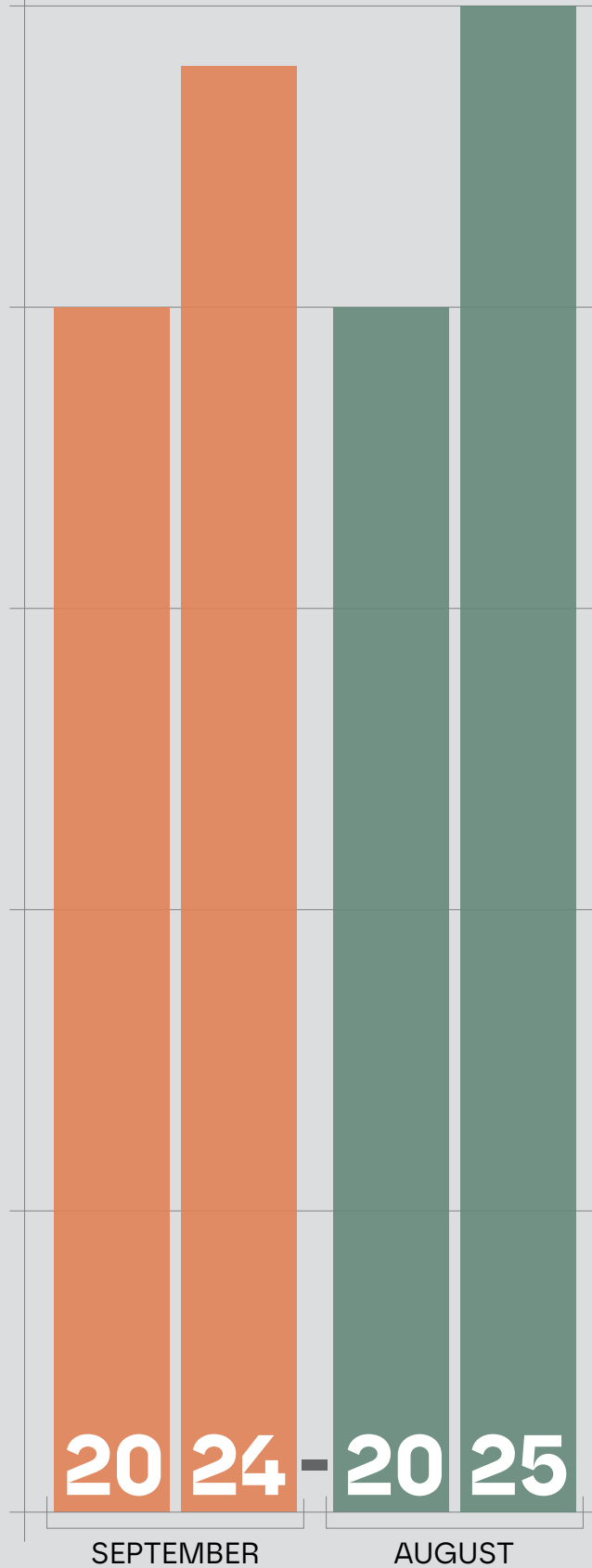




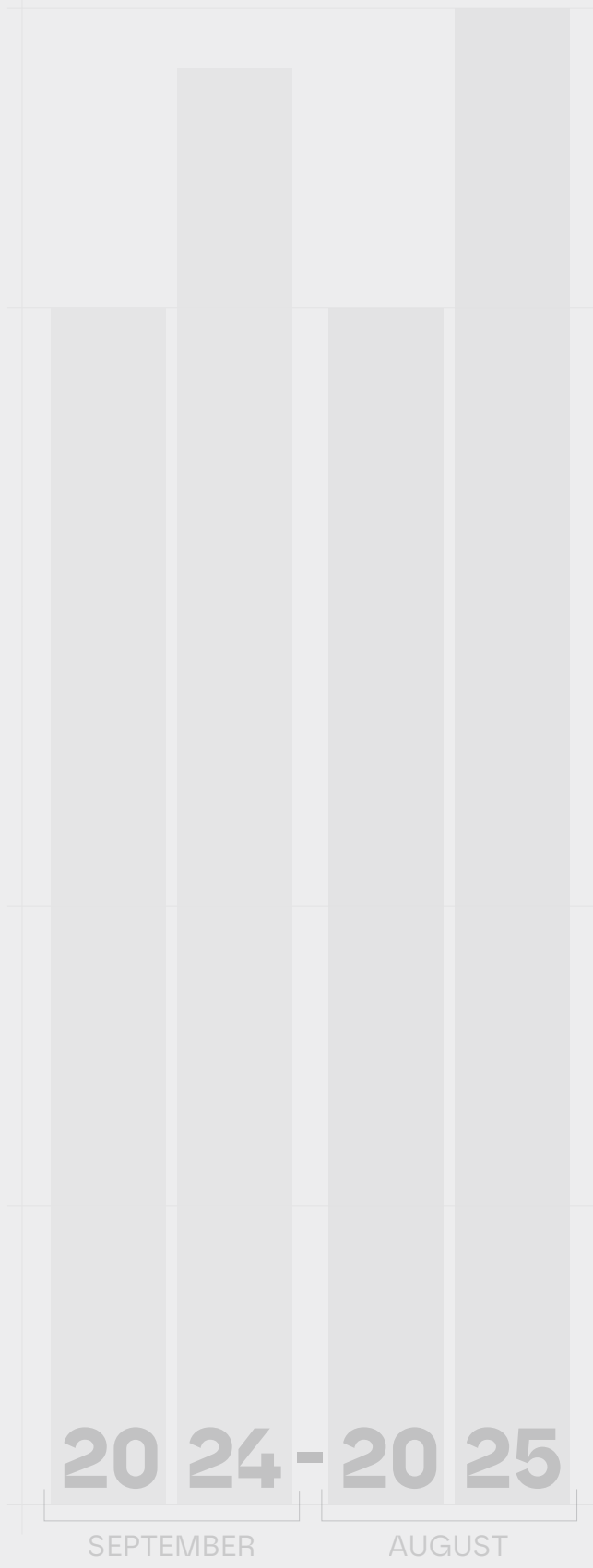
IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

A N N U A L R E P O R T





A N N U A L R E P O R T



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ANNUAL REPORT / 2024-2025

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Dear member of the
IPADE Community:

This year, we have once again found that senior management faces a dynamic and challenging business environment in which adaptability, sound judgment, and a human-centered approach to leadership are essential. In light of these challenges, at IPADE we are stepping up our efforts to strengthen our mission and expand the impact of our work.

During this academic year, we promoted initiatives that embody our commitment to academic excellence and knowledge generation. This academic year, we are proud to have achieved a total of 677 submissions, which are a testament to the dynamism and rigor of our faculty.

We also celebrated the launch of IPADE Publishing, a platform that brings together 532 resources, designed to provide greater access to the research and leadership insights that set our business school apart.

On the international stage, the Financial Times once again recognized the quality of our programs in 2025, ranking us 14th worldwide in In-Company training and placing us among the global Top 10 in “Value for Money” and “Design and Preparation.” These results reflect the joint efforts and contributions made by our faculty, participants, and staff, driving the significance and depth of our educational approach.

This year was also particularly significant due to the progress achieved through the “Inspire Leaders, Invest in Mexico” campaign, through which 20 scholarships were awarded to promising young students. Similarly, we were very proud to celebrate the graduation of the first class of Full-Time MBA (MEDE) scholarship recipients in 2025, marking a milestone for the future of senior management in our country.

These achievements further reinforce our belief that executive training requires not only technical knowledge but also a deep understanding of the purpose, social responsibility, and commitment to service that should guide those who lead organizations in Mexico and around the world.

I would like to express my deepest gratitude to everyone who made this academic year possible: faculty, participants, alumni, staff, and institutional partners. I invite you to read this report as a testament to IPADE’s commitment to transforming business leadership and strengthening the country’s social fabric.

Together, we shall continue to build a community that inspires, guides, and supports those who bear the responsibility of leadership.

With gratitude,
Lorenzo Fernández Alonso
Dean of IPADE Business School

The **2024–2025 academic year at IPADE** was marked by a strategic evolution that deepened our commitment to educational excellence, expanded our **global impact**, and accelerated **institutional innovation**. This period reflected our **ongoing commitment** to staying at the **forefront** of executive education, as evidenced by a significant expansion of our **academic offerings**, the strengthening of our faculty, and the launch of new initiatives that respond to the evolving needs of business leaders today. Whether

it's earning high-profile **international recognition** or implementing **transformative projects around sustainability and technology**, every achievement reinforces our role as a **leading institution in training leaders** with an integrated understanding of the **human being**.

This section highlights the key moments that characterized this **period of growth**, emphasizing the initiatives that support **IPADE's mission** and position it as a **leading institution for the future**.

IPADE 2024-2025

Highlights

- The **Academic Faculty** was expanded with the addition of five more professors, bringing the total to **63** full-time professors **plus 15** Chair Professors.
- Introduction of the **AI Literacy Program**, adoption of ChatGPT EDU, and GenAI course (IESE Business School).
- New **leadership and digital training** programs, strengthening team development and preparing us for the implementation of the IPADE Modernization initiative in partnership with **Accenture**.
- Launch of the **IPADE Business Council**, including meetings in January and May focused on **purpose, geopolitics, and leadership**.
- Production and release of **298 new academic publications** and research papers.
- Implementation of **seven simulators (MEDE and MEDEX)** to enhance experiential learning.

- **Senior Management Programs** featuring participants at seven locations across the country: Aguascalientes, Cancún, Mexico City, Guadalajara, León, Monterrey, and Tijuana. With an average age of 47.5 years, participants come from **over 12 different industries**.
- **Academic contributions increased by 116** as compared to the previous year. Bringing the total to **677**.
- Launch of the **IPADE Publishing** platform, featuring **532 publications in three languages**.
- Participation in **five global forums** (EFMD, AACSB, AMBA, UNICON, GBSN).
- Establishment of the **International Advisory Board**, comprising 20 academic and business leaders from **ten countries**.
- **Financial Times 2025 Rankings: #14** worldwide in In-Company programs, **Top 10 globally** in "Value for Money" and "Program Design and Preparation."

THE 2024–2025 ACADEMIC YEAR BOLSTERED IPADE'S ACADEMIC EXCELLENCE AND STRENGTHENED ITS GLOBAL AND INSTITUTIONAL LEADERSHIP.

- **Positive Impact Rating 2025:** IPADE Recognized as a Global Pioneer School for the third consecutive year.
- Launch of two new programs: **"Entrepreneurial Families"** and **"Fundamentals of Finance for Senior Management."**
- Redesign of the **AD programs** to include coaching, focus weeks, and cross-campus networking.
- **Impact Lab** Platform featuring **177 initiatives** focusing on social responsibility and sustainability.
- **AENOR Carbon Footprint** Audit conducted at all three main campuses, ensuring sustainable operational improvements.
- The first **IPADE Race** took place, bringing together more than **1,249 participants**, faculty members, alumni, parents, and staff.
- **20 scholarships** were awarded through the program **"Inspira Líderes, Apuesta por México"** this year.
- Launch of the **Progressus IPADE** institutional campaign, targeting **300 million pesos** over the next three years to fund innovation and sustainability.
- Launch of the first **Boards in Action** program in **The Woodlands, Texas**.
- **Visit by the EQUIS** accreditation team (2025).
- **30th anniversary** celebration of IPADE's satellite campus in **Cancún (2025)**.
- Agreement signed between **CIMAD** and **AFORE Sura**.
- Visit by the **Harvard Business School** Advisory Board.
- First edition of the **IPADE Trends Forum**.
- **20th anniversary** celebration of the satellite campus in **Mérida (2025)**.
- **Graduation** of the **first cohort** from the **Inspire Leaders. A bet on Mexico** project.



IPADE's **Senior Management** Programs are designed to help business leaders and entrepreneurs strengthen their leadership skills and ensure **sustainable competitiveness** for their organizations.

Beyond strengthening **key skills**, these programs build sound judgment and the ability to make informed decisions—essential pillars for effective **senior leadership**.

AN EDUCATIONAL PROGRAM THAT FOSTERS STRONG LEADERSHIP, MANAGERIAL JUDGMENT, AND STRATEGIC DECISION-MAKING TO UPHOLD ORGANIZATIONAL COMPETITIVENESS.

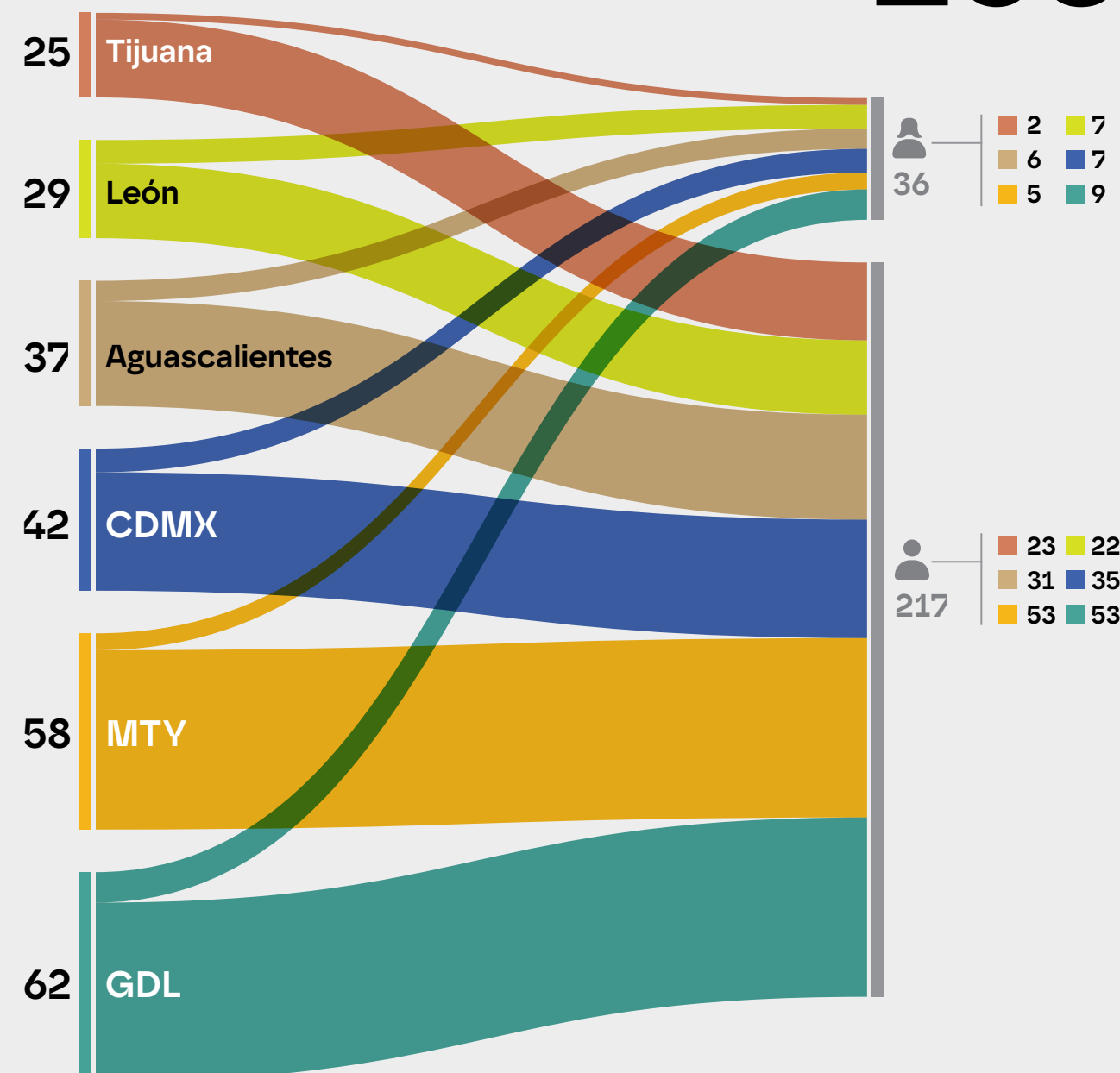
Senior management Programs

AD-2

Program aimed at CEOs, company owners, or Board Chairs with over 10 years of senior management experience. It provides a space for strategic thinking to refine **leadership** skills and strengthen decision-making with a **global vision**.

TOTAL PARTICIPANTS
253

PARTICIPANTS



AD

Aimed at **CEOs and company owners** with at least **5 years of experience** in growing organizations. IP-ADE's **AD** program strengthens **strategic leadership, visionary management,** and the ability to create **sustainable impact.**

TOTAL PARTICIPANTS
95

PARTICIPANTS



EXECUTIVE TRAINING FOR LEADERS SEEKING STRATEGIC DEPTH, SUSTAINABLE IMPACT, AND A HIGH-LEVEL COMMUNITY.

