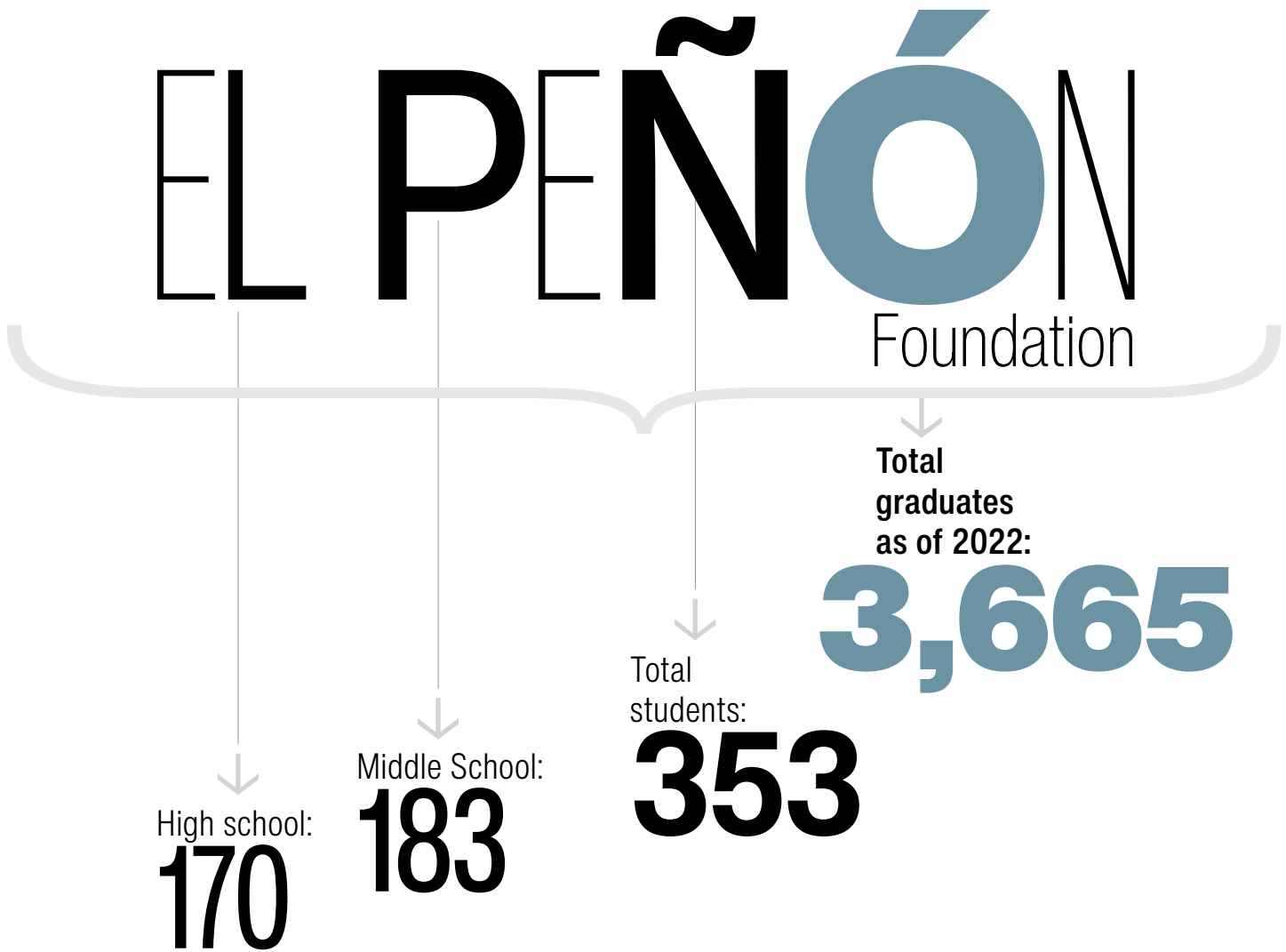
OUR STUDENTS WERE SUPPORTED WITH INTERNET SERVICE
During the 2022-2023 school year, the satellite internet installation donation was renewed for 18 months, starting in May 2022. With that, 10 students now have internet access at home to be able to continue in school.

PSYCHOPEDAGOGY DEPARTMENT
The primary aim is to guide students so that their educational experience enables them to achieve optimal development, identifying and maximizing their strengths, as well as providing them with any personal support they may require.

SCHOOL BUS ENTRANCE
An exclusive entrance has been set up for school buses; buses arrive on a designated schedule. A cobblestone pathway was built so that students can walk to their classrooms when they get off the bus.

Foro empresarial Montefalco





ACHIEVEMENTS

ACADEMIC

- 1.100% of students attended classes during the school year (online, hybrid and face-to-face) as the stages of the pandemic evolved.
- 2.We continued to support students with computer equipment and internet access, especially for those who did not have the necessary resources.
- 3.Tests were conducted to evaluate learning. CENEVAL and SEP tests.

SPORTS

- 1.We won the Telesecundarias state championship, making us the team to represent the subsystem for the basketball category.
- 2.We are members of the chess team that will represent Morelos at the national championship.
- 3.We won third place in chess at Copa Fortaleza, in category A, and first place in category C.
- 4.First time participation in the Junior NBA tournament in CDMX.

PERSONAL DEVELOPMENT

- 1.30 students received the sacrament of Confirmation and 25 received their First Holy Communion.
- 2.Corpus Christi celebration with teachers and students across the school.
- 3.30 parents participated in the Basic Course for fathers.

VIRTUAL CLASSROOMS

With the support of our donors we were able to install 13 virtual classrooms.

GOLF TOURNAMENTS

October 2021 and March 2022. Objective: to promote greater engagement of graduates in the social initiatives they are invited to participate. 360 registered players and 9 sponsoring brands in the events.



Fund Raising Campaign Start Montefalco/El Peñon.

SPECIAL GUESTS

Víctor Lachica Bravo	President	Cushman & Wakefield México
Gustavo Hernández Hernández	Director of Commercial Strategy and Marketing	Nacional Monte de Piedad
Roberto Kiehnle	Chairman of the Board of Trustees	Montepío Luz Saviñon
Jorge Salas Cacho	CEO	Ancora Seguros y Fianzas
Javier Ruiz Hernández	CEO	Xweb México
Benjamín Barona Coghlan	CEO	Grupo Control

Social Initiatives Monterrey

Name of initiatives during the cycle:
Golf Tournament.
March 11, 2022
Objective: To raise funds for scholarships for girls from El Pinar

Results:
Total fundraising: **\$89,851.34** to train young girls between the **ages of 15 and 20** in the hospitality industry, and to provide them with an educational plan to improve their opportunities and quality of life in various areas including: gastronomy, hospitality and tourism, business administration, English, humanities and culture.

Sponsorship contributions were both in-kind and with financial support.

Social Initiatives Guadalajara

- A donation of paint was made to the **DIF of El Arenal.**
- The **municipality's civil protection service** was hired. Annual training courses were arranged and received. The municipality provided maintenance to their **ambulance in exchange** for the training.
- Empty **wine bottles were donated** to a foundation that uses them **to make candles.**

Featured
GUESTS

Fernanda Llargo Bay
Universidad Panamericana
and IPADE Business School
President
Annual Faculty Meeting
2022 August 3-5

Nayeli Ucha Atayde
Atayde Entertainment Group
CEO and Founder
ISTMO Forum
November 9, 2021

Sandra Ramírez
Bristol Myers Squibb México
General Manager
ISTMO Forum
November 9, 2021

David Geisen
Mercado Libre México
Country Manager
ISTMO Forum
November 9, 2021

Rodrigo Pacheco García
Grupo Imagen Multimedia
Business Journalist
ISTMO Forum
November 9, 2021

Jerónimo Uribe Moreno
La Haus
Founder
Global Alumni Meeting
December 7-8, 2021

Mariuz Calvet
Grupo Financiero Banorte
*Director of Sustainability and
Responsible Investment*
Global Alumni Meeting
December 7-8, 2021

**Ana Paula Fernández del
Castillo Quintana**
Initiatives for Sustainable Development
Partner and Chair
Global Alumni Meeting
December 7-8, 2021

Altagracia Gómez Sierra
Grupo Minsa
Chair of the Board of Directors
Global Alumni Meeting
December 7-8, 2021

Carlos Slim Domit
Grupo Carso, América Móvil y Telmex
Chair of the Board
Global Alumni Meeting
December 7-8, 2021

Geoffrey Garrett
USC Marshall
Dean
CEO Lectures Series
March 16, 2022

Scott McClelland
H.E.B. Food / Drug Stores
President
CEO Lectures Series
March 16, 2022

Enrique Beltranena Mejicano
Volaris
CEO
Doing Business in Mexico MEDE
March 15, 2022

Carlos González Fillad
HSBC
*Global Liquidity & Cash
Management*
LATAM
Doing Business in Mexico MEDE
March 15, 2022

Lorenzo Barrera Segovia
Banco Base
CEO
Doing Business in Mexico MEDE
March 15, 2022

Juan Andrés Panamá
Didi Mexico
General Manager
Doing Business in Mexico MEDE
March 17, 2022

Richard Farr
Didi Mexico
Operations Lead
Doing Business in Mexico MEDE
March 17, 2022

Pablo Moreno Valenzuela
Grupo AMPM
CEO
Doing Business in Mexico MEDE
March 17, 2022

Laura Cruz
Mastercard Mexico
Country Manager
Doing Business in Mexico MEDE
March 17, 2022



Interview with Carlos González Fillad, HSBC.

Our commitment
is to inspire
our graduates
by sharing the
experiences
of business
leaders who
have made
an impact on
society.

Jorge A. Peralta García
Idearia Lab
CEO
Management for Services
April 5, 2021

José Medina Mora
CompuSoluciones / Coparmex
CEO / President
Anniversaries 2022

Juana Ramírez
Grupo SOHIN
CEO
Panel: Women Changing the
Future, Today
May 26, 2022

Adriana Ramírez Chávez
Visa México
CEO
Panel: Women Changing the
Future, Today
May 26, 2022

Gimena Mondragón
Nestlé
Business Executive Officer
Closing Event Female Leaders
July 1, 2022

Dan LeClair
Global Business School
Network
CEO
Annual Faculty Meeting
2022
August 1-5, 2022

Altagracia Gómez Sierra, Grupo Minsa.



Richard Farr, Didi México.



RESEARCH

Centers



IPADE has launched the Research Centers with the aim of promoting discussion, **interdisciplinary dialogue and knowledge** creation around relevant and fundamental issues of business **life and management**.

Our Faculty members participate in the centers to further **IPADE's presence** in both the academic and business spheres in **Mexico and around the world**.

→ RESEARCH CENTER FOR FAMILY BUSINESSES | BBVA (CIFEM)

IPADE's Research Center for Family Businesses - BBVA constitutes the instrument that will enable us to learn about the level of internal harmony in companies and thereby contribute to their continuity.

RESEARCH PROJECTS

LEVEL OF PROGRESS OF MEXICAN FAMILY BUSINESSES TO ACHIEVE THEIR CONTINUITY AND HARMONY. 2021 REPORT
Author: Ricardo Aparicio Castillo and Alfonso Bolio Arciniega.

LEVEL OF PROGRESS OF MEXICAN FAMILY BUSINESSES TO ACHIEVE THEIR CONTINUITY AND HARMONY. WORK IN PROGRESS.
IFERA International Congress 2022.
Author: Ricardo Aparicio Castillo.

EVENTS

CHALLENGES AND DYNAMICS OF FAMILY BUSINESSES

7th to 11th editions. 100% online

COLLOQUIUM FOR FAMILY BUSINESSES

18th and 19th editions
Puebla

HOW TO ACHIEVE CONTINUITY IN FAMILY BUSINESSES?

11th edition
MTY

PUBLICATIONS

CASE: GRUPO MALDONADO E HIJOS

Alfonso Bolio Arciniega and Ricardo Aparicio Castillo.

NEW BOOK EDITION: SIGUE TU VOCACIÓN

Ernesto Bolio y Arciniega, Ricardo Aparicio Castillo, Ricardo Murcio Rodríguez, Jorge Llaguno Sañudo and Rubén Urtuzuástegui Jiménez.
Editorial Panorama / IPADE Publishing.

- Bimonthly articles in BBVA's Estratega magazine.
- Dissemination articles for BBVA's Financial Education website.
- Articles and interviews for national medial.

PROGRAMS DELIVERED JOINTLY WITH OTHER COMPANIES

Sessions on family businesses for: GNP, Metlife, Xignux, and Lamosa.

RELEVANT ACTIVITIES

Quarterly Meetings of the Promotion Board

Participation in the Congress organized by the International Family Enterprise Research Academy, in Santander, Spain.

Participation in the Continuous Updating Programs of the Research Centers with the JAVICA Case and the Topic: Challenges for Successors in Family Businesses.

PARTNERSHIPS

- Renewal of CIFEM's exclusive sponsorship with Banco BBVA for three years.
- Partnership to launch the Network of Chairs and Research Centers for Family Businesses together with IESE Business School (Spain); IAE Business School (Argentina) and INALDE Business School (Colombia).
- Participation in IFERA's LATAM Board.
- Participation in the Advisory Board of the ADEF program offered by UP Guadalajara.
- Lecture at the 25th anniversary of San Telmo Institute's Family Business Chair, in Seville, Spain.
- Visiting Professor in ISE Business School's Family Business Program, São Paolo, Brazil.
- Speaker at the International Seminar on Family Businesses, Universidad Privada Boliviana, Bolivia.

SPECIAL GUESTS

Alfonso Urrea Martín, CEO, Grupo Urrea, Tools and Hardware Division.
Javier Olvera Silveira, President, Grupo Vivo.

Alejandro García, Partner and entrepreneur, Grupo AlEn.
Imelda de Alba, CEO, Grupo Desarrollador Balvanera.

→ RESEARCH CENTER FOR WOMEN IN SENIOR MANAGEMENT (CIMAD)

The Center focuses on the main challenges faced by organizations today in promoting and ensuring the retention of female talent.

ACADEMIC RESEARCH

THE IMPACT OF COVID ON EXECUTIVE WOMEN. 2021.

Authors: Yvette Mucharraz y Cano, Diana Dávila Ruiz, Karla Cuilty Esquivel.

DECENT WORK IN MEXICO, A PERSPECTIVE WITH GENDER INDICATORS. 2021.

Authors: Benjamín Alemán, Karla Cuilty.

EVENTS

OFFICIAL LAUNCH OF PLATFORM: NETWORK OF WOMEN ADVISORS AND EXPERTS MEXICO 300 PEOPLE CONNECTED

With a welcome message by Mr. Lorenzo Fernández, Dean of IPADE; the Deputy Governor of Banxico, Irene Espinosa; and strategic partners: Martha Herrera, Global Director of Social Impact at CEMEX; Arlene Schuchard, Senior Relationship Manager Mexico at Credit Suisse; and Guadalupe Castañeda, Director of EY Red de Consejeros México.

WOMEN CHANGING THE FUTURE, TODAY 280 PEOPLE

We hosted the event in collaboration with the Coordinating Council of Women Entrepreneurs (CCME), CIMAD and the Senior Management Programs team.

WORK MEETING

With universities to participate in the preparation of the book "Formación de Mujeres para los Consejos".



PROJECTS AND PUBLICATIONS

Proposal of Abstract for the research paper entitled “Economic Complexity and Female Decent Work in Mexico”, in the Special Issue of the Gender, Work & Organization Journal.- The answer lies in our humanity: Research and methodologies that facilitate healing and hope.

The research paper entitled “Working from home, the burnout effect for women and its mitigating factors in the COVID-19 lockdown” successfully passed the first peer-review screening of the Journal: Gender in Management: An International Journal.

The research paper entitled “A great challenge for executive mothers, working from home, undertaking other duties and the burnout resilience effect” was submitted to the Journal of Occupational Health.

Acceptance of book chapter entitled “Hybrid Work, a Result of the COVID-19 Lockdown” for the book entitled Rebuilding after the Great Confinement: Human, Economic and Technological Levers, to be published by Universidad Panamericana. The chapter was co-authored by Diana Dávila, Ricardo Murcio, Karla Cuilty, and Yvette Mucharraz.

Registration of the research project entitled “Female Ambassadors Brands”.

Publication of the book entitled Todo Outsourcing, prepared jointly with Universidad Anáhuac, with CIMAD's participation in the chapter entitled “Diversidad de género en la sinergia empresarial.”

CIMAD's participation in the In-Company Program organized for the Swiss Chamber of Commerce, as part of the closing of the Chamber's inter-company Mentorship initiative.

Kick-off of the "Sponsorship Program" project.

The 2021 Report entitled "Diversidad de Género en Consejos de Administración en México" was jointly published with Women on Boards, with participation by Martha Rivera, Professor of the Marketing Management Department, as a speaker.

During the First Forum of Women Business Leaders organized by La Salle University as part of the celebration of its 60th anniversary, CIMAD presented the project entitled “Red de Consejeras y Expertas México”.

A collaboration agreement was signed with IMCO (Public Policy Research Center) for the preparation of the annual White Paper on the participation of women on boards, to be published in August 2022.