AD-R

Designed for **executives** who need **in-depth** knowledge without sacrificing **flexibility**, the **AD-R** program offers an intensive format that maintains **IPADE's academic excellence.** It brings together **leaders from across the country** and fosters a diverse, world-class **community.**

TOTAL PARTICIPANTS
50

PARTICIPANTS

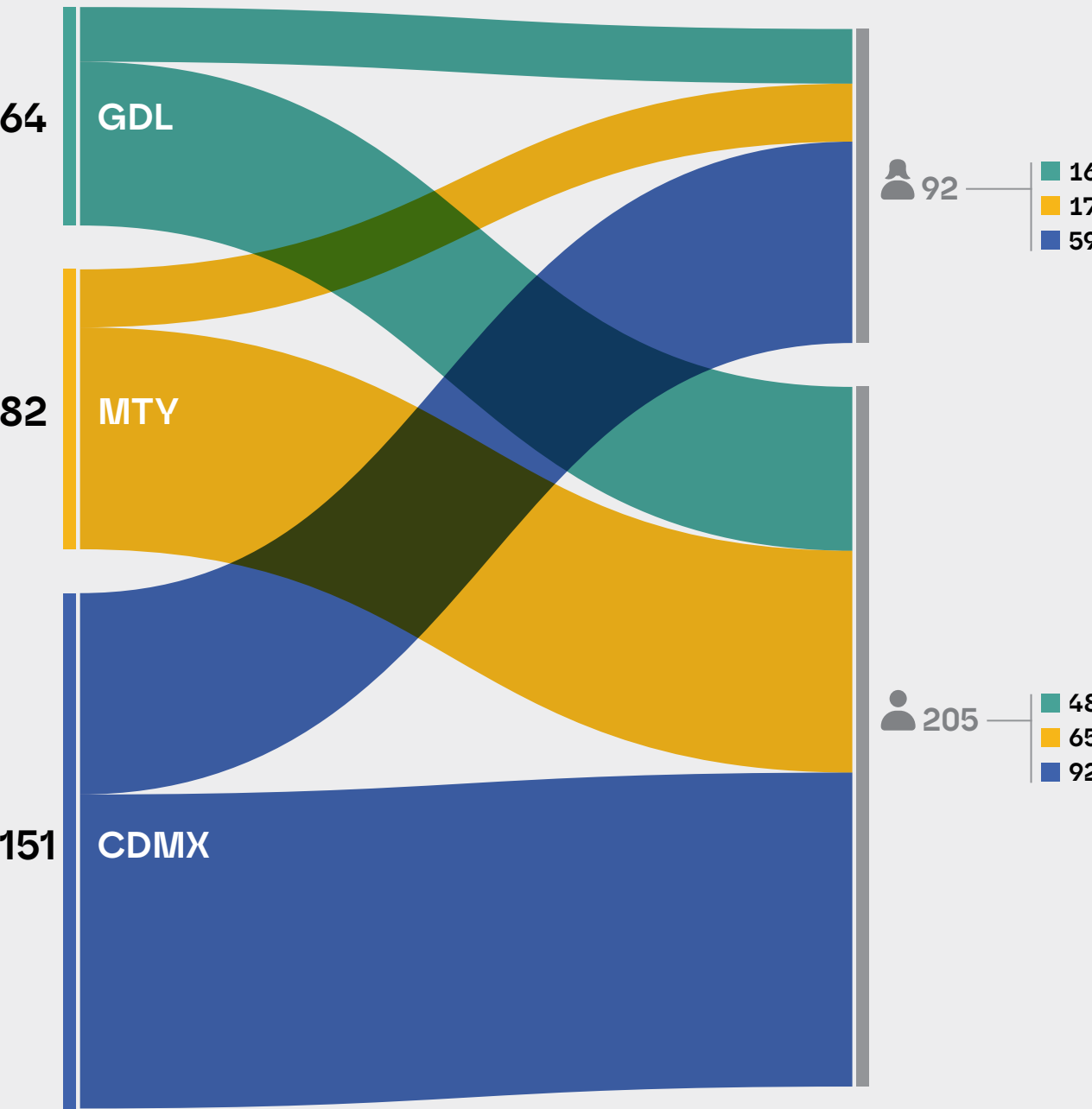


D-1

Aimed at **functional managers** with at least **3 years of experience**, entrepreneurs looking to expand, and CEOs in the **early stages of their companies.** The D-1 program fosters a shift toward **leadership** with a **global perspective**, strengthening the integration of business functions and **strategic decision-making.**

TOTAL PARTICIPANTS
297

PARTICIPANTS



D-1 R

Designed for **functional or divisional managers** who need flexibility without sacrificing rigor, the **D-1 R** program offers an **intensive format** with sessions every three weeks. It features the **same faculty** and **academic program** as the **D-1** program and brings together executives from various regions across the country.

TOTAL PARTICIPANTS
128

PARTICIPANTS

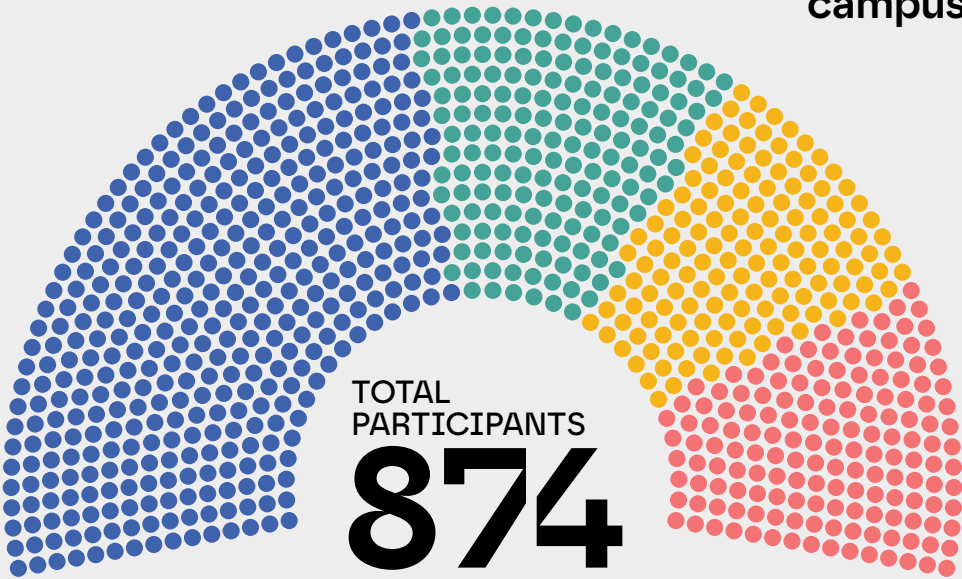


INTERNATIONAL CONFERENCES: SENIOR MANAGEMENT

Focused on the theme of “**A New World, A New Leadership**,” the conferences brought participants together using the **case method** to analyze the challenges and opportunities of a **global environment** that is being transformed by **technology, geopolitics, and the economy**. The sessions addressed the impact of **artificial intelligence**, new power dynamics, and the leadership required in a hypercompetitive world, emphasizing **personal development** as the foundation for agile and effective leadership.

A SPACE FOR TOP MANAGEMENT REFLECTION TO UNDERSTAND A CHANGING GLOBAL ENVIRONMENT AND STRENGTHEN STRATEGIC LEADERSHIP.

● CDMX 402 ● GDL 171 ● MTY 143 ● Satellite campuses 158

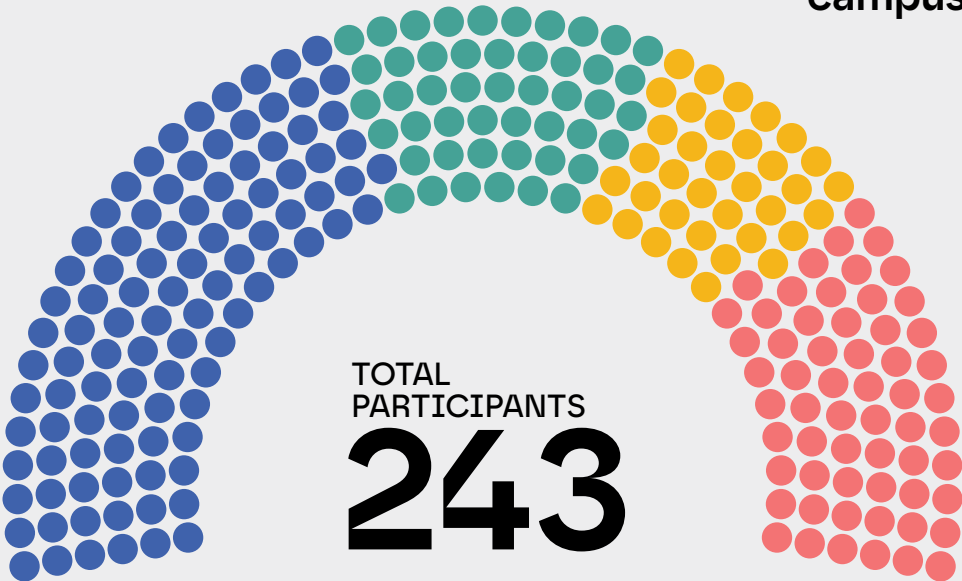


Guest schools:

- MIT Sloan School of Management
- ESSEC Business School
- University of Navarra
- Pearson Corporation

INTERNATIONAL IMMERSION

● CDMX 100 ● GDL 48 ● MTY 36 ● Satellite campuses 59



Country: United States of America
Host institutions:

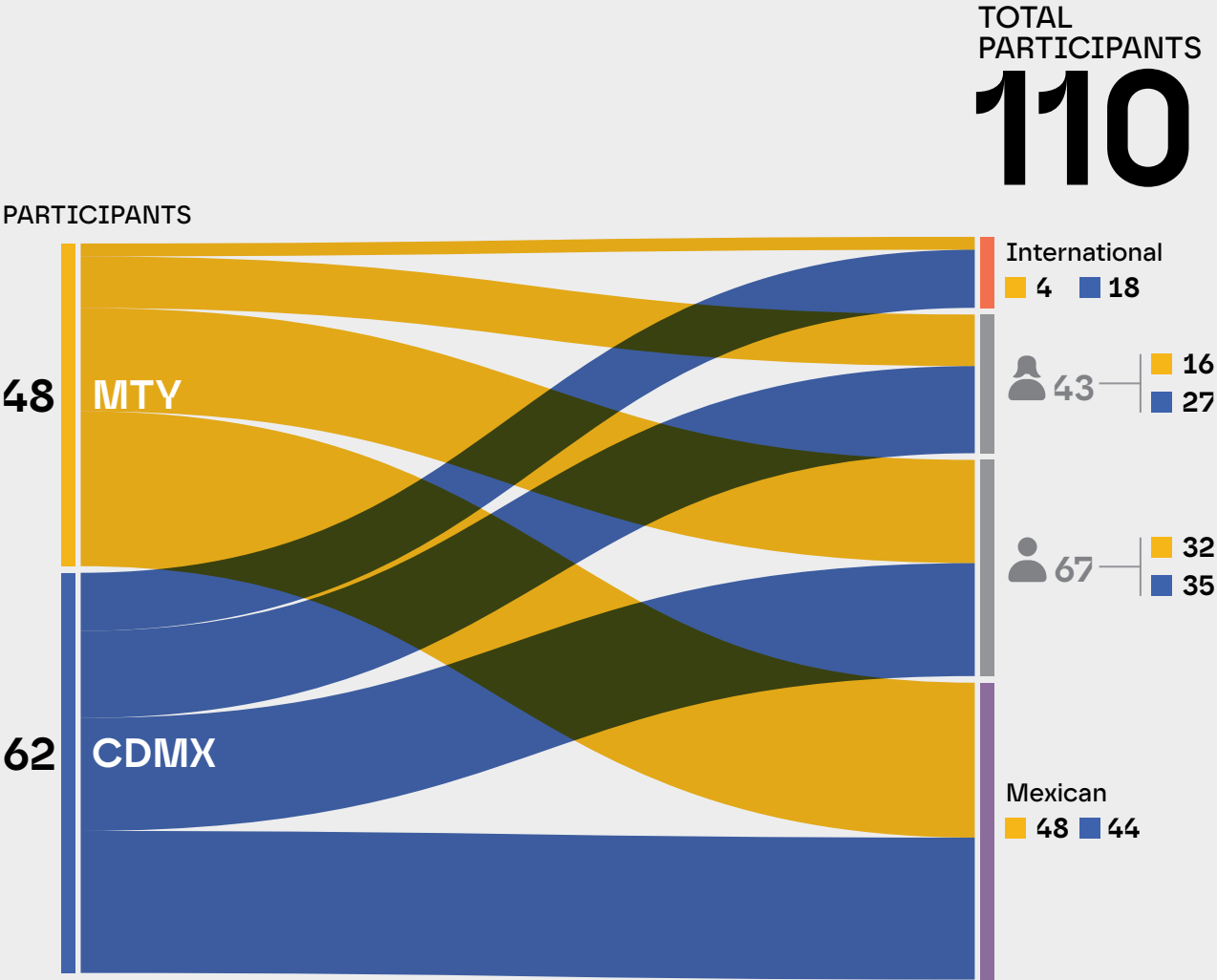
- Harvard Business School
- MIT Sloan School of Management
- Kellogg School of Management



IPADE's **Full-Time MBA (MEDE)** is designed for **young professionals** who seek to develop their management potential and take on leadership roles. With a **22-month format** structured around learning phases, the program combines rigorous academic training, practical application, and an international experience. Participants become part of a **global community** that fosters their personal and professional growth, challenging them to think and lead with a **broader perspective**.

MEDE: YOUR
BRIDGE TO AN
INTERNATIONAL
PEER-LEARNING
COMMUNITY.

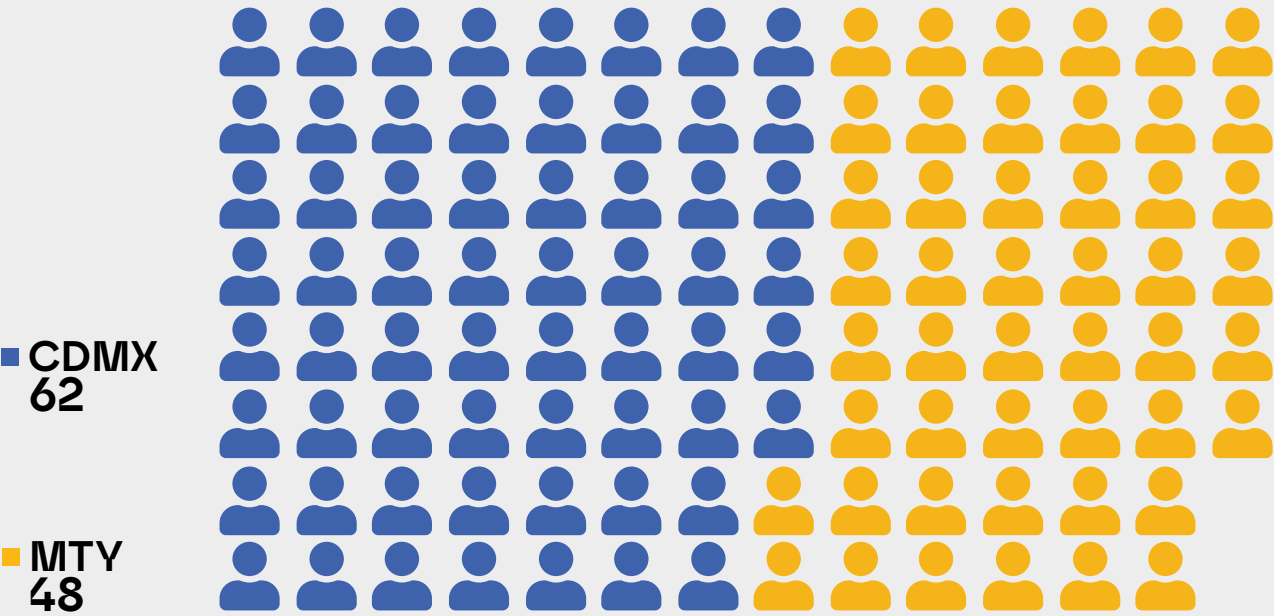
Full-Time MBA MEDE



MEDE EXCHANGE PROGRAM

IPADE participants sent abroad

TOTAL PARTICIPANTS
110



Business Schools that received IPADE participant:

- Aalto University School of Business
- Alba Graduate School of Management
- Audencia Business School
- Birmingham Business School, The University of Birmingham
- CEIBS China Europe International Business School
- EBS Business School
- EDHEC Business School
- EMLYON Business School
- Escuela de Administración, Pontificia Universidad Católica de Chile
- ESSEC Business School
- Facultad de Negocios y Economía, Universidad de Chile - FEN
- Faculty of Business Administration, Université Laval
- Fundação Instituto de Administração-FIA
- George Washington University School of Business
- Graduate School, Universita Bocconi
- Hanken School of Economics
- HKBU School of Business, Hong Kong Baptist University
- HKUST Business School
- IAE Business School
- IESE Business School
- IMT-Institute Mines-Télécom Business School
- Indian School of Business
- Jones Graduate School of Business, RICE University
- KEDGE
- London Business School
- LUISS Business School
- Luxembourg School of Business
- Management Centre Innsbruck – MCI Innsbruck
- Mannheim Business School, University of Mannheim
- MGSN Graduate School of Management, Macquarie University
- Neoma Business School
- NHH – Norwegian School of Economics
- Poznan University of Economics and Business
- Sasin Graduate Institute of Business Administration of Chulalongkorn University of Thailand
- School of Business, Yonsei University
- Smith School of Business, Queen's University
- Solvay Brussels School of Economics and Management
- St. Gallen University Department of Management
- Stern School of Business, NYU
- The KLU, Kühne Logistics University
- UNIS Business School
- University of Edinburgh
- Warwick Business School
- CEU – Department of Economics and Business
- Coggin College of Business, University of North Florida
- COX School of Business, Southern Methodist University
- Darden School of Business, University of Virginia
- Goizueta Business School, Emory University
- Haas School of Business, University of California Berkeley
- IESA Business School
- Kellogg School of Management, Northwestern University
- McCombs School of Business, The University of Texas at Austin
- Montpellier Business School
- NUCB Graduate School, Nagoya University of Commerce & Business
- Politecnico di Milano Graduate School of Business – POLIMI
- Sydney Business School, University of Wollongong
- Tallinn School of Economics and Business Administration, Tallinn University of Technology
- Tuck School of Business at Dartmouth College
- UMEÅ School of Business and Economics
- UNC Kenan-Flagler Business School, The University of North Carolina at Chapel Hill
- Zagreb School of Economics and Management – ZSEM