On March 18, she participated in a Rober Walters event in a round table discussion on the participation of women on Boards of Directors, to discuss possible alternatives to accelerate the transformation of companies in this area.



(2): Event: Women Changing The Future, Today.



PARTNERSHIPS

- EY México
- CEMEX
- AT&T
- Credit Suisse
- Gentera

UNIVERSITIES

- UP
- UNAM
- IBERO
- EGADE, TECNOLÓGICO DE MONTERREY
- LA SALLE
- ANÁHUAC
- ITAM

Signing of two collaboration agreements with Gentera to sponsor the projects: "Burnout of women with children during the pandemic" and "Decent work in Mexico." For \$250,000 pesos each.

Renewal of sponsorship agreements with Credit Suisse and EY for the "Red de Consejeras y Expertas", for \$300,000 pesos each.

Research project: "Burnout and work during the pandemic". The papers were presented at the annual academic conferences and considered for the proceedings:

• “European Academy of Management ,” EURAM: An aggravated pandemic: Burnout in working Women during COID-19 times, held in June 2022, in Winterthur, Switzerland.

• “Academy of Management”, AOM: The female face of COVID-19: Burnout in working women and the quest for resilience. Held in Seattle, U.S., in August 2022.

SPECIAL GUESTS

Irene Espinosa, Deputy Governor -Banxico.
Martha Herrera, Global Director of Social Impact at CEMEX Mexico.
Arlene Schuchard, Senior Relationship Manager Mexico at Credit Suisse.
Guadalupe Castañeda, Director of EY's Mexico Counseling Network.

Juana Ramírez, CEO and President of Grupo SOHIN, Founding Partner of ASEM, Asociación de Emprendedores Mexico.
Jorge Ortiz, CEO of Chalan Executive Officer-Tan tan.
Luz Adriana Ramírez Chávez, CEO of VISA Mexico.
Julie Felker, Senior Organitational Development Consultant-University of Michigan.

→ RESEARCH CENTER FOR PHILOSOPHY AND BUSINESS (CIFE)

CIFE aims to produce and publish original content to promote spaces for dialogue and collaboration with the main actors in each line of research, as well as to foster interdisciplinary dialogue through joint work with the various academic departments and research centers at IPADE.

RESEARCH PROJECTS

EXIGENCIAS DEL ALTO DESEMPEÑO. EL DESAFÍO DE LA SUSTENTABILIDAD PERSONAL Y EMPRESARIAL
Author: Carlos Alejandro Armenta Pico and Alejandro Salcedo Romo.

RECONCILIACIÓN Y PERDÓN. OBSTÁCULOS, RECURSOS INTERIORES Y ETAPAS
Author: Carlos Alejandro Armenta Pico y Alejandro Salcedo Romo.

EL PODER Y EL EGO EN LA PERSONA DE VÉRTICE
Author: Carlos Alejandro Armenta Pico, Alejandro Salcedo Romo and José Antonio Lozano Díez.

EL ATARDECER DE LA VIDA. RASGOS, DILEMAS Y DESAFÍOS
Author: Carlos Alejandro Armenta Pico and José Antonio Lozano Díez.

METAMORFOSIS SOCIAL Y CULTURAL. EL VARÓN Y LA MUJER EN EL MUNDO CONTEMPORÁNEO
Author: Carlos Alejandro Armenta Pico et al.

EVENTS

- G-20 Colloquium (First edition).
- Participación in the Continuous Updating Programs of the Research Centers.

SPECIAL GUESTS

José Antonio Meade Kuribreña, Consultant and Counselor, Various Boards.

→ RESEARCH CENTER FOR BUSINESS ENTREPRENEURIAL INITIATIVE (CIIE)

The focus of its activities and research lies in the nature and characteristics of the work done by that social agent that we call the entrepreneur. Through analysis and in-depth discussion on the initiative and work of the entrepreneur - the driving force of economic and social life - the center seeks to shed light and provide answers to the reality of a challenging and changing context.

RESEARCH PROJECTS

Exploring Motivations and Key Differentiators of Female Entrepreneurs
Author: Silvia Cacho Elizondo.

Estudio comparativo en el gobierno corporativo entre empresas de crecimiento acelerado y empresas institucionalizadas.
Author: Luis Antonio Paredes Izaguirre.

EVENTS

ENTREPRENEURIAL PANELS
These are conversations held to discuss topics of interest to the IPADE alumni community and the business community at large. The initiative is organized into three panels around a specific topic, which were held at different times of the year. The first series of panels dealt with topics related to the Entrepreneurship Ecosystem in the Region.

- **Levantamiento de fondos para una empresa de fase temprana**
April 7
Panelists: Heberto Taracena, Managing Partner at Capital Invent and Fernanda Guerrero CEO at Chía Mía.

- **Cerrando la inversión, buenas y malas prácticas al estructurar un cap-table**
June 21
Panelists: José Ramón del Río, Associate Legal Counsel at MIRA & Chief Legal Officer at ISOI; and Ludovic Phalippou, CEO at Equity International.

- **Lo que suma y resta en el gobierno de una empresa de fase temprana**
September 22
Panelists: Sebastián Garza T, General Partner at Gava Capital; and Gustavo Huerta, CEO at Bluebox.
- **10 panels with entrepreneurs in the programs AcelerAD (2021 and 2022), InnovAD (2022) and the IPADE Global Alumni Meeting (2021).**

PROJECTS AND PUBLICATIONS

- **Protech: Estrategia de la Cadena de Suministro**
- **View Accelerator**
- **El Riesgo del Crecimiento**
- **Access-Based Business Models In The Mexican Apparel Market Exploring Motivations And Key Differentiators Of Female Entrepreneurs**
- **Grupo Leslie**
- **Sura Am**
- **Gestión de Portafolios de Proyectos de Innovación**
- **Ecosistema de Emprendimiento Regional**
- **Máximos Sa**
- **Todo Para Sus Pies**
- **Taller de Jacobo y María**

PARTNERSHIPS

Sponsorship agreement with BlueBox by 3MDP.

SPECIAL GUESTS

- Goyo de Hanne, CTO, Sigma Alimentos.
Daniel Alanis, CGO, Sigma Alimentos.
Pablo Errejón, CEO, Grupo Guía.
Jerónimo Uribe, CEO, La Haus.
Gustavo Huerta, CEO, Bluebox.
Heberto Taracena, CEO, Capital Invent.
- Fernanda Guerrero, CEO, Chia Mía.
José Ramón del Río, Associate Legal Counsel, MIRA & en ISOI.
Ludovic Phalippou, CEO, de Equity International.
Héctor Troncos, CEO, FIT Crew & Founder Sports World.

CIRES

RESEARCH PROJECTS

Research Project Aceite de Palma en México
Author: Camilo Posse, Rodrigo González and Ana Cristina Dahik.

EVENTS

- Meeting with the global PRME team (Principles for Responsible Management Education) at IPADE.
- Book launch: La pobreza como problema humano, authored by P. Cristian Mendoza.

PROJECTS AND PUBLICATIONS

- IPADE CASE
Elizabeth Holmes, ¿Qué sigue para la economía circular en México?
Authors: Ana Cristina Dahik Loor, Alejandro Salcedo
- ARTICLE FOR EL ECONOMISTA
The Common Ground between Social Entrepreneurship and Sustainability
Author: Ana Cristina Dahik Loor.
- ISTMO INTERVIEW
Ben Hoyer: The Common Ground between Social Entrepreneurship and Sustainability
Author: Ana Cristina Dahik Loor.
- ARTICLE FOR ISTMO
Can we shorten the path to sustainability?
Author: Ana Cristina Dahik Loor.
- ABSTRACT PAPER. ACCEPTANCE TO “CSSI SYMPOSIUM 2022: “PARTNERING FOR RESILIENCE AND TRANSFORMATION”.
Community (dis)engagement in cross-sector partnerships: understanding the interplay of trust and control through orchestrator’s eyes
Author: Ana Cristina Dahik Loor.

SPECIAL GUESTS

José Medina Mora, Director, COPARMEX.

One of **IPADE Business School's strategic pillars** is **research**, and this is reflected in the **quality and depth** of the content we offer our participants throughout the sessions taught in each program.

Book launch: La pobreza como problema humano, authored by P. Cristian Mendoza.



The quality of the **programs offered by IPADE** has made it feature in **leading world rankings** and has earned it the most valuable accreditations for business schools.

RANKINGS

FT Executive Education 2022 (Open Enrollment y Custom Programs).