Countries that received participants from IPADE:

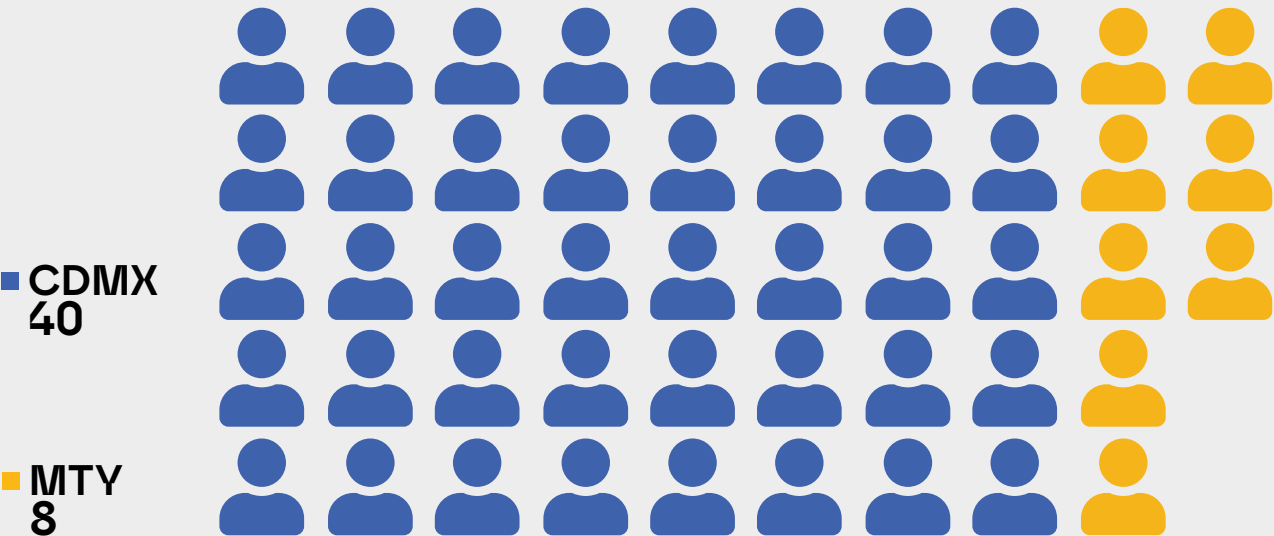
- Finland
- Greece
- France
- United Kingdom
- Germany
- Italy
- Spain
- Luxembourg
- Austria
- Australia
- Norway
- Poland
- Belgium
- Switzerland
- Scotland
- Sweden
- Estonia
- Croatia
- Thailand
- Korea
- China
- Japan
- India
- Venezuela
- Guatemala
- Chile
- Brazil
- Argentina
- Canada
- United States

THE MEXICAN
BUSINESS ECOSYSTEM
AS PART OF AN
INTERNATIONAL
TALENT NETWORK.



Foreign participants received:

TOTAL
PARTICIPANTS
48



Home schools of foreign participants:

- Audencia Business School
- Darden School of Business
- EDHEC Business School
- EMLYON Business School
- ESSEC Business School
- Indian Institute of Management Raipur
- Kedge Business School
- London Business School
- Luxembourg School of Business
- Mannheim Business School
- MCI Management Center Innsbruck
- NEOMA Business School
- Norwegian School of Economics
- Kühne Logistics University KLU
- Tuck School of Business
- UNIS Business School
- Università Commerciale Luigi Bocconi
- University of St. Gallen
- EMLYON Business School
- Norwegian School of Economics
- Lagos Business School
- Mannheim Business School

IT'S NOT JUST A CULTURAL EXCHANGE;
IT'S A TRIAL BY FIRE IN THE GLOBAL ENVIRONMENT.

Countries of origin:

- France
- United Kingdom
- Luxembourg
- Germany
- Austria
- Norway
- Italy
- Switzerland
- Nigeria
- United States
- India
- Guatemala

MEDE INTERNATIONAL WEEK

Doing Business in Mexico / Mexico as an Emerging Market
March 10–14, 2025

This program aims to introduce participants to the business opportunities Mexico offers, both as an exporting economy and as an appealing market for implementing international business models.

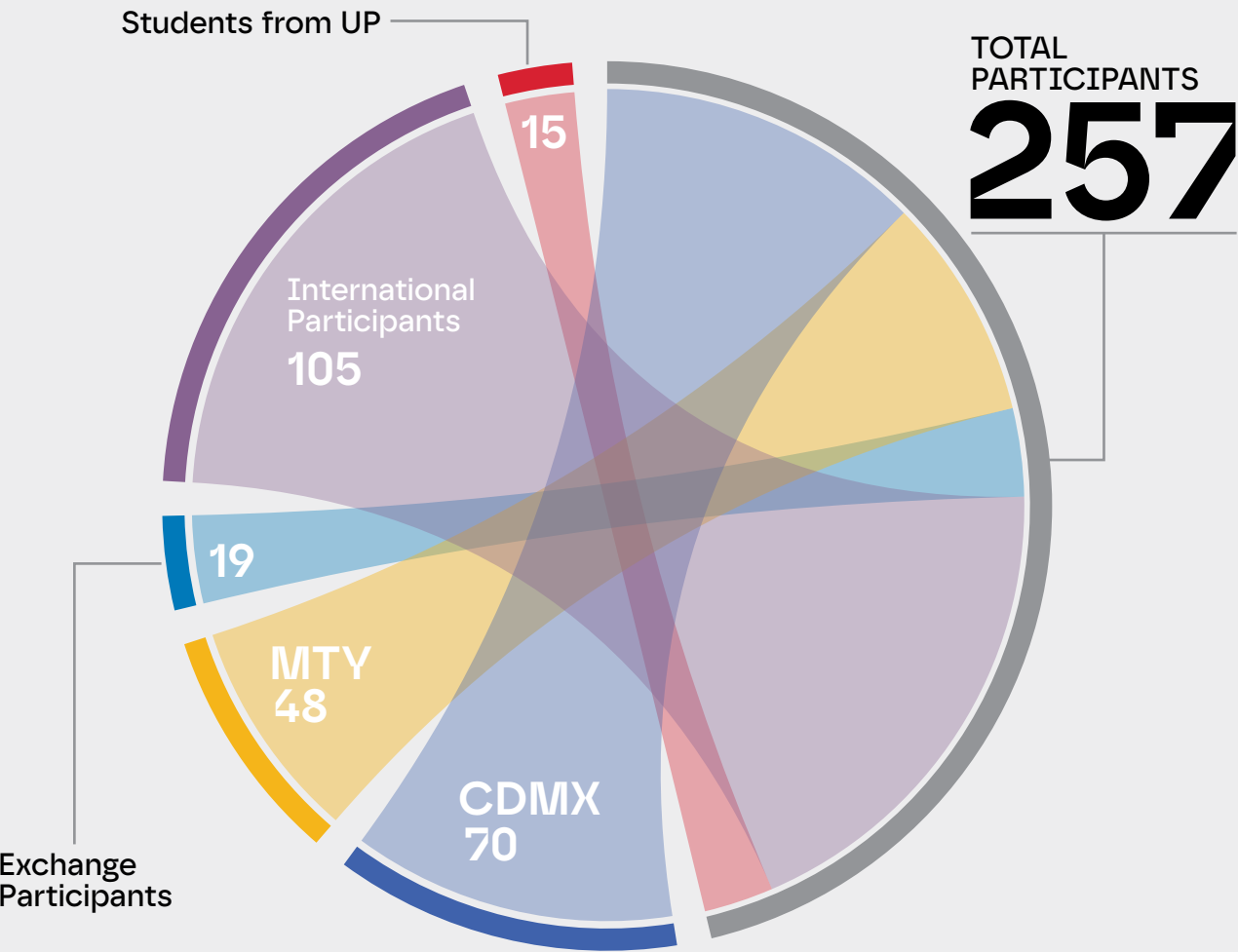
The event is aimed at our MBA students from our two main campuses, as well as our partner schools in other countries, promoting international exchange and creating global networking opportunities.

Program Objectives:

- To understand Mexico as an economy offering great potential and a strong productive base, capable of exporting high-quality products and services worldwide.
- See Mexico as a strategic market for developing and importing innovative business models.

Theme-based pillars of the program:

- Understanding Mexico's Context and Culture
- Being an Entrepreneur in Mexico
- How to Compete in Mexico
- Creating Social Value in Mexico



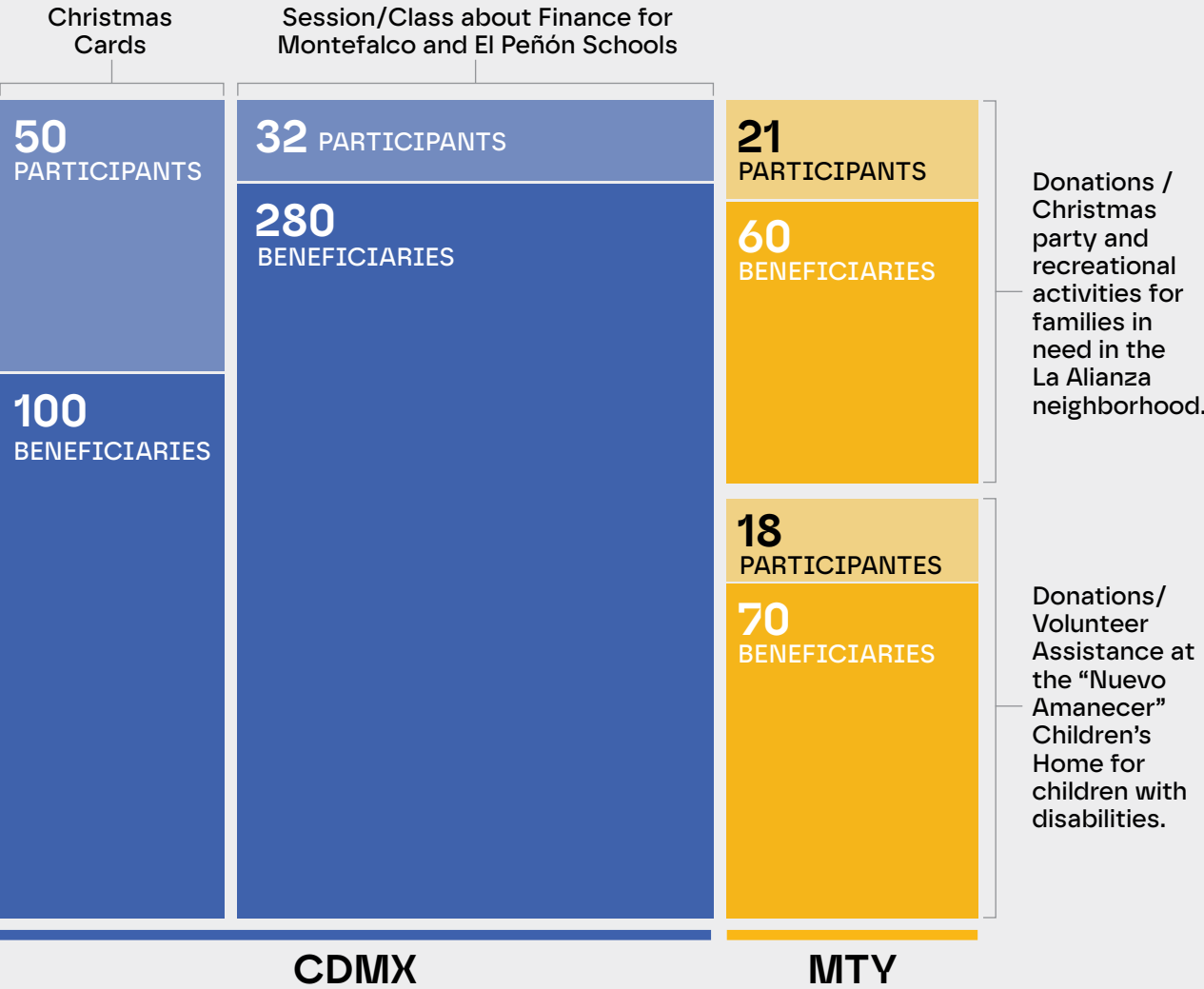
Participating business schools:

- Birmingham Business School
 - Faculty of Business Administration Université Laval
 - Coizueta Business School
 - Haskayne School of Business
 - IAE Business School
 - Jones Graduate School of Business
 - Kellogg School of Management
 - McCombs Business School
 - POLIMI Graduate School of Management
- Smith School of Business
 - The George Washington School of Business
 - UNC Kenan-Flagler Business School
 - UNIS Business School
 - University of North Florida - Coggin College of Business
 - University of Virginia Darden School of Business
 - Warwick Business School

Países que participaron:

- United States of America
- Canada
- Italy
- United Kingdom
- Guatemala
- Argentina

SOCIAL RESPONSIBILITY INITIATIVES OF THE MEDE PROGRAM



CAREER MANAGEMENT SERVICES CENTER (CEDIC)

CDMX MTY



CDMX

Name of Forum	Name of Featured Guest	Position of Featured Guest	Company of Featured Guest	Forum Attendees
BCC “Career in consulting”	Juan Pablo Guerrero Espinosa	Partner	Boston Consulting Group	15
Building your career in Consulting	Diana Guzmán	Sr. Consultant	EY	45
A.I. in Healthcare Industry- Accenture	Mauricio Guadamuz-González	Management Consultant Manager Life Sciences	Accenture LATAM	40
Presentation Hexaware Future Leader Program 2025	Erik Aguilar	Account Manager	Hexaware	50
From high to ultra-high specialty	Jacobo Caamaño	Associate Director-Commercial & Marketing, Mexico and Central America	BeiGene	30
The Impact of CEO Decisions: Leadership and Value Creation	Daniel Aliaga	CEO	Bacardí Latin America & the Caribbean	90
Presentation: Talking Beyond the Game	Lucía Mijares Martínez	Specialist in Women's Sports Development and Technical Leadership	FIFA	35
Building Brands in Mexico: Strategies for Market Penetration	Andrea Vidales Sierra	Marketing and Communications Director	Plata	38
Play, Lead, Innovate. Shaping the women sports industry	Isabel Cabrejas	Founder	Ambassador X	29
Operations as a pillar for Low Prices	Juan Pablo Peña Duque	Deputy Director of Operations	Walmart Mexico	35
The Dark Kitchen Diaries: Insights from Success and Failure	Rodrigo Torices	Founder	Chubbies Burger	45
Future Forward Consulting in Tech	María Cruz Monjaraz	Leaning Lead	Google Cloud	45

Name of Forum	Name of Featured Guest	Position of Featured Guest	Company of Featured Guest	Forum Attendees
Process Mining and AI in Business	Gerardo Hernández	LATAM Lead Engineer	Celonis	37
The Recipe for Success: Building Grupo RobeGrill	Andrés Morales Astiazarán	Co founder	Grupo RobeGrill	75
Futsingenero Founder & Nike Ambassador	Paola Kuri	Futsingenero & Nike	Founder & Ambassador	35
Adium Presentation	Patricia Corro	Talent Acquisition CoE Sr. Manager	Adium	50
Entrepreneurship by and for Women	Liliana Olivares	Founder	Adulting Mx	24
Oleofinos Presentation	Hilda Romero	Human Resources Manager	Oleofinos	40

MTY

Name of Forum	Name of Featured Guest	Position of Featured Guest	Company of Featured Guest	Forum Attendees
Consulting Interview workshop	Rafael Lira	Senior consultant	Roland Berger	20
The Recipe for Success: Lessons from Food & Beverage	Marcelo Hinojosa, Jesús Elizondo y Jaime Martínez	Founder & CEO, Founde & CEO and Co-founder & Co-CEO	Bebida Viva, Pan Benell y Berry Nuts	30
From Idea to Investment: A Founder's Guide to Raising Capital Workshop	Marianela Santos y Ricardo Cevada	General Partner at and CEO; CEO & Co-founder	Eagle Capital (Toronto) y Kalpa Ventures	25
Panel discussion: "Breaking Barriers in leadership"	Bárbara Diego, Karla Guerrero y Karla Cantú	Advisor at Subsecretaría de Inversión Social y Alianzas Estratégicas de Nuevo León, Social Entrepreneur and Founder of Several Companies; Board Director; Founder & CEO	ProjectCoach	25
Club de Family Business	Bernardo Elosúa Robles	President of the Board of Pinturas Berel and Board member	LAMOSA	30
From Searcher to Investor	Ángel Álvarez	Advisor	Lotus y Alza (España)	10
Finance Club	Patricio Treviño	Investor Relations Director	CEMEX	18
Entrepreneurship Club	Ricardo Olmos	CEO	Spin by Oxxo	16
Social Innovation Club	Gustavo González	CEO	Human Care	18
Finance Club	Silvia Lozano	Founder	Taxfi	18
Social Innovation Club	Diana Burnes	Sr. Account Manager	Terracycle	15
Finance Club	Emilio González	General Manager Mexico	Nubank	18

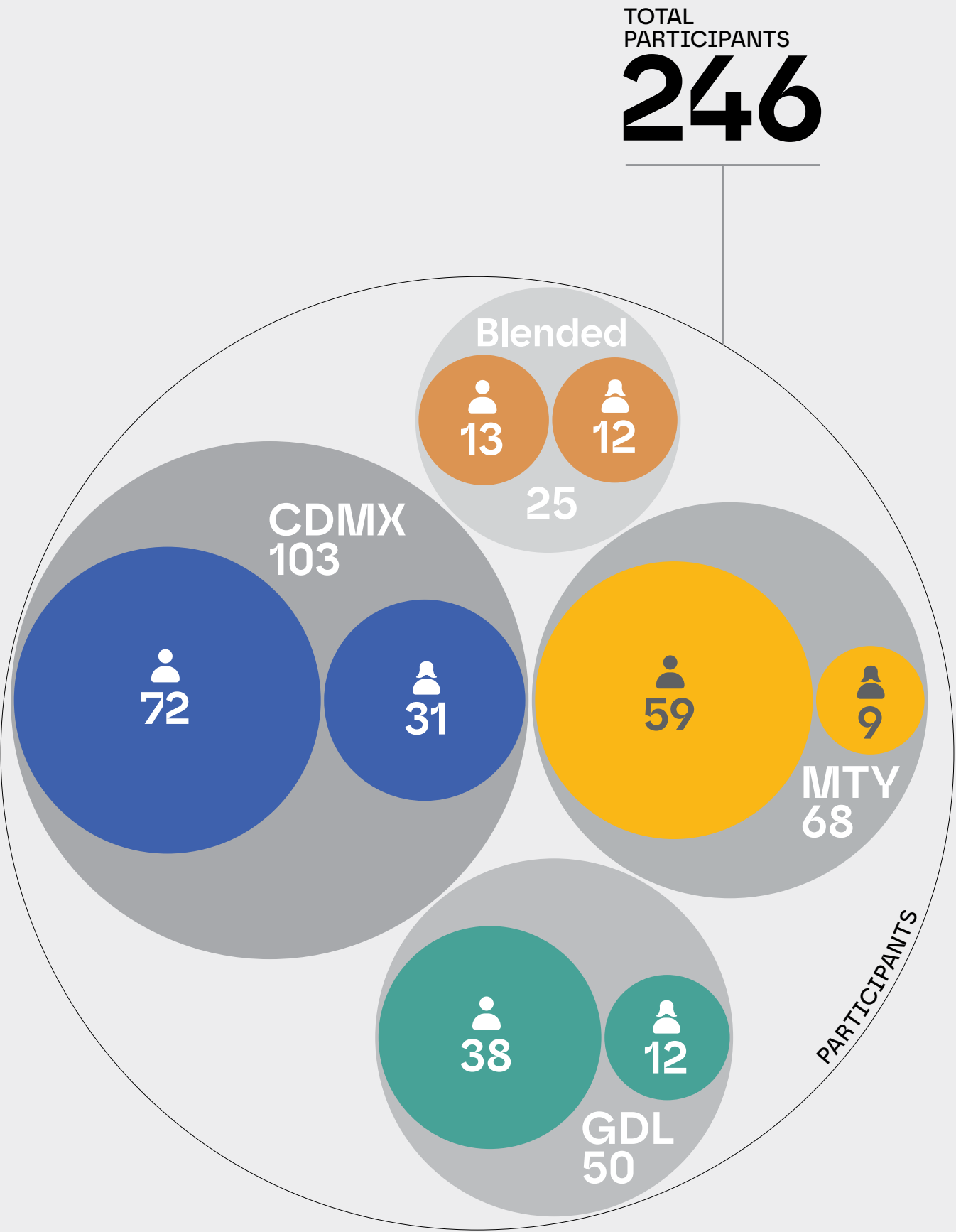


IPADE's **Executive MBA (MEDEX)** is a rigorous program designed to help executives and entrepreneurs **maximize** their **managerial skills**, fostering their **personal development** and enhancing their impact on their organizations. As part of one of the most influential **business networks** in Mexico and Latin America, the program offers **internationally recognized** strategic business education.

Over the course of **20 months**, participants undergo a transformative process using the **Case Method**, with academic support from **IPADE** and a **community of leaders** that fosters their professional growth and prepares them for **Senior Management** roles.

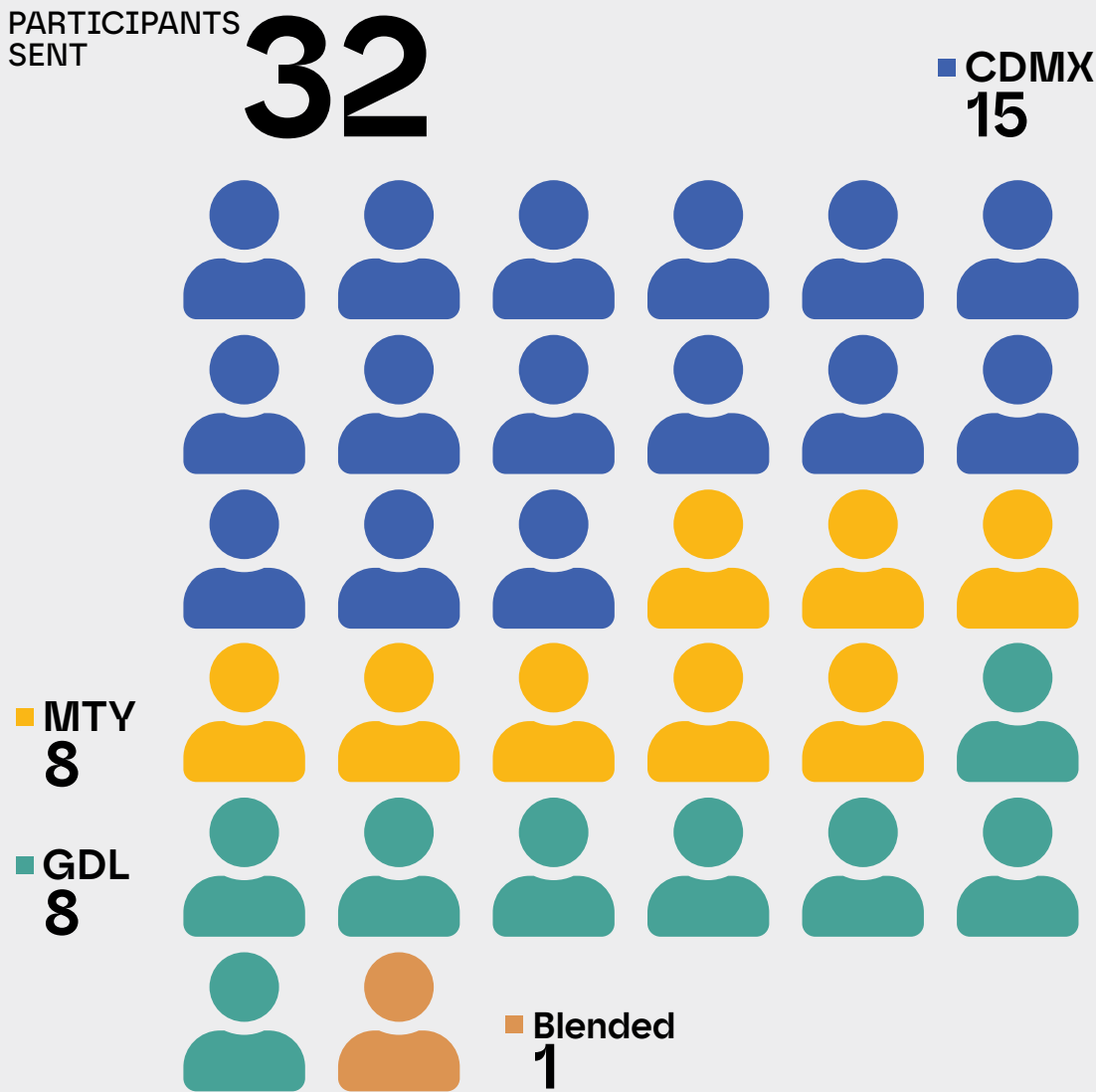
MEDEX: THE MBA
THAT TRANSFORMS
EXECUTIVES AND
ENTREPRENEURS INTO
BROAD-MINDED, HIGH-
IMPACT LEADERS.

Executive MBA MEDEX



MEDEX INTERNATIONAL IMMERSION PROGRAM

International immersion



Business School that received IPADE participants:

- London Business School



Country that received participants from IPADE:

- United Kingdom

IPADE'S MEDEX PROGRAM OPENS THE DOORS TO AN ELITE ACADEMIC NETWORK, OFFERING A HANDS-ON IMMERSIVE EXPERIENCE AT THE WORLD'S BEST BUSINESS SCHOOLS TO PROVIDE A TRULY GLOBAL PERSPECTIVE.



INTERNATIONAL WEEK OF THE EXECUTIVE MBA (MEDEX) Sustainability and Leadership

July 8–12, 2024

The MEDEX International Week on Sustainability and Leadership is a global program intended for Executive MBA (MEDEX) students, providing an in-depth exploration of environmental and social challenges from a managerial perspective. Building on academic sessions, lectures, case studies, networking opportunities, and cultural activities, participants deepen their understanding of responsible leadership and impactful innovation.

THE CONTENT FOR THE WEEK WAS ORGANIZED AROUND FOUR THEMES:

- Climate Leadership from the Private Sector
- Social entrepreneurs striving to change the world's course
- Sustainable entrepreneurship
- Creating economic value through social impact

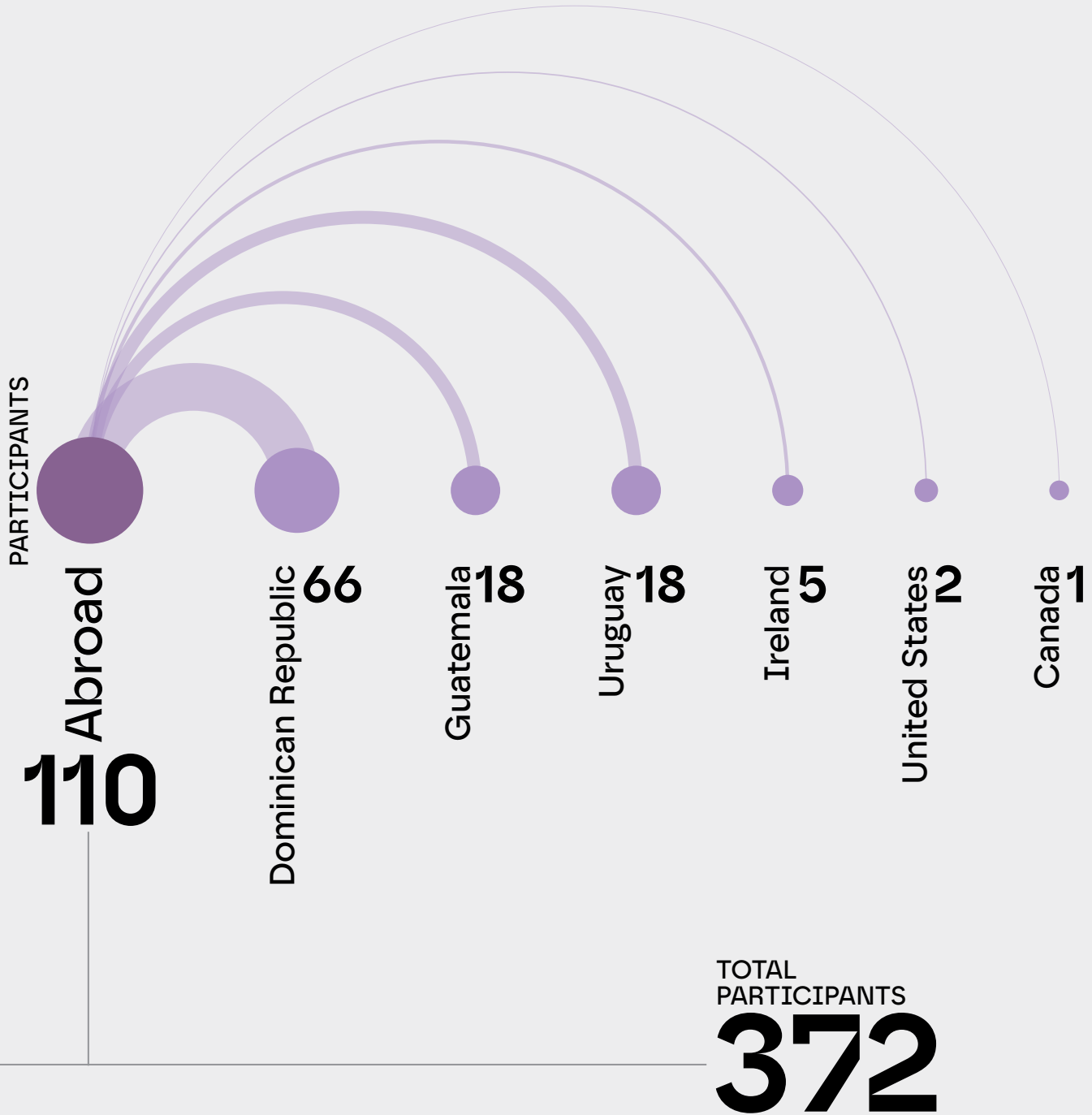
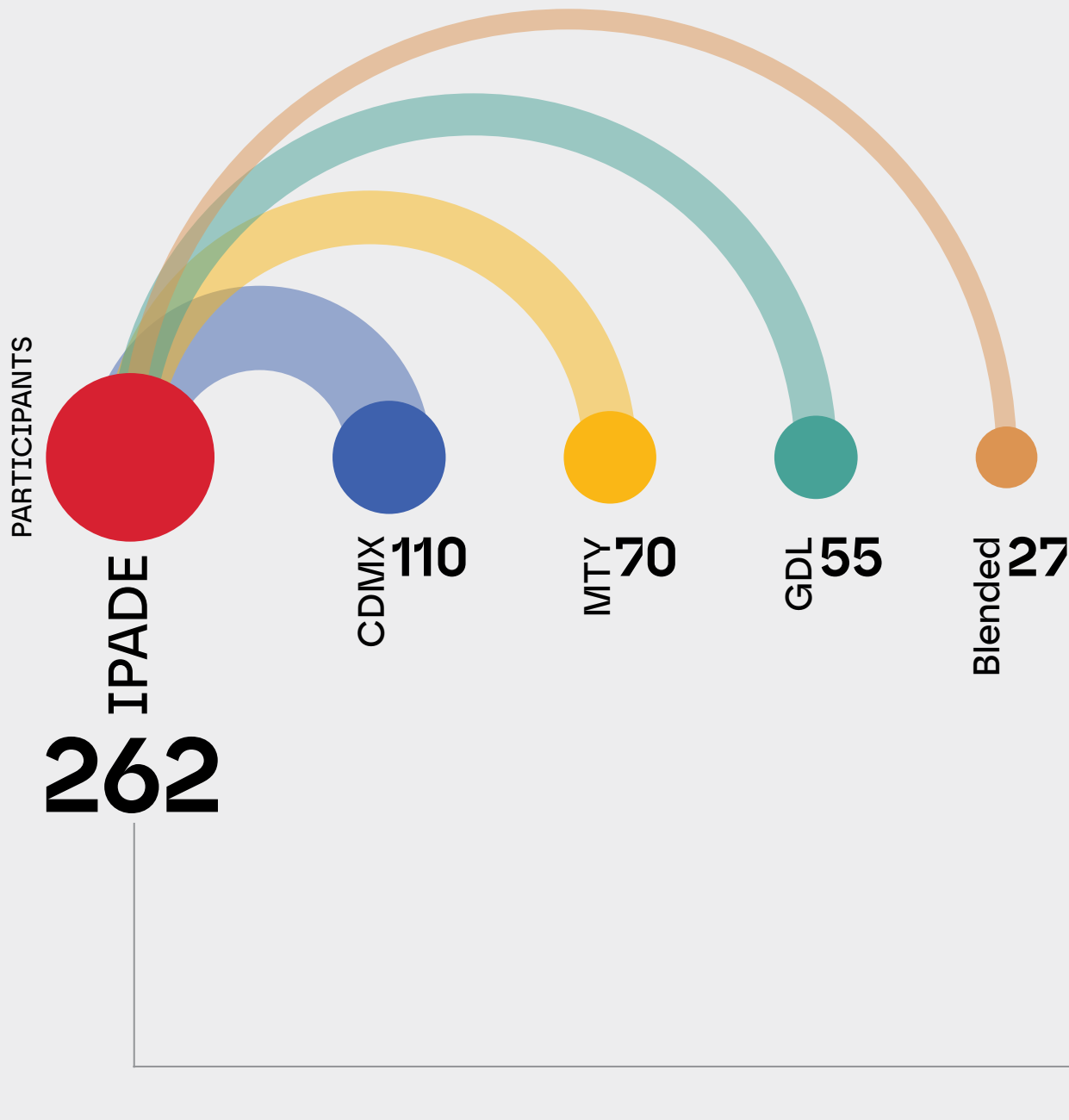
And a series of forums that fostered further dialogue and reflection.

PARTICIPATING SCHOOLS:

- Barna Management School
- IEEM Escuela de Dirección
- UNIS Business School
- Queen 's Business School - Belfast
- UNC Kenan Flagger
- Smith School of Business

COUNTRIES OF ORIGIN:

- Dominican Republic
- Guatemala
- Uruguay
- Ireland
- Canada
- United States of America



TOTAL PARTICIPANTS
372



MEDEX 2024–2025 Opening Ceremony. Monterrey.

IPADE's Focused Programs are designed to meet the demands of a global environment that calls for increased specialization. They are designed to help managers build **practical skills**, maximizing their performance in specific roles and **business functions** when faced with **real-world challenges**.

BOARDS IN ACTION PROGRAM

A program designed to empower board members by honing their leadership and strategic skills to build stronger and more effective organizations.