Ranked programs:

SENIOR MANAGEMENT PROGRAMS, FOCUSED PROGRAMS, and IN-COMPANY PROGRAMS

IPADE's ranking:

In-Company Senior Management programs and Focused programs

16 30

In 2022, **IPADE Business School** was recognized as one of the **100 best business schools in the world**, ranked **84th**, and as the **only Latin American school** featured in the **Financial Times Global MBA ranking**. It was also ranked **second globally** in "International Experience" and **10th** in "Career Advancement".

QS Global MBA 2022

Ranked program:

MEDE

Ranking: Within the **121-130 range globally**

3rd

in Latin America

FT Global MBA 2022
Ranked program:
MEDE

IPADE is the only Mexican school listed in the **GLOBAL RANKING** of executive education.

Accreditations

During the 21-22 period, IPADE achieved **EQUIS** accreditation from the **European Foundation for Management Development (EFMD)**, making IPADE one of the **elite schools** holding the three most relevant accreditations in the world of business schools: **AACSB, AMBA and EQUIS**.

IPADE Business School obtained EQUIS accreditation by meeting international quality standards.



HUMAN DEVELOPMENT

Programs

IPADE attaches great importance to the development of individuals, focusing on **family, social, and artistic aspects** to provide a basis for dealing with various responsibilities under a **value-based approach**, aside from management skills. The **Human Development Programs** are meant to supplement the personal and professional development of business executives, **managers and leaders**.

240
TOTAL PARTICIPANTS

FAMILY: NOW AND FOREVER

Online campuses:
ALL

40
Participants

GUADALUPE: síntesis entre fe, cultura, ciencia e historia

Online campuses:
ALL

69
Participants

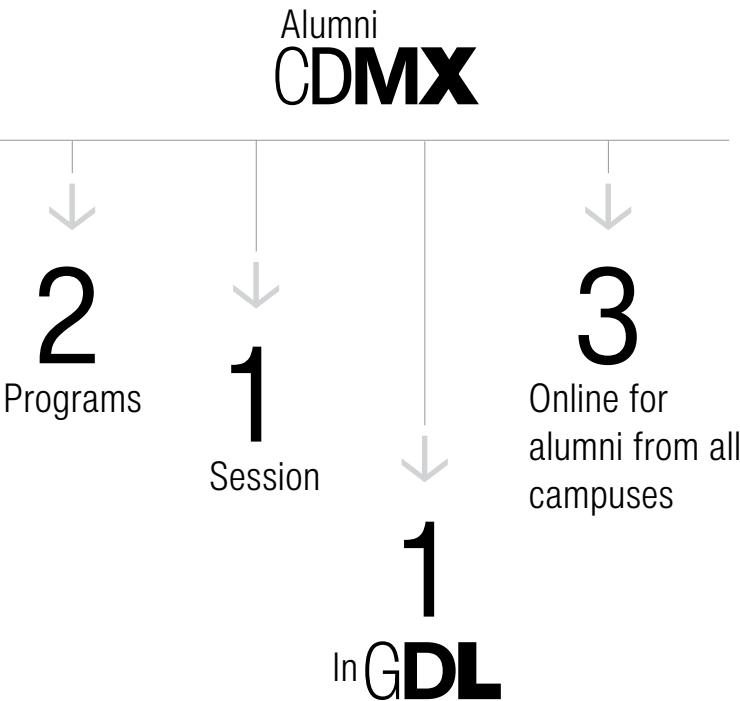
EL MUNDO DEL VINO

In person Campus:
CDMX

39
Participants

THE PERSON AND THE FAMILY

360
Participants
IN SESSION



El Mundo del vino, inauguration



MIGUEL ÁNGEL BUONARROTI

Online campuses:
ALL

→ 28

Participants

18

Participants

← PERSONA E IDENTIDAD

In person Campus:
CDMX

46

Participants

← FORMACIÓN INTENSIVA PARA MATRIMONIOS

In person Campus:
GDL

SESSION FOR THE PERSON AND THE FAMILY: ¿Por qué es tan difícil cuidar el amor?

In person Campus:
CDMX

→ 360

Participants

SPECIAL GUESTS:

PBR. EDUARDO CHÁVEZ Canon	BASÍLICA DE SANTA MARÍA DE GUADALUPE
PBR. CRISTIAN MENDOZA OVANDO Professor of Economics of Institutional Communication	PONTIFICIA UNIVERSIDAD DE LA SANTA CRUZ, ROME
PBR. LUIS ROMERA OÑATE Professor and Member of the Academia Pontificia de Santo Tomás de Aquino	PONTIFICIA UNIVERSIDAD DE LA SANTA CRUZ, ROME
DR. MARVEYA VILLALOBOS CORTÉS Member of the National Educational Reflection Team	CONFEDERACIÓN NACIONAL DE ESCUELAS PRIVADAS

HUMAN DEVELOPMENT

Programs

They are **taught by IPADE faculty and guest speakers** specializing in a variety of topics to offer a **wide range of resources** for those who wish to further their **human and spiritual** development.

ACTIVITIES:

CURRENT AFFAIRS SESSIONS

→ 45

Topics: Opus Dei, El sentido cristiano de la Navidad, Claves para vivir la Cuaresma, El sentido del sufrimiento, La felicidad, Matrimonio y familia.

RETREATS AND GATHERINGS

↓	↓	↓
CDMX	GDL	MTY
Campus	Campus	Campus
10	3 (2 gatherings, 1 retreat)	3

IPADE is an institution with a vocation for education and considers the study of the human person to be of great importance.

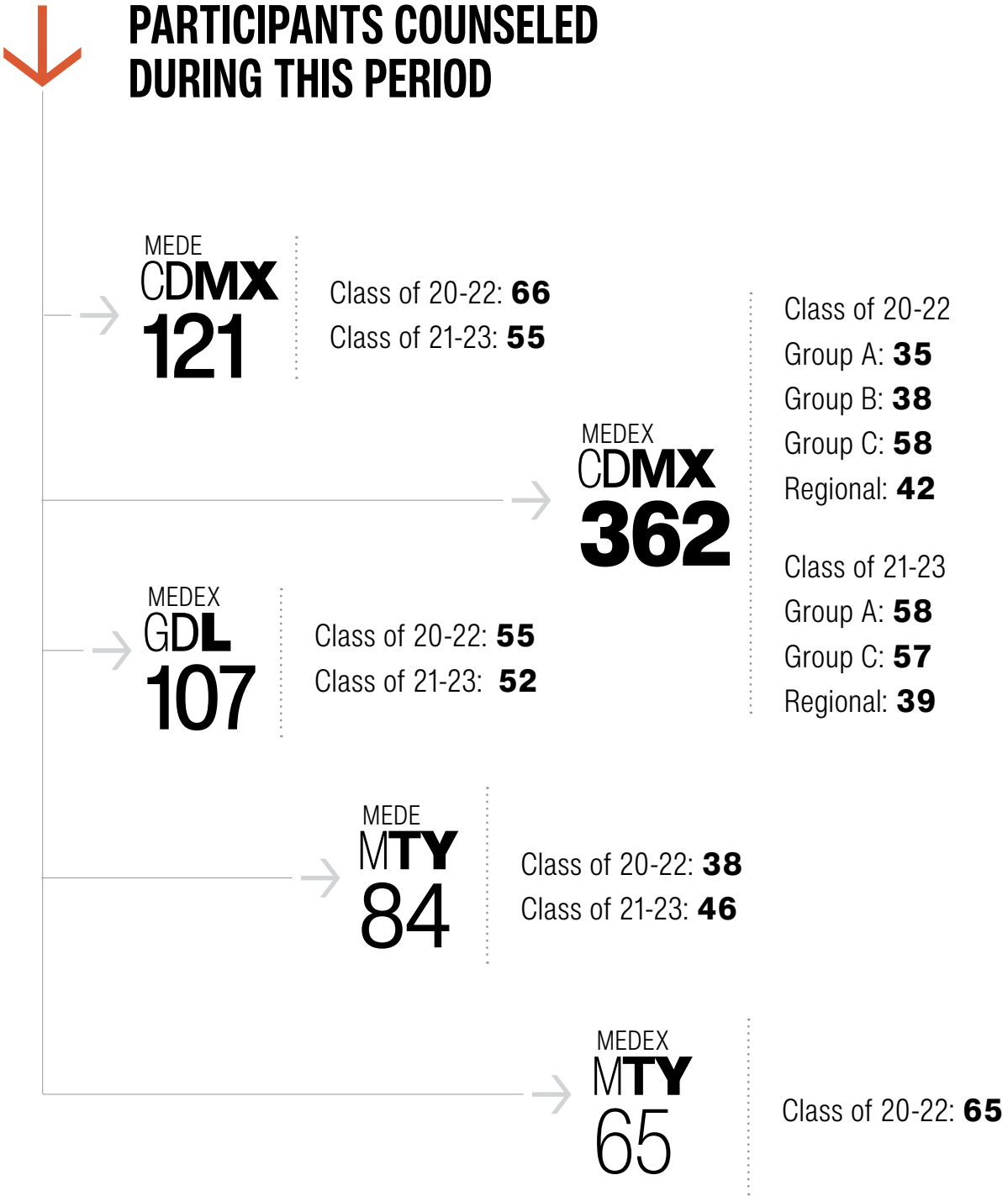


Internal Campaigns

- **Using the Whatsapp account of the Chaplaincy, reminders and resources** were sent out about the following celebrations: Anniversary of the founding of Opus Dei; Anniversary of the canonization of St. Josemaría; Our Lady of the Rosary (collaborators were also invited to pray together in a Zoom session); Immaculate Conception (materials were sent every day to experience the novena); Our Lady of Guadalupe; Christmas (in addition to the campaign to collect gifts for the children of collaborators); prayer campaign for peace in Ukraine; Ash Wednesday, Lent; campaign to promote Confession; Holy Week; Feast of the Divine Mercy; Decennial of the Holy Spirit; Corpus Christi; Feast of St. Josemaría.
- A **postcard campaign** was carried out to position the Chaplaincy's services.



They help participants to **deal with their various responsibilities** from a transcendent and **value-based perspective**.



Getting to know IPADE

The objective of the "Getting to know IPADE" talks is for IPADE's staff members to learn about the functions and roles of each of the areas within IPADE. We started during the pandemic and concluded the tour of all areas with these last two talks.

Talent and CULTURE

“An **organizational culture** is meant to connote a certain style of '**doing things in an organization**', which can be perceived in every employee, from the top manager conducting a **strategy** meeting to the secretary greeting you at the front desk”.

Luis Felipe Martí, Professor of the Organizational Behavior Department



Corporate Management Office

180

Staff members in the 3 campuses

October

All the areas of services: Maintenance, Purchasing, Food, Classrooms Staff, Messaging, Treasury and Accounting were presented on a pre-recorded video. We learned about all the effort and work they do every day and about how much they have to pay attention to detail to provide services to all of us at IPADE.

DIPA / DPAP

75

Staff members in the 3 campuses

November

They told us about the excellent work that the research areas do to help maintain the reputation of our programs and the school.

Christmas Talk

150

Staff members in the 3 campuses

December

Professor Jorge Merodio Rivas talked about the true meaning of Christmas, traditions including: Advent, home decorations: the Christmas pine tree, the lights, the Nativity Scene, all of which make us reflect on the coming of the Son of God and prepare for his arrival in our hearts.

Retirement Transition Leaves

15

3 staff members from the Operations Department and 12 from the Administrative Departments

December

The pending retirement transition leaves were processed for staff members who left in 2020 and 2021.

Posada IPADE

December

Traditional Posada for staff members at the **CDMX campus**. On-site. It began with a Mass, our traditional taquiza, games, piñatas, a pastorela, and a raffle.

Vaccination campaign

December

Influenza vaccination campaign in the **Mexico and Guadalajara** campuses. At the **CDMX** headquarters, **159** vaccinations against influenza and **80** against type B hepatitis were administered. In addition, **104** employees underwent a complete check-up (weight, height, glucose and cholesterol). At the **GDL** campus, **60** vaccines against influenza and **43** against measles and rubella were administered.

January 4

Influenza vaccination campaign at the **MTY campus**. The vaccine was administered to **49 employees**.

Food Baskets

December

Delivery of **416 food baskets** to staff members from the Operations and Administrative Departments at the **CDMX campus**.



Talk about the Lenten season

March

Father Pablo Arce talked about Lent, **the importance of fasting**, and what the Pope asked of the members of the Church during this time of Lent for the peace of countries at war. He spoke about **the meaning of God's Mercy and forgiveness among us**. About **170** staff members from the **3 campuses** attended the session

ProAprende

April-June

Second stage of the ProAprende program. **9 staff members** completed the evaluation and **3** of them obtained their **high school certificates**.

Trades Day

3
campuses

May 3

Labor Day and Holy Cross Day breakfast for IPADE maintenance and trades staff.



Las prácticas “**Conociendo el IPADE**” tienen por objetivo que los colaboradores de la institución conozcan las **funciones y roles** de cada una de las áreas **dentro de IPADE**.

Performance Appraisal

432
staff members

- April**
The organizational objectives of each department were set for the start of the 2022 Performance Evaluation.
- May**
The objectives of the various Departments were loaded into the Fortia system in order to start distributing them among the members of each team.
- June**
The staff training courses for the 2022 Performance Evaluation began. Total: 16 training programs.

Mother's Day

3
campuses

May 11
Holy Mass and lunch at the Azcapotzalco Terrace.

Visit to the Puerta de Lobos vineyard

80
staff members

June 16
This winery is one of the main suppliers of wine at IPADE, the visit was carried out for the staff from the Foods Department.

Ser IPADE Newsletter

July
The **3rd, 4th and 5th editions** of the Ser **IPADE newsletter** were published, featuring the most relevant events and happenings at the three sites.

Secretary's Day

Julio
In appreciation for their work, each of the 3 campuses held a Mass and a meal.

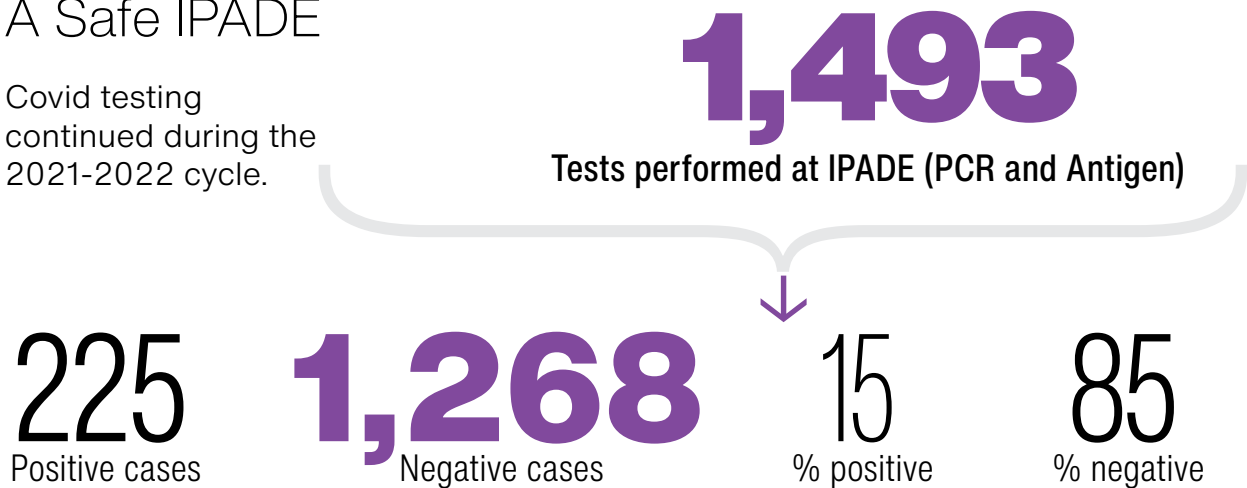
New agreements

SWISS LAB and OLAB Laboratories
MTY and CDMX campuses

Men's clothing stores Men's Factory, Men's Fashion, High Life, and Robert's.
All campuses

A Safe IPADE

Covid testing continued during the 2021-2022 cycle.