MANAGEMENT FOR SERVICES PROGRAM

A program that encourages participants to rethink their business model in order to develop a strategic roadmap centered on the customer and geared toward sustainable growth.

CHAIRPERSONS AND BOARD MEMBERS

A program designed for executives with more than ten years of experience on Boards of Directors. It strengthens the skills needed to design, build, and lead a board professionally, ensuring the company's stability and continuity.

G-20 COLLOQUIUM

This program helps participants reflect on and become aware of the fundamental issues that arise at certain stages of life, providing a space for dialogue and analysis that fosters personal growth and effective decision-making.

SENIOR MANAGEMENT PROGRAM FOR COMPANIES IN THE AGRI-FOOD CHAIN | ADEA

Designed for business owners and senior managers seeking to optimize their human, financial, strategic, commercial, and technological resources. The program offers a comprehensive overview of the agri-food industry, a sector that requires differentiation in terms of quality, volume, lead times, prices, and production costs in order to compete effectively and generate sustainable value.

TRANSFORMAD

It promotes strategic thinking, preparing leaders to anticipate and address the new challenges of the digital age. Through a renewed strategic vision, the Program fosters the leadership skills necessary to drive transformation and ensure the competitive edge of their businesses.

THE HUMAN SIDE OF THE MANAGER

Due to their responsibilities and their very nature as human beings, managers also face difficult moments. This program provides a space for in-depth reflection that goes beyond professional achievements to focus on the essential aspects of personal life and the balance necessary for leadership.

COLLOQUIUM FOR FAMILIES OF ENTREPRENEURS

Family businesses are cornerstones of the economy and offer distinct advantages over other business models. To maintain their strength, their members need to constantly engage in critical self-reflection and strategic thinking. This colloquium—the only one of its kind in Latin America—invites entrepreneurial families to conduct an in-depth analysis of their current situation and identify opportunities to strengthen their continuity and growth.

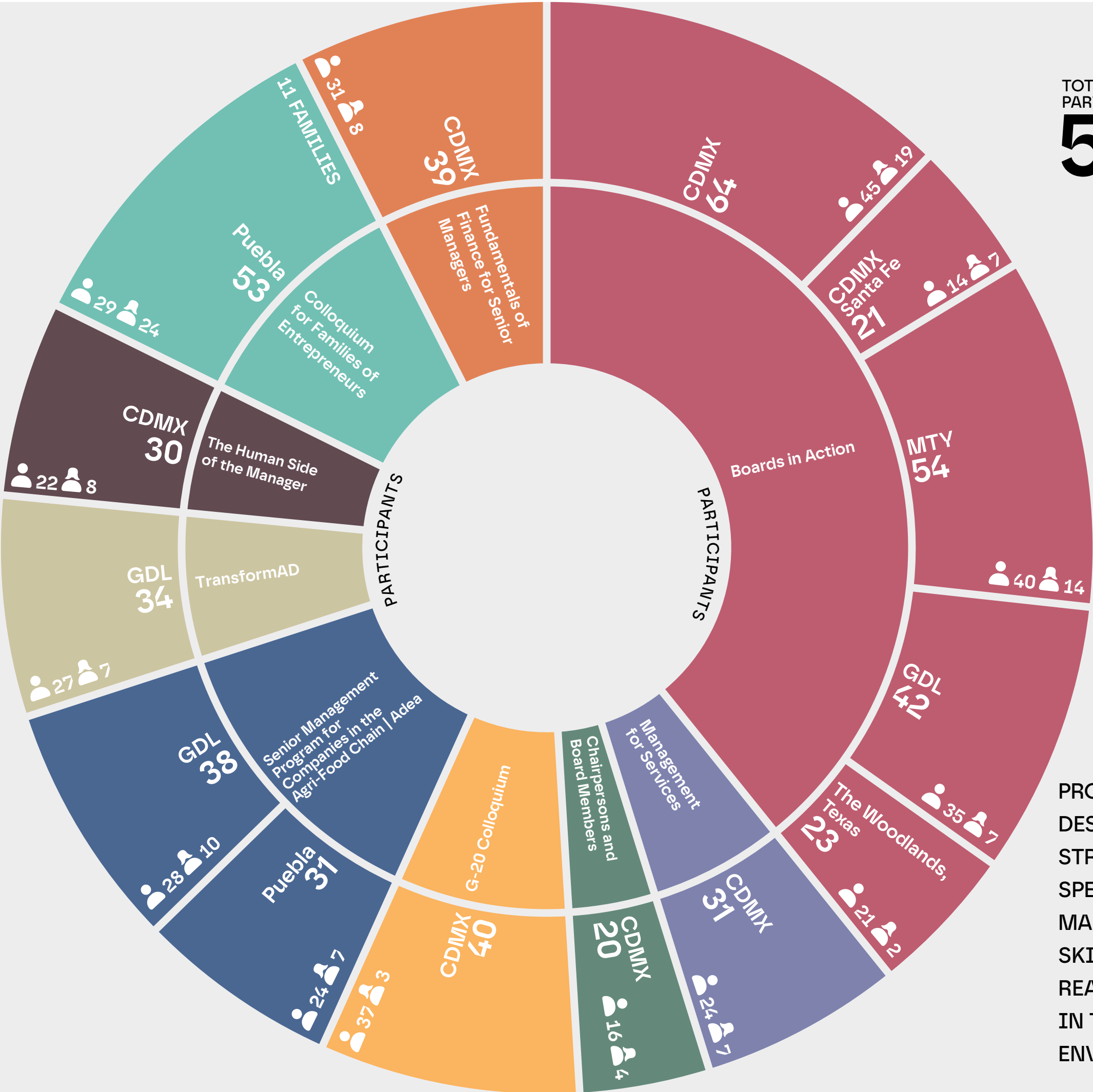
FUNDAMENTALS OF FINANCE FOR SENIOR MANAGERS

In an environment marked by rapid change, new regulations, and increasingly demanding market dynamics, business leaders need a clear understanding of the basic financial principles that underpin business decision-making. This program provides the necessary foundation to successfully tackle today's financial challenges and strengthen the organization's strategic management.

Focused Programs



Focused Programs



TOTAL PARTICIPANTS
520

PROGRAMS
DESIGNED TO
STRENGTHEN
SPECIFIC
MANAGEMENT
SKILLS TO ADDRESS
REAL CHALLENGES
IN THE GLOBAL
ENVIRONMENT.

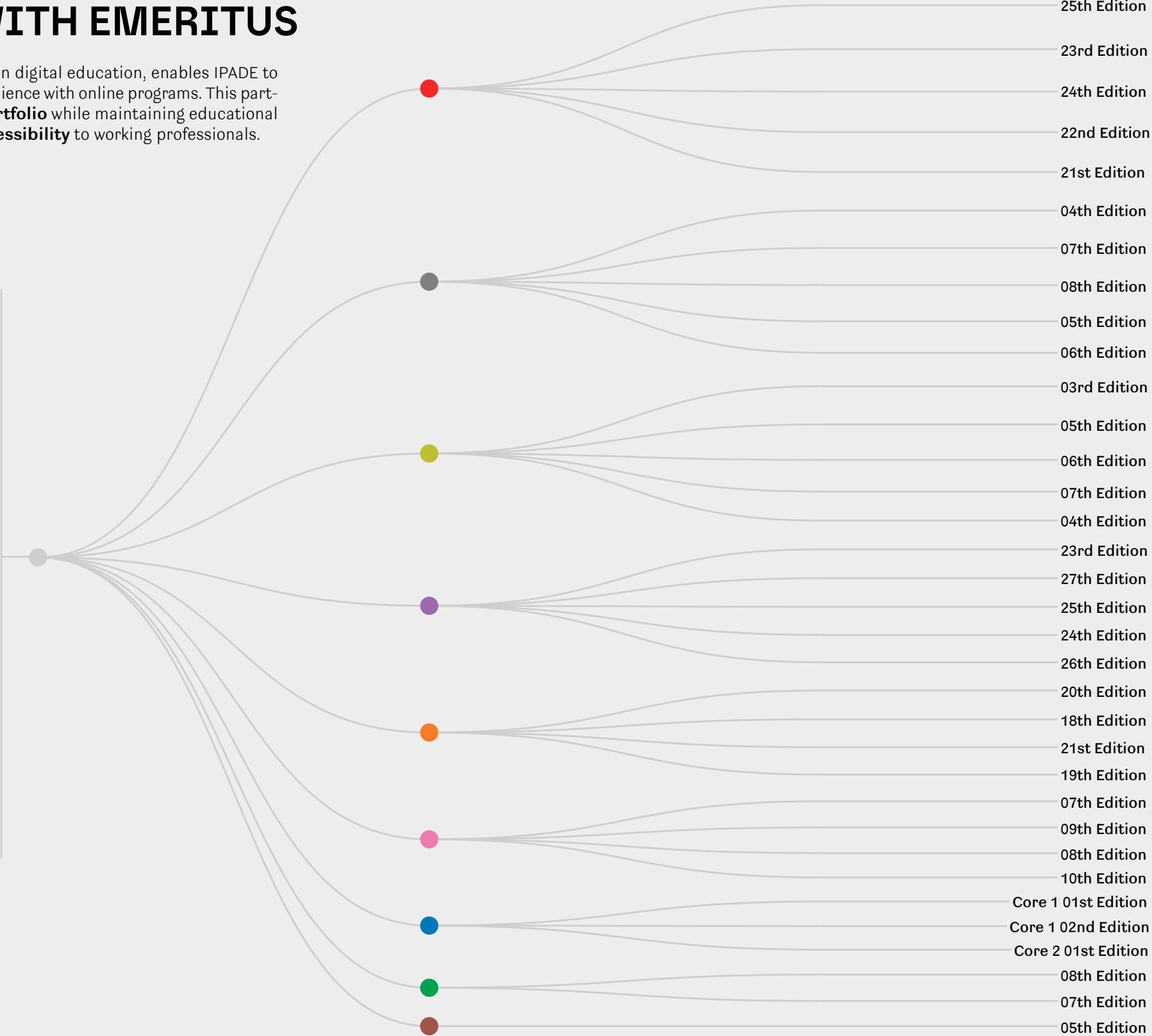


ONLINE PROGRAMS OFFERED IN PARTNERSHIP WITH EMERITUS

Our partnership with **Emeritus**, a pioneer in digital education, enables IPADE to expand its academic offerings to a global audience with online programs. This partnership **diversifies IPADE's academic portfolio** while maintaining educational excellence and offering **flexibility and accessibility** to working professionals.

9 PROGRAMS

- Negotiation: An Art and a Science
- Organizational Transformation and Change Management
- Project and Company Valuation
- Dynamics and Challenges for Family Businesses
- Finance: Strategic Solutions in Times of Crisis
- Human Talent: The Key to Organizational Transformation
- AcelerAD (Senior Management program)
- Financial Innovation in the Digital Age
- SEPO The Finance Function: A Strategic Ally of the Organization



PARTICIPANTS BY PROGRAM

25th Edition	197	862
23rd Edition	195	
24th Edition	163	
22nd Edition	157	
21st Edition	150	
04th Edition	134	561
07th Edition	128	
08th Edition	128	
05th Edition	113	
06th Edition	58	511
03rd Edition	149	
05th Edition	127	
06th Edition	101	
07th Edition	70	
04th Edition	64	308
23rd Edition	66	
27th Edition	66	
25th Edition	62	
24th Edition	60	
26th Edition	54	244
20th Edition	70	
18th Edition	61	
21st Edition	59	
19th Edition	54	
07th Edition	52	181
09th Edition	48	
08th Edition	47	
10th Edition	34	
Core 1 01st Edition	44	118
Core 1 02nd Edition	39	
Core 2 01st Edition	35	103
08th Edition	52	
07th Edition	51	
05th Edition	39	39

TOTAL PARTICIPANTS
2,927

IPADE Digital

IPADE Business School's **In-Company Programs** have consistently been highly ranked in the **Financial Times' Global Executive Education Ranking**, one of the world's most influential business school rankings. In the most recent edition, published in May 2025, IPADE was once again ranked among **the top 95 institutions** worldwide.

TOTAL PARTICIPANTS
5,203

IPADE's in-company programs promote the **strategic growth** of organizations and senior management teams, strengthening their capabilities through an **ethical, humanistic, and results-oriented approach**.

COMPANIES

CDMX

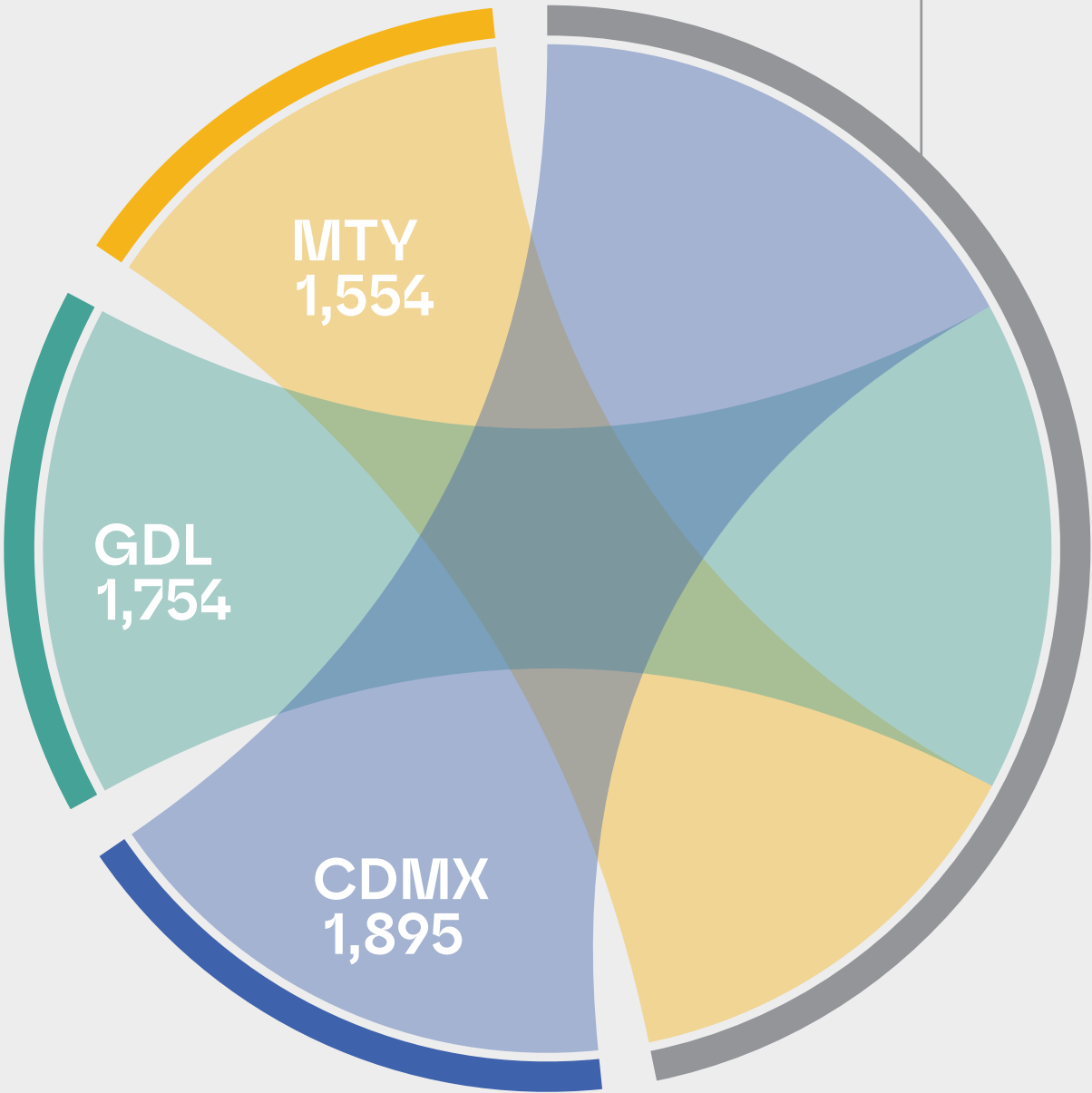
- Actinver C-Suite
- ADAVEC
- ALPURA
- AMIVTAC
- ASOFOM
- AWS
- Banorte
- BARNA
- BBVA
- Boardmedia
- Coca Cola FEMSA
- Compusoluciones
- Coparmex
- Centera
- Crupo BAL
- Crupo Elektra
- Crupo HYCSA
- Crupo Salinas Auditoria
- HP OAXACA
- Iberdrola
- INDRA
- LAMOSA
- MAPFRE
- MARS
- MSA Safety
- NADRO
- NOVARTIS
- OLHSA
- ORACLE
- PAD
- Peñafiel
- Pilgrims Pride Hilton
- PROA
- Siemens
- Stellantis
- Suburbia
- UNIS
- Vesta
- VISA
- Zendesk
- Zurich

GDL

- ABSA
- ADEM
- AMDAJAL
- CISCO
- CISCO PARTNERS
- Crupo CUMA
- Infarvet
- INCUSA
- Jetz Autopartes
- Peninsula
- Secretaría de Educación Jalisco
- Tesselar
- UAAJ

MTY

- Alen
- AMRACI
- Banorte
- Citibanamex
- CKGSB
- Cuauhtémoc
- Deacero
- Inmobiliaria CTM
- MULTIMEDIOS
- Palmex
- Pepsico Grupo
- Pinturas Berel
- SOFTTEK
- Ternium
- Viakon
- Wherex



TRAINING FOR SENIOR MANAGERS: DEVELOPING KEY COMPETENCIES FOR HIGH-LEVEL EXECUTIVES WHO DEFINE THEIR ORGANIZATION'S STRATEGIES AND MANAGE ITS CRITICAL RESOURCES.