Firefighting training in Hidalgo

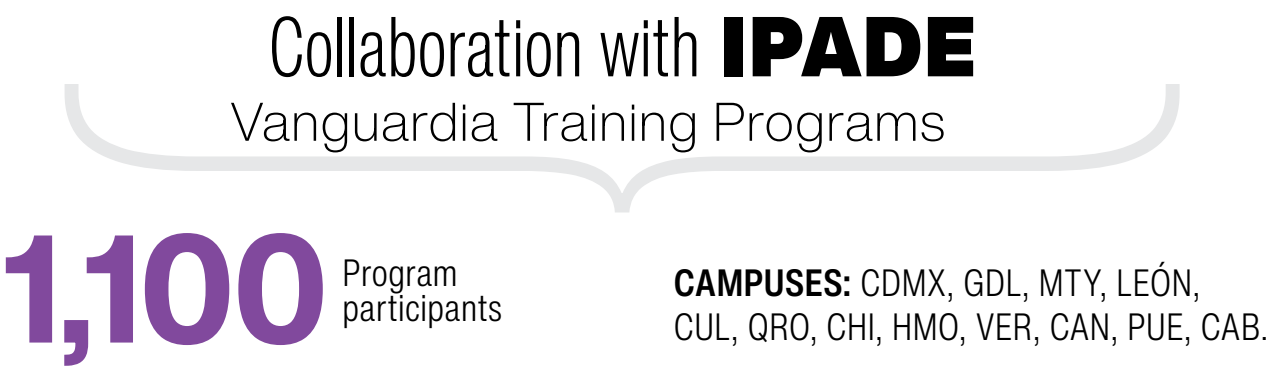
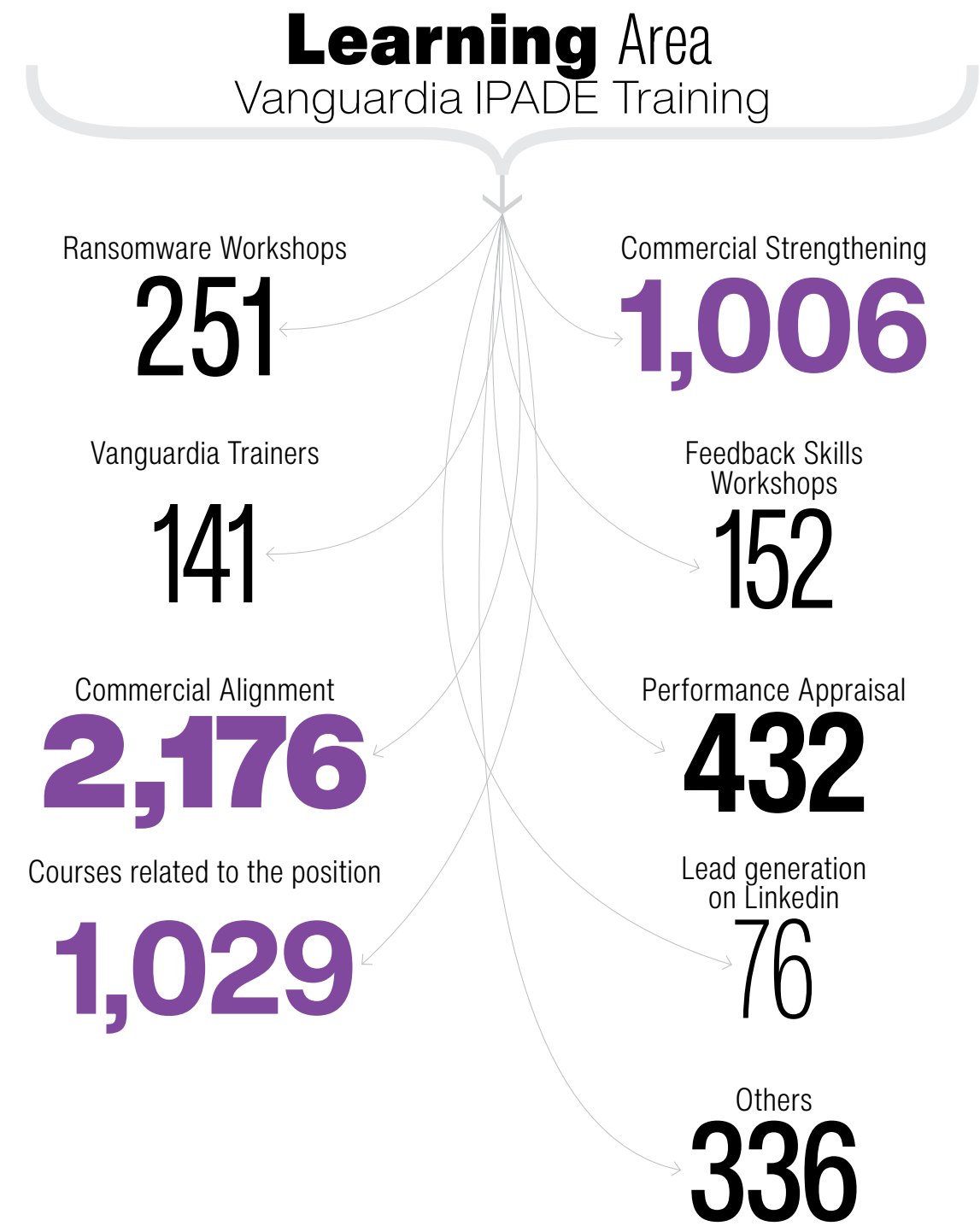
42
staff members

HIDALGO

July 23
Specialized firefighting training for our Civil Protection Brigade.

Vanguardia
IPADE project

5,599
training hours



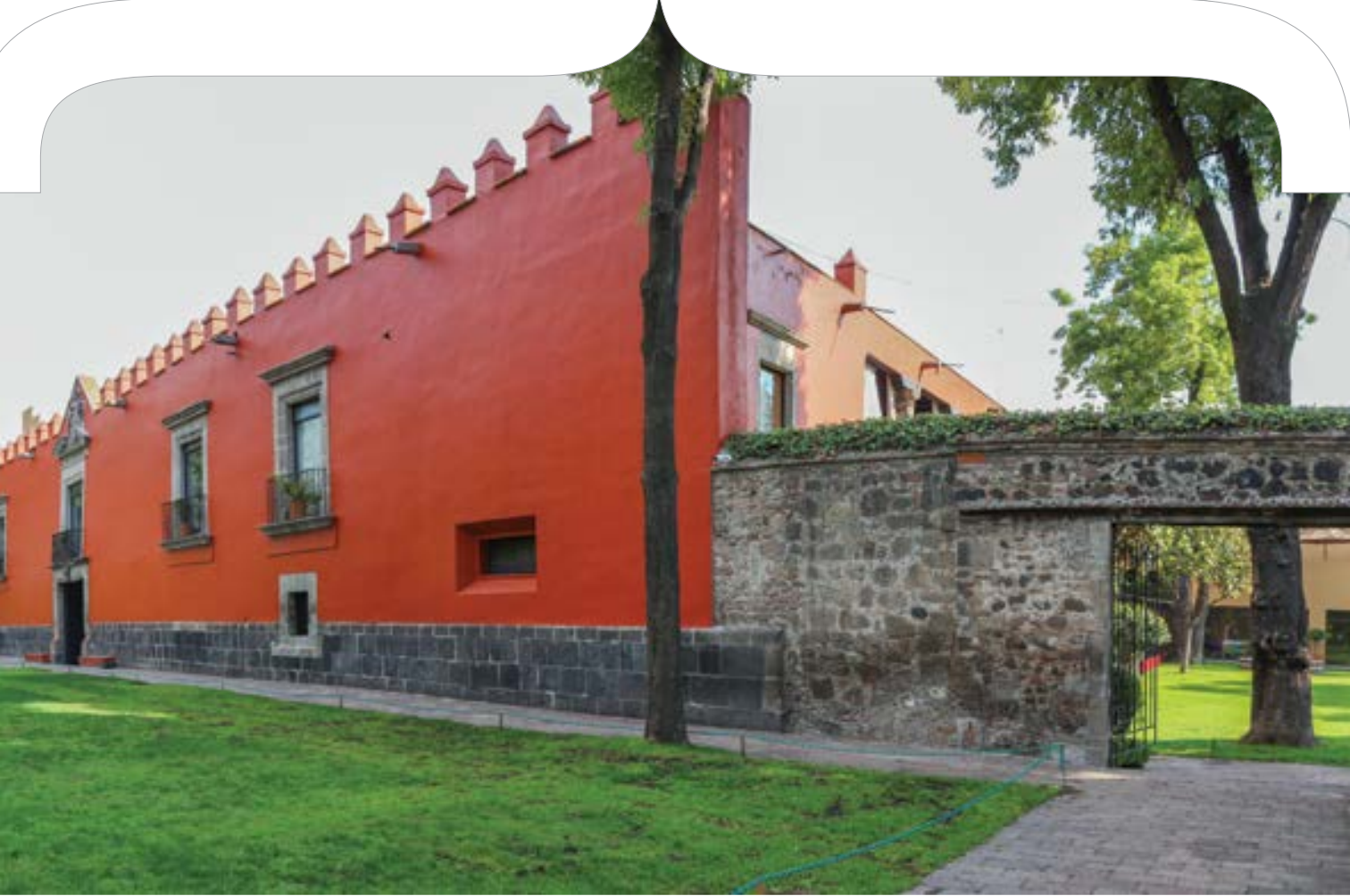
Relevant projects

1	Data update
2	Change of supplier - Voucher Cards
3	Automation of the Scholarship process
4	Internal Equity
5	Job descriptions