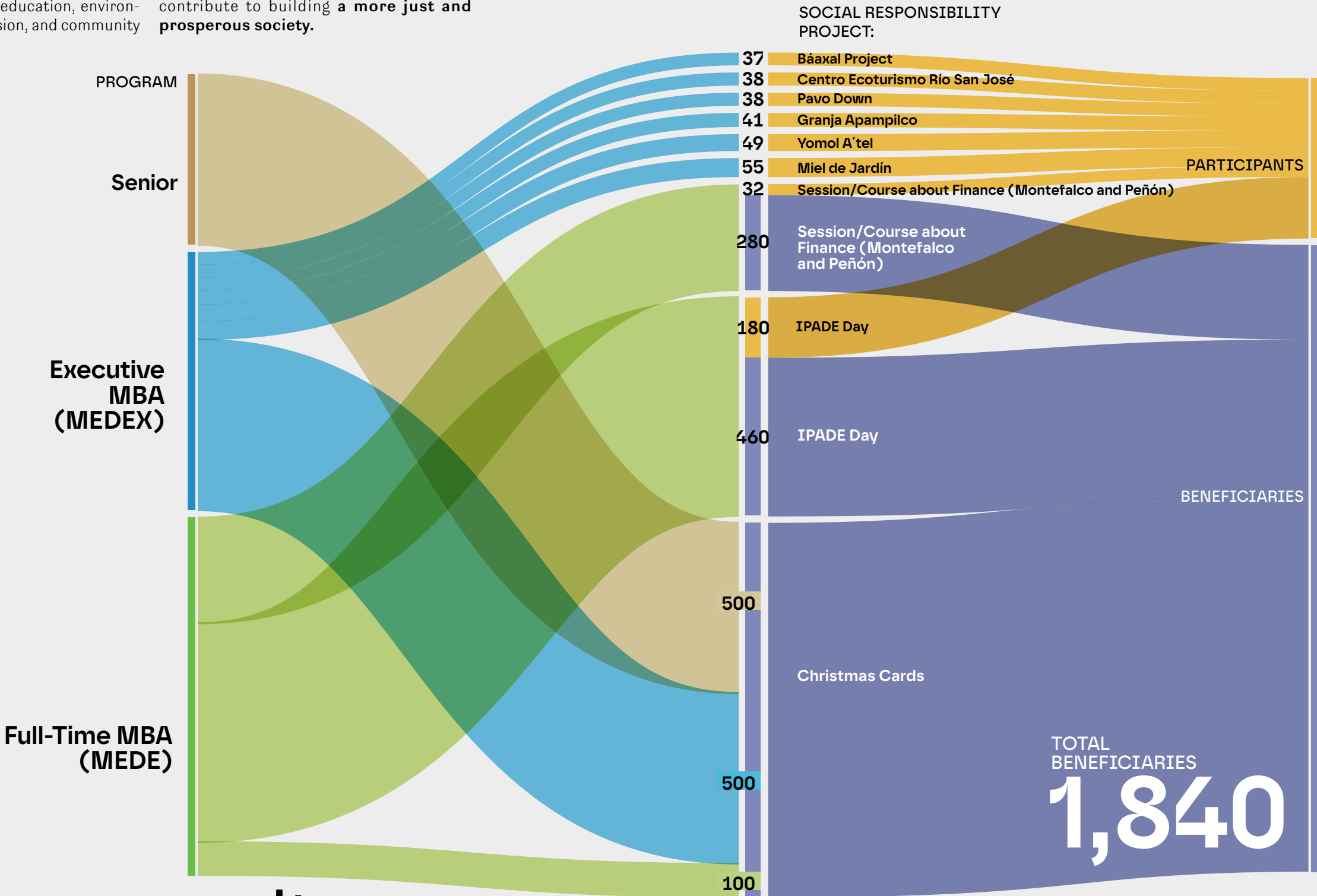
In-Company Programs



Our **Social Responsibility** strategy embodies **IPADE's commitment** to sustainable development and positive social impact. By offering programs in education, environmental protection, inclusion, and community support, we encourage leadership skills that drive meaningful change, in line with our belief that management training should also contribute to building a **more just and prosperous society**.

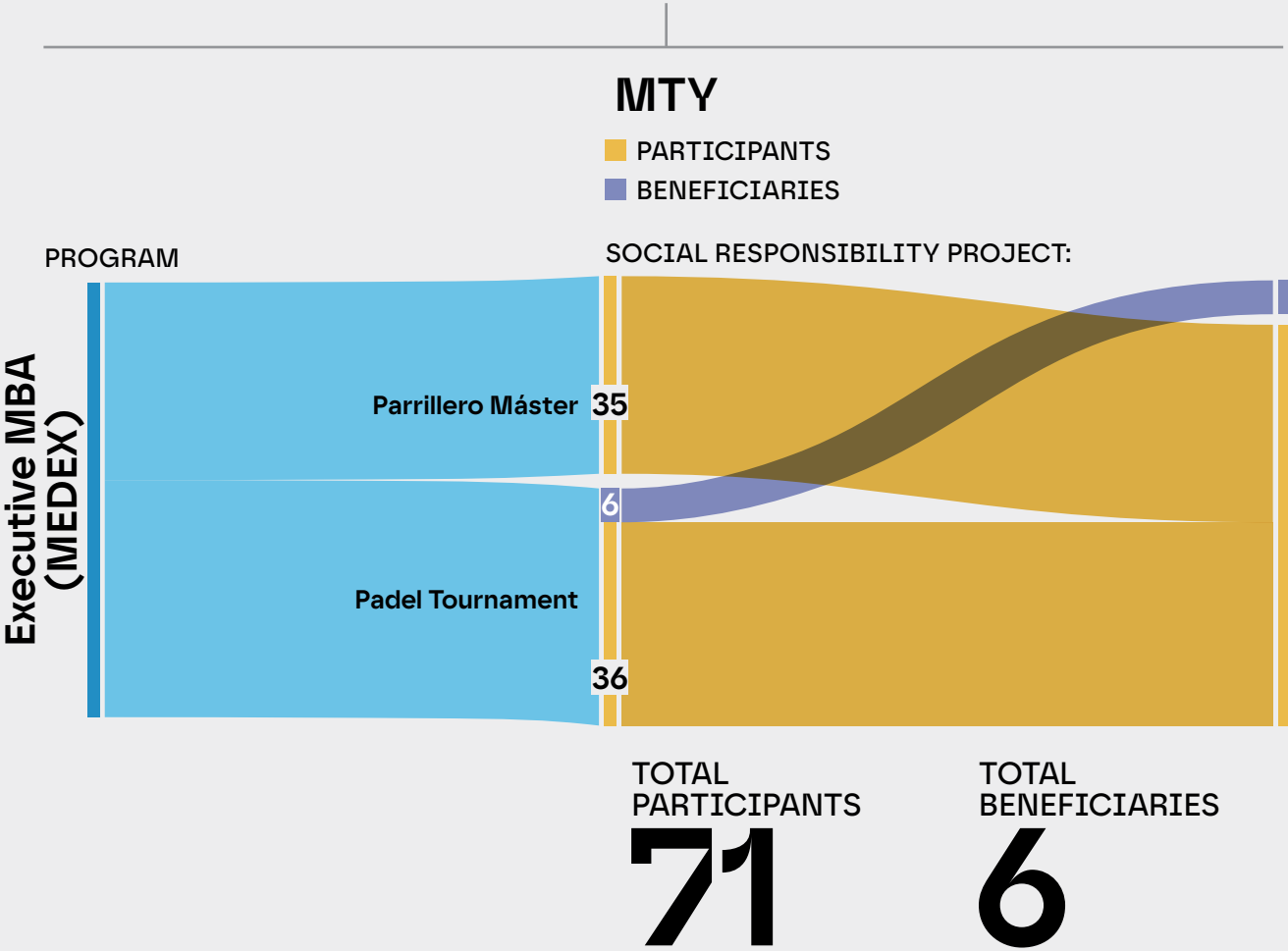
INSIDE COMMUNITY SERVICE

CDMX



Community
Service

INSIDE COMMUNITY SERVICE



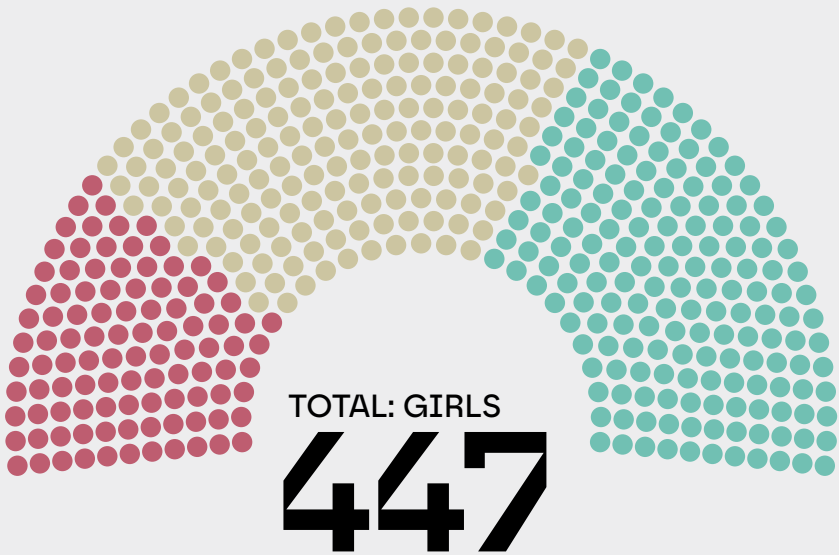
OUTSIDE COMMUNITY SERVICE

Schools

Montefalco School

GIRLS:

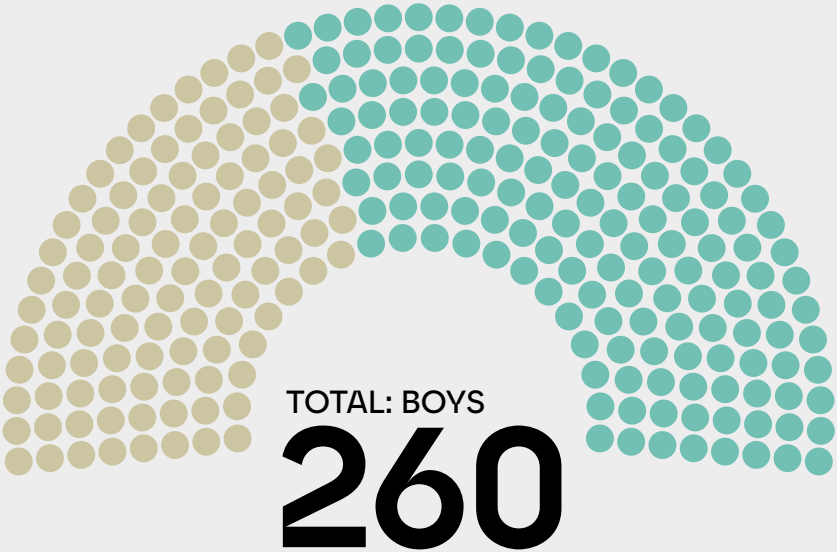
- Elementary 102
- Middle School 174
- High School 171



El Peñón Foundation

BOYS:

- Middle School 106
- High School 154



SOCIAL RESPONSIBILITY Other projects

Mexico City | IPADE 2025 Race in Chapultepec Forest
June 8

The **IPADE race** brought together **over 1,249** participants—including students, faculty, parents, alumni, and staff—in Section II of the Chapultepec Forest, with race distances ranging from **3 km (walk) to 5 km and 10 km**. The event helped **raise awareness of IPADE's community service**, strengthen ties with **El Peñón and Montefalco**, and reaffirm its commitment to their educational communities.

PARTICIPANTS
1,249

CDMX | 19th IPADE Invitational Golf Tournament
at Club Campestre
February 17, 2025

For the first time, **IPADE's traditional 18-hole tournament** was held, along with an additional **9-hole, par-3 tournament**, attracting new players eager to enjoy the **IPADE Invitational** experience.

PARTICIPANTS
270

MTY | IPADE Invitational Golf Tournament at
Club La Herradura
June 23, 2025

The event benefited the **"Inspire Leaders. A bet on Mexico,"** contributing to the scholarship fund.

PARTICIPANTS
100

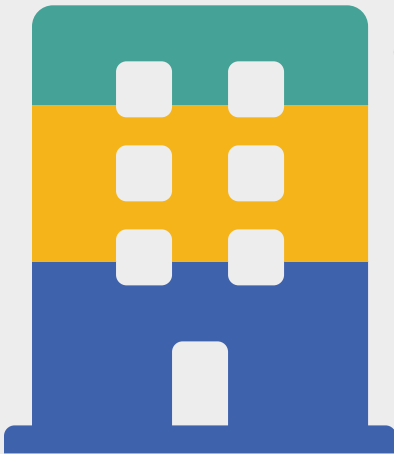
ESG IMPACT RESULTS (2024)

ESG Intellectual contributions	Basic or Discovery Scholarship Articles on ESG Topics	ESG Contributions Used in Programs	TOTAL IMPACT
308	18	101	427

CARBON FOOTPRINT (2024)

We care about the **impact** of our actions on the **environment**, and that's why we have devoted part of our efforts to implementing **sustainable and responsible practices** that make a positive impact. We began conducting audits in **2022**, and the following are the preliminary findings from two years of reviews:

Certification of compliance with the GHG Protocol requirements.
Units: metric tons of carbon dioxide equivalent (tCO₂e)



GDL = 381.77

MTY = 604.14

CDMX = 741.08

TOTAL AT IPADE
1,727

POSITIVE IMPACT RATING

The **Positive Impact Ranking for Business Schools** is the only ranking that evaluates business schools based on their ability to make a positive impact on the world.

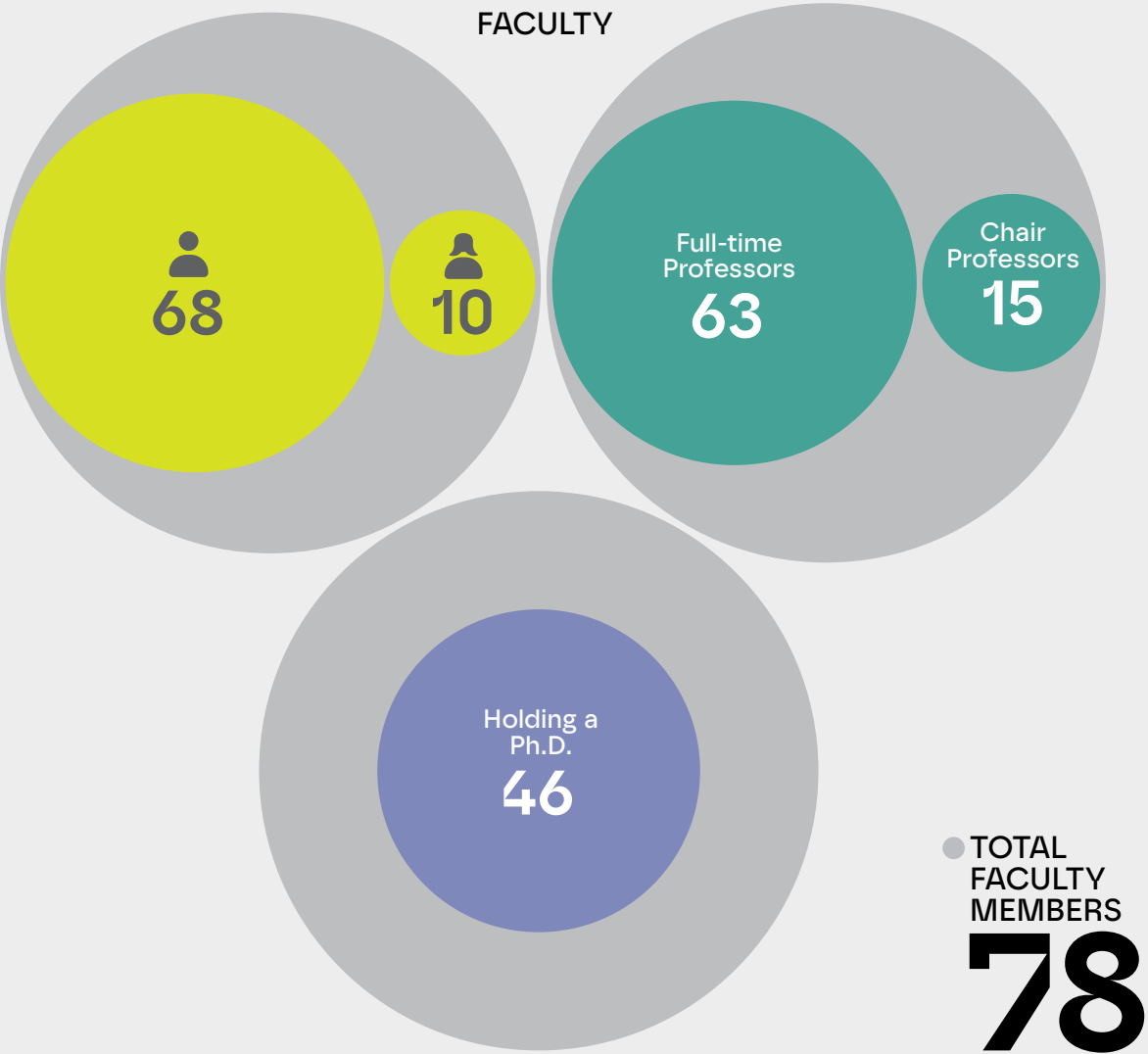
There are **5 levels of social impact**. IPADE was promoted from Level 4 (2024), "Transforming School," to Level 5 (2025), "Pioneering."