Corporate

OPERATIONS

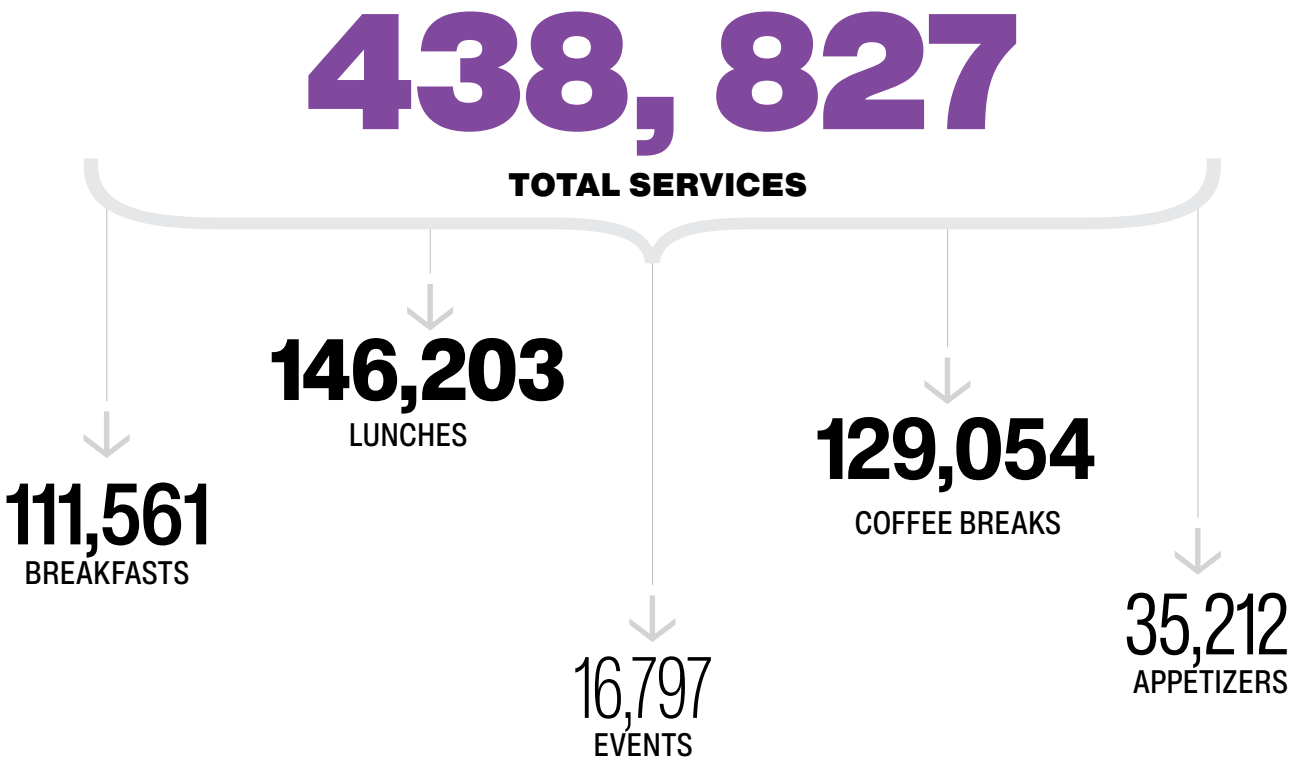
Department



This department conducts **strategic analyzes** of the **operation, management, control, and design of operating systems** in order to meet the needs of the IPADE community. It also integrates the study of **operational processes**, based on comparative advantages, with a logistical coupling capable of generating value through competitive product and process technologies.

1 Food

- Visit to the **Puerta del Lobo Vineyard in Querétaro** so that the staff from the Foods Department could learn about the wine making process.
- **125 staff members** received training in Hygienic Food Handling, which is officially recognized by **SECTUR** for the **Distintivo H. recertification**.
- Kitchen **equipment** was renewed at the **Casco and Clavería kitchens**. The investment provided modern equipment and reduced the risk of accidents.



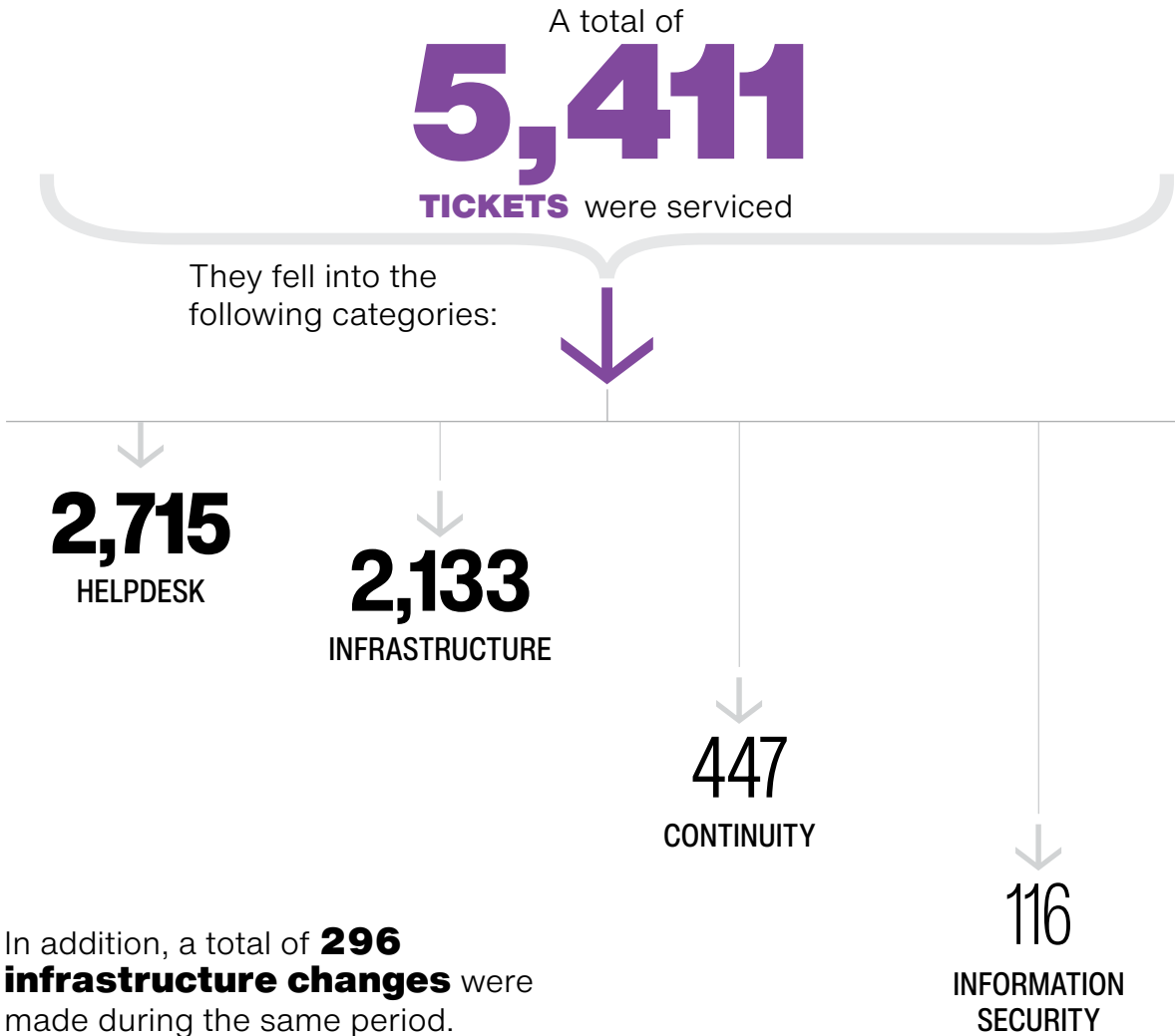
2 ServicesChain

- Operation of **+10,000** technically and functionally assisted sessions: **8,970** in-person, **1,504** online.
- Complete and timely distribution of **+312,000 Cases** and Technical Notes. Academic materials delivered on time to participants at our **3** main campuses and at least 6 satellite campuses.
- Cleaning and maintenance of facilities in **+38,000 m2** of construction (61 dining rooms, **160** offices, **20** cubicles, **11** classrooms, **8** zoom rooms, **6** cafeterias); **+3,800 m2** of gardens and green areas.
- Adaptation and equipping of **4 new zoom rooms** with optimal acoustic insulation, lighting, and ventilation features, improving the experience in the delivery of online sessions.
- Refurbishing our lecture rooms for **format flexibility**, adjusting their capacity as required.
- Conservation and maintenance work for the **Casco Antiguo of the ExHacienda de Clavería** building, which has been listed by INAH (National Institute of Anthropology and History).
- We are holders of CDMX's **Unified Environmental License**.
- **Proper** handling and **disposal of organic and inorganic waste** according to best practices.
- Best practices in **purchasing**, warehousing and inventory.