- IPADE moved up from **Level 4**, "Transforming," to **Level 5**, "Pioneering."
- Only **11 schools worldwide** achieved Level 5 this year.
- **86 participating schools** worldwide.



Our **Top-Tier Faculty** stands out for its **academic rigor**, conceptual depth, and ability to connect **cutting-edge knowledge** with the real-world challenges faced by senior managers. Such a close connection to current business challenges, combined with ongoing and relevant academic exchange, helps create a solid and meaningful **learning experience for each participant**.

PROFILE OF OUR ACADEMIC FACULTY



Faculty

FACULTY TRAINING

True education—or, we might say, **transformation**—is achieved through what **each faculty member** and every person who works at the institution brings to the table, and through what they are able to **convey to each participant**.

Faculty training activities:

- (3 x 3 x 3 + 1) + n
- Training Programs on the Case Method
- GloColl at Harvard Business School
- Global Colloquium on Participant – Centered Learning

2024

- Mónica Rubio Crijalva (Professor in the Operations Management department)
- Ricardo Herrera Martínez (Professor in the Decision Analysis department)
- José Carlos Rodríguez Pueblita (Professor in the Economic Environment department)
- César Augusto Calderón (Professor in the Economic Environment department)

2025

- Ximena Campos García (Professor in the Operations Management department)
- Rodrigo Conzález Souza (Professor in the Human Resources Management department)
- José Antonio Lozano Díez (Professor in the Organizational Behavior department)
- Fernanda Canale Segovia (Professor in the Organizational Behavior department)

- Online Programs with Ivey and The Case Centre
- Doctoral Programs
- Research Seminars
- Research Workshops
- Conferences and seminars
- Institutional Training Seminar (Intensive Week)
- Anthropological Training
- Ethics
- The Social Doctrine of the Church
- Follow-up sessions (every 3 months: November, February, May)
- Spaces for Academic Discussion
- Mentoring for Faculty members
- G0s Research Workshops

IPADE'S WORLD-CLASS FACULTY COMBINES ACADEMIC RIGOR, ENGAGEMENT WITH THE BUSINESS WORLD, AND TRAINING FOR TEACHERS WHO ARE SHAPING TODAY'S EXECUTIVES.

Other activities in which teachers and school administrators also participate:

- Annual Faculty Meeting
- Retreats and community gatherings
- “Dialogues”

Focused Programs for Personal Development:

- G-20 COLLOQUIUM
- The image of Our Lady of Guadalupe. Interpretation, Symbolism, and Conservation
- Happiness and suffering. Two sides of the same coin
- “Me + You = Us” Workshop
- “Us + Family” Workshop
- Person and Identity: Keys to Analyzing Contemporary Women and Men
- With our sights set upwards. Faith Today

INTERNATIONAL COURSES

→ Germany

- Artificial Intelligence for Executives (IESE ‘Munich’)

→ Spain

- Executive Digital Change: Data, Agility and Continuous Innovation (IESE ‘Barcelona’)
- Negotiating Effectively and Creatively (IESE ‘Barcelona’)
- Generative Artificial Intelligence (EBIS Business Techschool)

→ China

- Opportunity in Diversity: Decoding the Dynamic Chinese Economy (Tsinghua University)

→ Italy

- Redefining Business (PUSC)

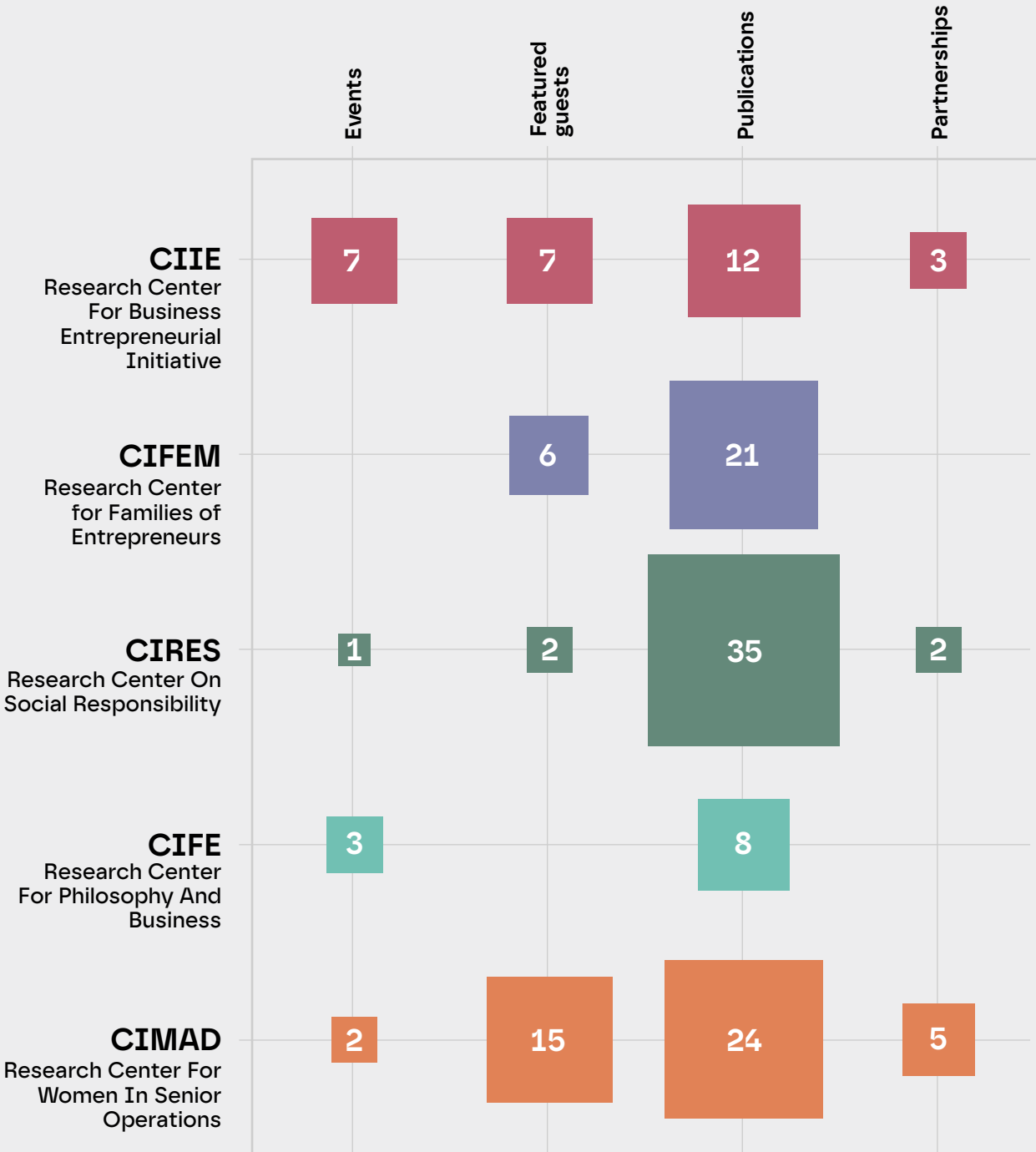
→ Switzerland

- Digital and AI Transformation for Boards (IMD)

→ United States of America

- Authentic Leader Development (Harvard Business School)
- Business Model Innovation for Organizations (MIT Sloan School of Management)
- Corporate Governance - Executive Education Course (Northwestern Kellogg School of Management)
- Disciplined Entrepreneurship: A Systematic Approach for Building Innovative Products and Ventures (MIT Sloan School of Management)
- Disney’s Approach to Quality Service (Disney Institute)
- Leading and Building a Culture of Innovation (Harvard Business School)
- US Mexico Forum 2025 (Center for U.S.- Mexican Studies)

RESEARCH CENTERS



AT IPADE, RESEARCH IS THE CORNERSTONE OF THE MATERIAL PRESENTED IN THE CLASSROOM.

IPADE PUBLISHING PLATFORM (Case Studies)

It is a **platform for selling case studies** to disseminate teaching materials developed by **IPADE faculty**. The topics deal with **Senior Management training**. It also aims to provide better services to **other academic institutions** and individuals.

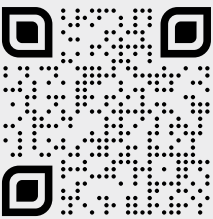
ACADEMIC MATERIALS

532

Including case studies, technical notes, and offprints in Spanish, English, and Portuguese.

Intended for three types of users:

- 1) **Individuals:** Alumni, consultants, the general public
- 2) **Institutional:** Academic institutions that purchase IPADE case studies for use in their programs
- 3) **Faculty members from IPADE and other academic institutions** who wish to access IPADE's collection and download teaching guides



Read more here:
IPADE Publishing

INTELLECTUAL CONTRIBUTIONS (2024)



286
Educational development
87 case studies
43 technical notes
156 supplements count

56
Scientific Production
19 proceedings
12 presentations
25 academic papers

2
Doctoral dissertations

241
Other
Articles and
Interviews

TOTAL DE
CONTRIBUCIONES
INTELLECTUALES
677

92
Practice-Oriented
Output
7 research report
73 articles
6 books
6 book chapters



Maria Gabriela Alvarado Cabrera.

Faculty 2025

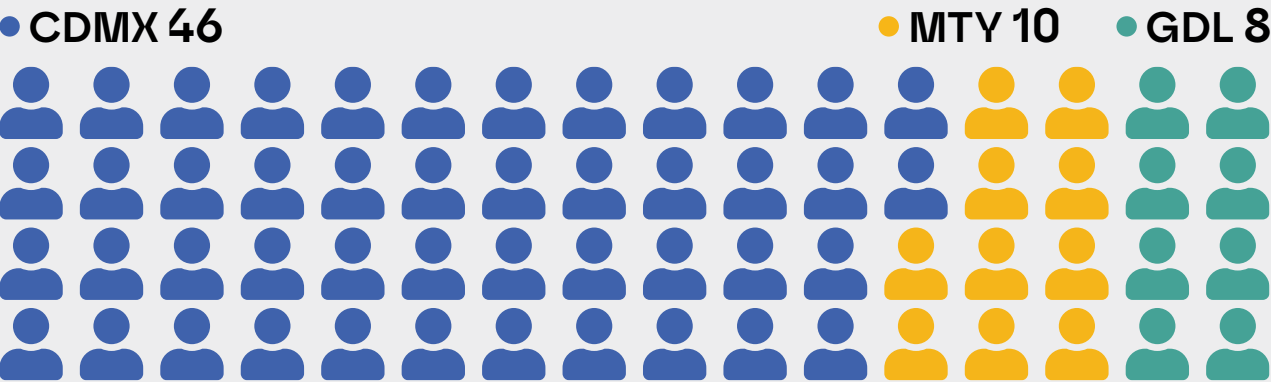


The close relationship with the **real world of business** is essential for providing participants with **effective tools** for solving real-world problems. In addition to **theory**, the **practical application** of knowledge is highly valued.

IPADE BUSINESS COUNCIL

- Salvador Álvarez Valdés
 - Jaime Alverde Losada
 - Rodrigo Amodio Ciombini
 - Luis Aranguren Tréllez
 - José Carlos Azcárraga Andrade
 - Francisco Javier Barroso Díaz Torres
 - José Eduvigildo Carranza Beltrán
 - Juan Ignacio Casanueva Pérez
 - Guillermo Casas Azcárraga
 - Antonio Cosío Pando
 - Javier De Pedro Espinola
- Antonio Del Valle Perochena
 - Melanie Devlyn Gómez
 - Charles El Mann Metta
 - José Eduardo Esteve Recolons
 - Lorenzo Fernández Alonso
 - Horacio Fernández Castillo
 - Simón Calante Zaga
 - Eugenio Carza Herrera
 - Alta gracia Gómez Sierra
 - Alejandro González Zabalegui
 - Carlos Labarthe Costas
 - Adolfo Loera Marín
 - José Antonio Lozano Díez
- Eugenio Madero Pinsón
 - José Medina Mora Icaza
 - Samuel Mizrahi Cojab
 - Eduardo Osuna Osuna
 - Moisés Romano Jaffif
 - Angélica Ruiz Celis
 - Armando Santacruz González
 - Katya Somohano Silva
 - Armando Torrado Martínez
 - Federico Toussaint Elosúa
 - Miguel Velasco Fernández
 - Guillermo Vogel Hinojosa
 - Enrique Zambrano Benítez

FEATURED GUESTS



TOTAL
FEATURED GUESTS
64

CLOSE TIES WITH
REAL-WORLD
IPADE

CDMX

- Aguilera, Fernanda (Manager, Salón Tenampa)
- Alves, Paulo (Dean, Barna Management School)
- Arana Escobar, José Manuel (CEO, NADRO)
- Beltranera, Enrique (CEO, Volaris)
- Berges Rojo, Alberto (CEO, MAPFRE México)
- Berho Carranza, Lorenzo (CEO, Vesta)
- Brooks, Arthur (Professor, Harvard Business School)
- Camuñez, Michael (President and CEO, Monarch Global Strategies LLC)
- Carranza Salinas, Servando (President, Miel de Jardín)
- Chu, Michael (Professor, Harvard Business School)
- Ferrer Baez, Javier Arturo (Managing Partner, Despacho Ferrer y Asociados | Grupo Salinas Auditoría)
- Freire Prados, Miguel (CEO, Novartis)
- González Herrera, Víctor (Executive Director, Por un País Mejor)
- Hernández, Luis (CEO, Actinver)
- Huertas Mejías, Antonio (President and CEO, MAPFRE)
- Jaime, Guillermo (CEO, hackÜ)
- Jañez, Claudia (Executive President, ConMéxico)
- Labarthe Costas, Carlos (President, Centera)
- Lleó De Nalda, Alvaro (Professor, Universidad de Navarra)
- López Chávez, Edgar (Director, Academia Mexicana de Cocina)
- Majos, Enrique (CEO, Centera)
- Maldonado, Gilberto (CEO, Peñafiel)
- Meade Kuribreña, José Antonio (Former Mexican Secretary of Foreign Affairs)
- Martínez Licea, Eduardo (President, Baaxal)
- Medina Mora Icaza, José (President and Founder, Board of Directors CompuSoluciones | President, COPARMEX)
- Mendoza, Gabriela (President, Pavo Down)
- Mosqueria, Carlos Alberto (CEO, Grupo PROA)
- Norris, Gabi (CEO, Clean the World)
- Ochoa, Lorena (Professional golfer)
- Pacheco, Rodrigo (Business Reporter, Grupo Imagen)
- Piñero Moral, Ricardo (Professor at the University of Navarra | Director of the Core Curriculum Institute)
- Quintana Carza, Isidro (CEO, CISCO Mexico)
- Ramírez Bustos, Juana (CEO and Founder, Grupo Sohín)
- Rodríguez, Javier Alejandro (President, Yomol Atel)
- Romera Oñate, Luis (Professor, Pontificia Università della Santa Croce)
- Rossman, John (Managing Partner at Rossman Partners | VISA)
- Secamilli, Guillermo (CEO, MARS Latinoamérica)
- Sigman, Mariano (Ph.D. in Neuroscience from the Rockefeller University in New York)
- Solórzano, Diego (Economist, Banco de México)
- Somohano, Katya (CEO, Iberdrola Mexico)
- Toussaint Elosúa, Federico (President, LAMOSA)
- Treviño Melguizo, María José (CEO, Acclaim Energy México and LATAM)
- Valdés, Francisco Xavier (President, Amphibiotechnologies)
- Velasco Arguijo, Guillermina (President, Granja Apampilco)
- Villacian, Carlos (Vice President and Managing Director of LATAM at MSA Safety)
- Zaidan Lopes, Fernanda (President, Comité Inicial del Centenario del Opus Dei)

MTY

- Cong, Ángel (CEO, Grupo Multimedios)
- Espinola, Víctor (CEO, AMRACI)
- García Muñoz, Mauricio (Co-President and Codirector General de Grupo AlEn)
- García Torres, Andrés (Co-President and Co-CEO of Grupo AlEn)
- González Albuerne, Francisco (President, Grupo Multimedios)
- Cutiérrez, Gabriel (CEO, Deacero)
- Puente, Francisco (Founder, WhereX)
- Rodríguez, Luis (CEO, Pinturas Berel)
- Sarmiento, Jorge Arturo (CEO, Inmobiliaria GTM)
- Torres Azar, Ramzda (Vice President of Talent, Grupo AlEn)

GDL

- Espinosa López, Gabriela (President, INFARVET)
- Flores Miramontes, Juan Carlos (Secretary of Education for the State of Jalisco)
- Carza Támez, Luis Carlos (CEO, ABSA)
- Orellana González, Leonardo (CEO, LAMEX)
- Pérez Figueroa, Luis Gerardo (CEO, Tesselar)
- Quintana Carza, Isidro (CEO, CISCO Mexico)
- Solórzano, Priscila (CEO, Península)
- Valdés Pérez, Alejandro (President, UAAJ)



IPADE

TRENDS FORUM



From left to right: José Medina Mora, founder and president of CompuSoluciones; Martha Patricia Herrera González, Secretary of Equality and Inclusion for the Government of Nuevo León; José Manuel Arana Escobar, CEO of Nadro; and José Díez, director of the Organizational Behavior department.

IPADE's **International Office** seeks to maximize IPADE's capacity to generate innovative and impactful knowledge that can help **address the most pressing business challenges** in **Mexico** and **Latin America**.