Our institution's values highlight the spirit of service and excellence, principles that we uphold in every aspect of our work at IPADE.



3 Information Technology Department



Brand Unit

The care for **detailed guidelines** promoted in the protocol guide were implemented in both **digital and blended format** events during the period.

Corporate

COMMUNICATIONS
Department

This is a **service department** whose primary aim is to preserve **IPADE's corporate identity**, IPADE's positioning in relation to all its audiences, protecting the reputation of the school and its **brand** while supporting its **digital marketing efforts** to promote the Programs.

IPADE Multimedia

IPADE's YouTube channel featured **95 video recordings** and **testimonials** showing everyday life at our school and giving a voice to **IPADE's business community**.

Media and Public Opinion

TYPE OF MEDIA	PUBLICATIONS	PERCENTAGE
Internet	474	69.0%
Newspaper	130	18.9%
Magazine	34	4.9%
Social Media	28	4.1%
FM Radio	17	2.5%
TV	4	0.6%

GRAND TOTAL

687
contents
published in
various media

100%

233,080,568
people reached



which results
in an estimated
ROI (unpaid
advertising) of



\$46,623,458

Interview with Yvette Mucharraz.



IPADE Media

IPADE NEWSMEDIA BLOG		
Visits	879, 304	
Total publications	217	
Newsletter Subscriptions	9, 877	
Audience	61.9% Female	38.01% Male

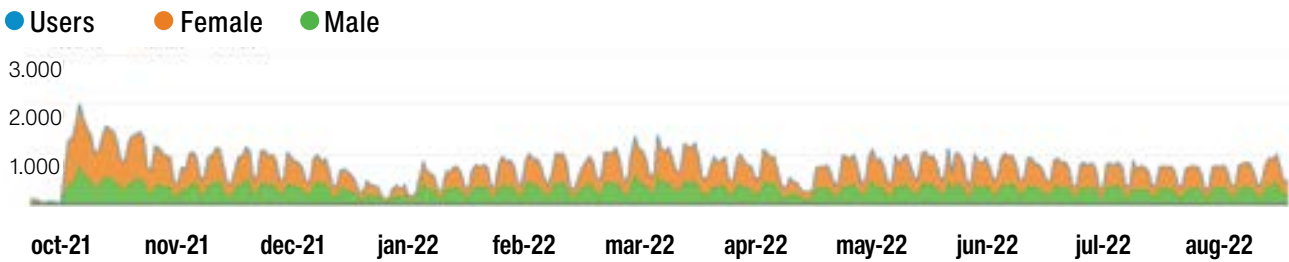
IPADE'S YOUTUBE CHANNEL		
Views	646, 152	
Unique Users	401, 906	
Hours played	23, 600	
Total Subscribers	11, 200	
Audience	38.2% Female	61.08% Male

ENTORNO IPADE PODCAST		
Total Views	31, 728	
Episodes published	52	
Audience	23% Female	77% Male

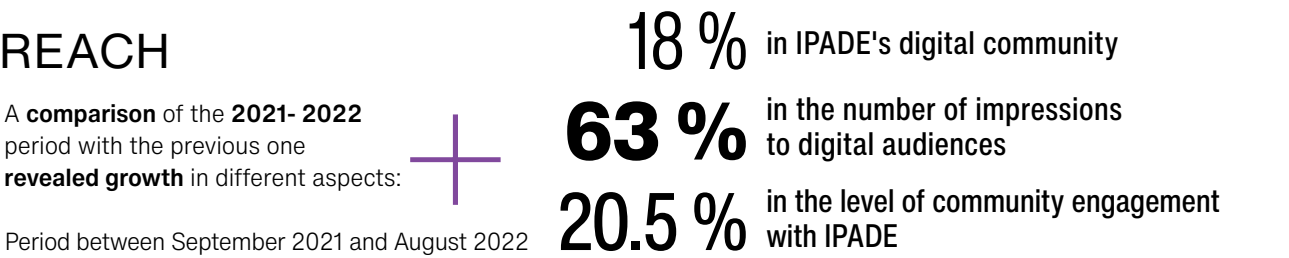
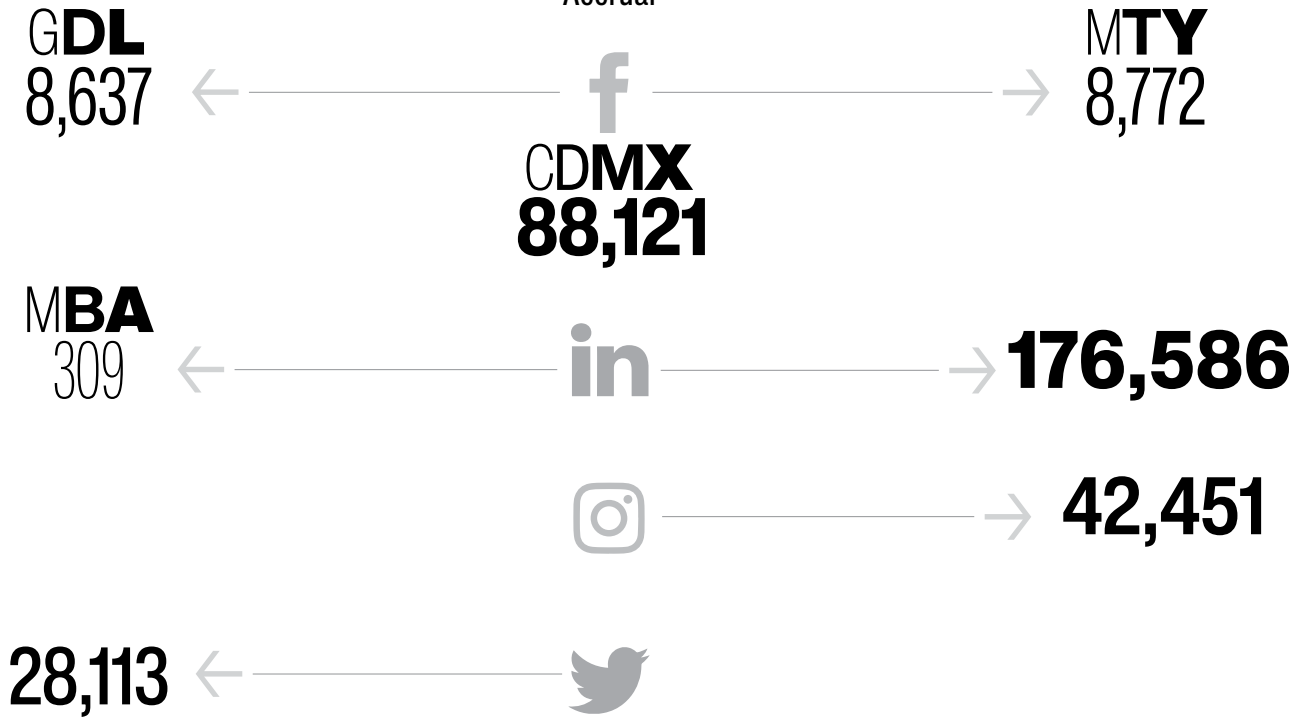


IPADE Digital Ecosystem

WEBSITE → **2,009,155**



SOCIAL MEDIA → IPADE Digital Community Accrual → **352,989**



Executive Committee

- **Lorenzo Fernández Alonso**
Dean
- **Julián Sánchez García**
Dean. Corporate Director of the Master in Business Administration (MEDE) program
- **Marcela Angulo Nafarrate**
Secretary General
- **Juan Romero McCarthy**
Director de Personal Académico y Programas
Director de Investigación y Procesos Académicos
- **Miguel Rentería Gómez**
Director of the Monterrey Campus
- **Antonio Casanueva Fernández**
Director of the Guadalajara Campus
- **Ernesto Bolio Barajas**
Director of Senior Management Programs
- **José Díez Deustua**
Director of the Master in Business Administration for Experienced Executives (MEDEX) program
- **Oscar Aguirre Macías**
Director of Liaison and International Programs for Central America
- **Jorge Merodio Rivas**
Director of Human Development Programs
- **Claudia Amezcua Peña Alfaro**
Director of Talent and Culture
- **Oscar Carbonell López**
Director of Administration,
Finance Director of Operations
- **Francisco Arenas Ballester**
Director of Innovation and Learning.
Director of Information Technologies
- **Andrea Moreno Herrero**
Director of Corporate Communications



ipade.mx



IPADE Business School



@ipade



IPADE Business School



IPADE Business School



IPADE
BUSINESS SCHOOL