INTERNATIONAL PARTNERSHIPS

TOTAL

75

WE FORM STRATEGIC PARTNERSHIPS AND AGREEMENTS TO STRENGTHEN IPADE'S GLOBAL PRESENCE.

NORTH AMERICA

- Goodman School of Business (Canadá)
- Haskayne School of Business, University of Calgary (Canadá)
- Kenneth Levene Graduate School of Business, University of Regina (Canadá)
- Laval Faculty of Business Administration, Université Laval (Canadá)
- Smith School of Business, Queen's University (Canadá)
- Coggin College of Business, University of North Florida (Estados Unidos)
- COX School of Business, Southern Methodist University (Estados Unidos)
- Darden School of Business, University of Virginia (Estados Unidos)
- George Washington University School of Business (Estados Unidos)
- Goizueta Business School, Emory University (Estados Unidos)
- Haas School of Business, University of California Berkeley (Estados Unidos)
- Jones Graduate School of Business, Rice University (Estados Unidos)
- Kellogg School of Management, Northwestern University (Estados Unidos)
- McCombs School of Business, The University of Texas at Austin (Estados Unidos)
- Simon Graduate Business School, University of Rochester (Estados Unidos)
- Stern School of Business- NYU (Estados Unidos)
- Tuck School of Business, Dartmouth College (Estados Unidos)
- UNC Kenan-Flagler Business School, University of North Carolina (Estados Unidos)

LATIN AMERICA

- Escuela de Administración Pontificia Universidad Católica de Chile- PUC (Chile)
- FEN Facultad de Negocios y Economía, Universidad de Chile (Chile)
- FIA - Fundação Instituto de Administração (Brasil)
- IAE Business School (Argentina)
- IESA - Instituto de Estudios Superiores de Administración (Venezuela)
- Instituto COPPEAD de Administração/UFRJ (Brasil)
- UNIS Business School (Guatemala)

International Office

EUROPE

- EBS University (Alemania)
- Kühne Logistics University, The KLU (Alemania)
- Mannheim Business School, University of Mannheim (Alemania)
- CEU - Department of Economics and Business (Austria)
- Management Centre Innsbruck - MCI Innsbruck (Austria)
- Solvay Brussels School of Economics and Management (Bélgica)
- Zagreb School of Economics and Management – ZSEM (Croacia)
- University of Edinburgh Business School (Escocia)
- IESE Business School (España)
- Tallinn School of Economics and Business Administration, Tallinn University of Technology (Estonia)
- Aalto University Executive Education (Finlandia)
- Hanken (Finlandia)
- Audencia Business School (Francia)
- EDHEC Business School (Francia)
- EMLYON Business School (Francia)
- ESSEC Business School (Francia)
- IMT- Institute Mines-Telecom Business School (Francia)
- KEDGE (Francia)
- Montpellier Business School (Francia)
- Neoma Business School (Francia)
- ALBA Graduate Business School (Grecia)
- Nyenrode Business Universiteit (Holanda)
- LUISS Business School (Italia)
- Politecnico di Milano Graduate School of Business-Polimi (Italia)
- Università Bocconi Graduate School (Italia)
- Luxembourg School of Business (Luxemburgo)
- NHH - Norwegian School of Economics (Noruega)
- Poznań University of Economics and Business (Polonia)
- Birmingham Business School, The University of Birmingham (Reino Unido)
- London Business School (Reino Unido)
- Warwick Business School (Reino Unido)
- Umea School of Business and Economics, Umea University-USBE (Suecia)
- St. Gallen University School of Management (Suiza)

ASIA

- CEIBS China Europe International Business School (China)
- CKGSB - Cheung Kong Graduate School of Business (China)
- Guanghua School of Management, Peking University (China)
- Yonsei University School of Business (Corea del Sur)
- HKBU School of Business, Hong Kong Baptist University (China)
- HKUST Business School (China)
- Indian Institute of Management Bangalore (India)
- Indian Institute of Management Raipur (India)
- Indian School of Business (India)
- Collier School of Management, Tel Aviv University (Israel)
- NUCB Graduate School, Nagoya University of Commerce and Business (Japón)
- Sasin School of Management, Chulalongkorn University (Tailandia)

AFRICA

- ESCA Ecole de Management (Marruecos)
- Gordon Institute of Business and Science (Sudáfrica)
- Lagos Business School, Pan-Atlantic University (Nigeria)

OCEANIA

- MCSM Graduate School of Management, Macquarie University (Australia)
- University of Wollongong Faculty of Business (Australia)

WE EXPAND THE VISION AND IMPACT OF LATIN AMERICAN LEADERS ON THE INTERNATIONAL STAGE.

RANKINGS AND ACCREDITATIONS

IPADE Business School has maintained its **regional leadership** as the only Mexican institution included in this **global ranking**, reaffirming its commitment to training **world-class** business leaders.

FINANCIAL TIMES EXECUTIVE EDUCATION 2025



ACCREDITATIONS

IPADE has firmly established itself among the select **1%** of **business schools** world-wide that hold the “triple crown” of accreditations: **EQUIS, AMBA, and AACSB International**. Year after year, this recognition reaffirms our academic excellence and the international standing of our MBA programs, positioning IPADE as an **unequivocal benchmark** of quality in global executive education.



The Association to Advance Collegiate Schools of Business (AACSB)



Association of MBAs (AMBA)



EFMD Quality Improvement System (EQUIS)

HARVARD ADVISORY BOARD

IPADE Business School hosted the **Harvard Business School (HBS)-IPADE** Advisory Board meeting, reaffirming the long-standing academic and institutional relationship that the two business schools have maintained **since IPADE's founding in 1967**. This meeting brought together **HBS professors Carl Kester and V.C. Narayanan** with senior executives and faculty members from our institution to discuss **emerging trends** in executive education and their impact on **leadership development**.

WE BRING IPADE'S ACADEMIC EXCELLENCE TO THE WORLD AND BRING GLOBAL INNOVATION TO OUR CLASSROOMS.

INTERNATIONAL ADVISORY BOARD (IAB)

IPADE's International Advisory Board brings together prominent **global leaders** from the academic and business worlds to bolster the relevance, **ongoing evolution, and international reach** of our programs.

TOTAL NUMBER OF IAB MEMBERS
20

MEMBERS BY CONTINENT



America 13 Europe 5 Asia 1 Africa 1

- **Antonio Batista da Silva Junior** | *Dean de Fundação Dom Cabral* | Education | Brazil
 - **Maria Daniela Brandazza Hidalgo** | *Managing Director and Head of Sovereign and International Public Finance de S&P Global Ratings* | Finance / Banking | Canada
 - **Swati Bhatia** | *Head of Openbank and Retail Bank de Santander US* | Finance / Banking | United States
 - **Dan LeClair** | *CEO at GBSN* | Education | United States
 - **Arun Ramchandran** | *CEO at Qburst* | Technology | United States
 - **Mark Lyons** | *President and CEO de Alltech* | Agribusiness | United States
 - **José Manuel Arana** | *CEO at Nadro* | Health | Mexico
 - **David Arana** | *CEO at Konfio* | Fintech | Mexico
 - **Pedro Aspe Armella** | *President at CINUK* | Real Estate | Mexico
 - **Enrique Coppel Luken** | *Shareholder Partner at Coppel* | Retail | Mexico
- **Lorenzo Fernández Alonso** | *Dean at IPADE* | Education | Mexico
 - **Isidro Quintana** | *CEO at Cisco Systems* | Technology | Mexico
 - **Guy Rodríguez** | *President Latin America and Corporate Vice President at Nissan* | Automotive | Mexico
 - **Ramón Zapata** | *CFO at BioNTec* | Health | Germany
 - **Nicola Melchioti** | *CEO at CESI* | Clean energy | Italy
 - **Mette Morsing** | *Director of the Smith School of Enterprise and the Environment, University of Oxford* | Education | United Kingdom
 - **Javier Sotomayor** | *International President of the Cineworld Group* | Entertainment | United Kingdom
 - **Dominique Turpin** | *President of CEIBS* | Education | Switzerland
 - **Emi Osono** | *Dean of Hitotsubashi University Business School, ICS* | Education | Japan
 - **Olayinka David-West** | *Dean of Lagos Business School* | Education | Nigeria

PARTICIPATION IN INTERNATIONAL EVENTS

IPADE actively participated in **international events** organized by the **world's leading business school associations**, including those listed below.

- Global Business School Network (GBSN)
- UNICON, Consortium for University Executive Education
- Business Graduates Association (AMBA)
- Association to Advance Collegiate Schools of Business (AACSB)
- EFMD Global

IPADE's **Innovation and Learning department** routinely updates and develops academic programs, incorporating **cutting-edge** educational **technologies and methodologies**. This systematic effort ensures a globally competitive offering, with **innovative content** and learning experiences that respond to participants' **current needs**.

KEY PROJECTS FROM THE 24-25 ACADEMIC YEAR:

1. Digital Modernization Program in collaboration with Accenture

This year saw the start of the implementation of IPADE's Digital Modernization Program, aiming to transition the institution to a more modern technological and operating environment. The transformation will significantly improve the digital experience for participants, faculty, and staff.

This project marks the continuation of **three previous projects** developed in collaboration with **Accenture**:

- 1. **IMPULSE**, which provided an assessment and designed IPADE's future digital experience.
- 2. **IPADE Day**, where the most suitable technology platforms for the institution's operations were selected.
- 3. **Fase 0**, focused on laying the groundwork necessary for the successful implementation of the program.

The initiative involves the **implementation and adoption** of several key platforms:

- Salesforce **Marketing Cloud**, to strengthen digital marketing.
- **Salesforce** as a CRM for managing relationships with participants and prospective candidates.
- **Workday** as an ERP system for managing internal resources.
- **Banner** by Ellucian as the SIS for academic management.
- **Microsoft Azure** as a technology integration platform.
- **Acquia**, a DXP (Digital Experience Platform), will enable the development of integrated portals designed to facilitate access to and navigation among the various tools for participants, faculty, and collaborators.

Also, given the cross-functional nature of the project, dedicated teams have been formed in strategic areas that will enable and support this transformation: **Projects, Processes, Data, Cybersecurity, and Change Management**.

PRACTICAL METHODOLOGY USING CASE STUDIES, SIMULATORS, AND HANDS-ON EXERCISES TO STRENGTHEN FINANCIAL THINKING.

Innovation and Learning Department (DIA)

2. Creation of the Process Management Office

The Process Management Office is a strategic initiative of the Digital Modernization Program and was created to enhance operational efficiency and ensure continuous improvement at IPADE

- **Its main function** is to thoroughly document all institutional processes—including those that will be modified by the new digital platform and those that will remain unchanged—using the BPM methodology to map each workflow. Based on the existing operating model, this mapping provides comprehensive visibility to identify opportunities for optimization and ensure alignment with strategic objectives.
- **Going forward**, the Office will work to promote continuous improvement of the processes that have been documented.

3. Design of a new focused program: Finance for Senior Management

The focused program “Finance for Senior Management” was designed for business owners and senior managers with no financial background. Built on the actual needs of the target audience, its goal is to provide practical financial knowledge that will facilitate decision-making aligned with the business objectives and the vision of the finance department. The first edition featured 36 participants. The Program identified and mapped out key issues it sought to address, including:

- **Correcting** deficiencies using sound financial frameworks.
- **Understanding** the financial world to better integrate into a family business.
- **Rounding** out the leadership profile with key financial competencies.
- **Acquiring** practical and actionable financial tools.
- **Establishing** a financial footing to transition from employment to management.
- **Building** basic financial knowledge to better manage foundations or nonprofit organizations.

4. Overhaul of Senior Management Programs

The first phase of the overhaul process of the Senior Management Programs—a key pillar of IPADE—has been completed. Designed to maintain its excellence and relevance to respond to today’s business challenges, this process introduced new elements into the programs’ learning experience, while maintaining the high level of satisfaction participants have historically reported.

It was implemented across the **8 Senior Management groups**, comprising the following components:

- | | |
|---|---|
| ▪ Manager – Company Reflection Journal | ▪ Activities around Current Events |
| ▪ Teamwork questions | ▪ Focus Week |
| ▪ Coaching | ▪ Inter-campus networking |
| ▪ Peer Advisory Councils | ▪ Schedule for one day a week |
| ▪ Lore App | |

5. Integration of new educational technology tools

Committed to providing relevant, accessible, and engaging learning experiences, we have stepped up the integration of educational technologies that positively impact participants, faculty, and administrative staff, such as:

- **Canvas:** improvements to the learning platform.
- **Lore App** was used in the AD and AD2 Senior Management programs, the D1 Management program, and the TransformAD focused program, achieving an adoption rate of over 90%.
- **Genially** and **Rise** for creating case studies, presentations, and dynamic resources, and HeyGen for generating AI-powered videos to support asynchronous learning.
- **CPT-based assistants** that enhance teaching and learning, including a virtual tutor for using the **WACC calculator**.

6. Integration of new learning methodologies

We implemented innovative methodologies to enrich the learning experience, fostering individual critical thinking, collaborative work, and the practical application of knowledge.

- A **coaching** component was introduced in Senior Management and In-Company Programs, offering participants one-on-one sessions to strengthen their self-awareness, clarity of goals, and decision-making skills as leaders.
- The **Peer Advisory Councils** included in the Senior Management Programs facilitated a structured, peer-to-peer dialogue in which participants analyzed real-world challenges and received feedback based on their collective experience.
- The **Manager-Company Reflection Journal** was implemented in Senior Management, Management, and In-Company programs to help participants connect the course content to their business practices through self-reflection and tracking their learning.
- In its first implementation in an in-company program, the **LEGO® Serious Play®** methodology proved its potential to foster creativity, in-depth dialogue, and strategic alignment through collective idea generation.

7. AI Literacy

Recognizing the transformative impact of artificial intelligence on the business and educational sectors, an institutional AI literacy project was launched to promote its effective, ethical, responsible, and context-appropriate use in teaching, learning, and academic management processes, including:

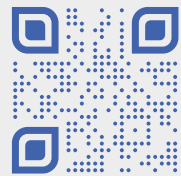
- **Development and dissemination of the institutional AI policy**, accompanied by guidelines for participants, faculty, and staff.
- Faculty members attending a **course on GenAI**, taught by Professor Javier Zamora (IESE Business School).
- Institutional licenses were acquired for **ChatGPT EDU** and **Copilot**, closed versions designed for applying AI in a secure environment.

IPADE DIGITAL MODERNIZATION

IPADE's digital modernization began in early 2025. The project aims to update applications and the overall digital experience across all areas of IPADE's operations: academic, administrative, and operational.

• PDI

PDI: Real-time connected data, without duplication or friction.



• CRM

Salesforce: More efficient candidate tracking and campaign automation.



Marketing Cloud: More effective omnichannel communication from a single platform.



• ERP

Workday: More agile finance and human resources processes with fewer manual tasks.



• DXP

Acquia: Offering a unified portal and more personalized digital experiences.



• SIS

SIS Banner: Centralized academic information for students and faculty.



IPADE's **Human Development** framework is the hallmark that gives meaning to the **IPADE experience**. We cannot conceive of leadership development without considering the growth of the person as a whole.

That is why we support our employees, participants, and alumni in an ongoing process that goes **beyond the professional aspects of their lives**. Our programs and activities are designed to harmoniously

nurture the various aspects that make up the human being: technical excellence, ethical integrity, spiritual openness, and a commitment to others.

We seek to **develop leaders** who not only make better business decisions, but who also live with purpose, contribute to the **common good**, and find a **path to fulfillment in their work**. This transcendent view of existence is what sets **IPADE-trained business leaders** apart.

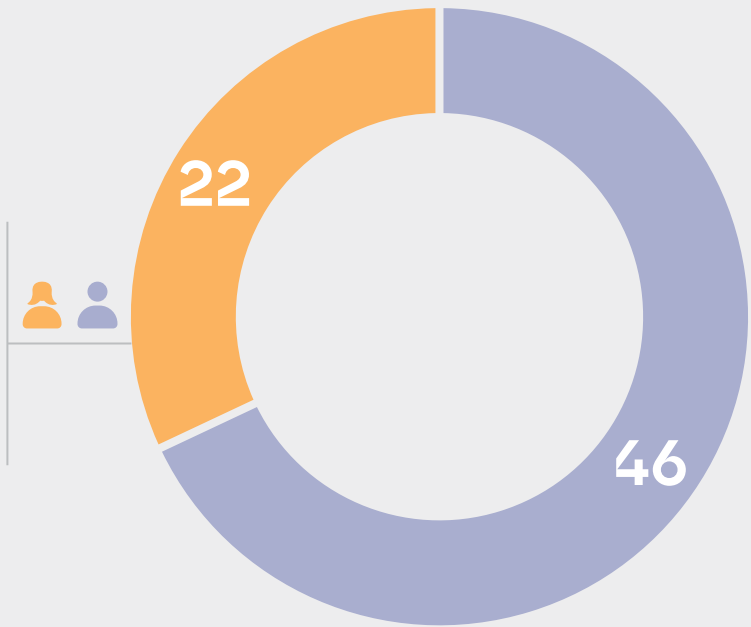
CDMX

COURSES FOR IPADE FACULTY



Human Development

SOCIAL GATHERINGS FOR TEACHERS AND IPADE OFFICIALS



HUMAN DEVELOPMENT ACTIVITIES FOR THE IPADE COMMUNITY



WE DON'T JUST HELP PEOPLE IMPROVE THEIR BUSINESS LEADERSHIP SKILLS; WE ALSO HELP THEM ASK THEMSELVES THE RIGHT QUESTIONS TO LIVE A MEANINGFUL LIFE.

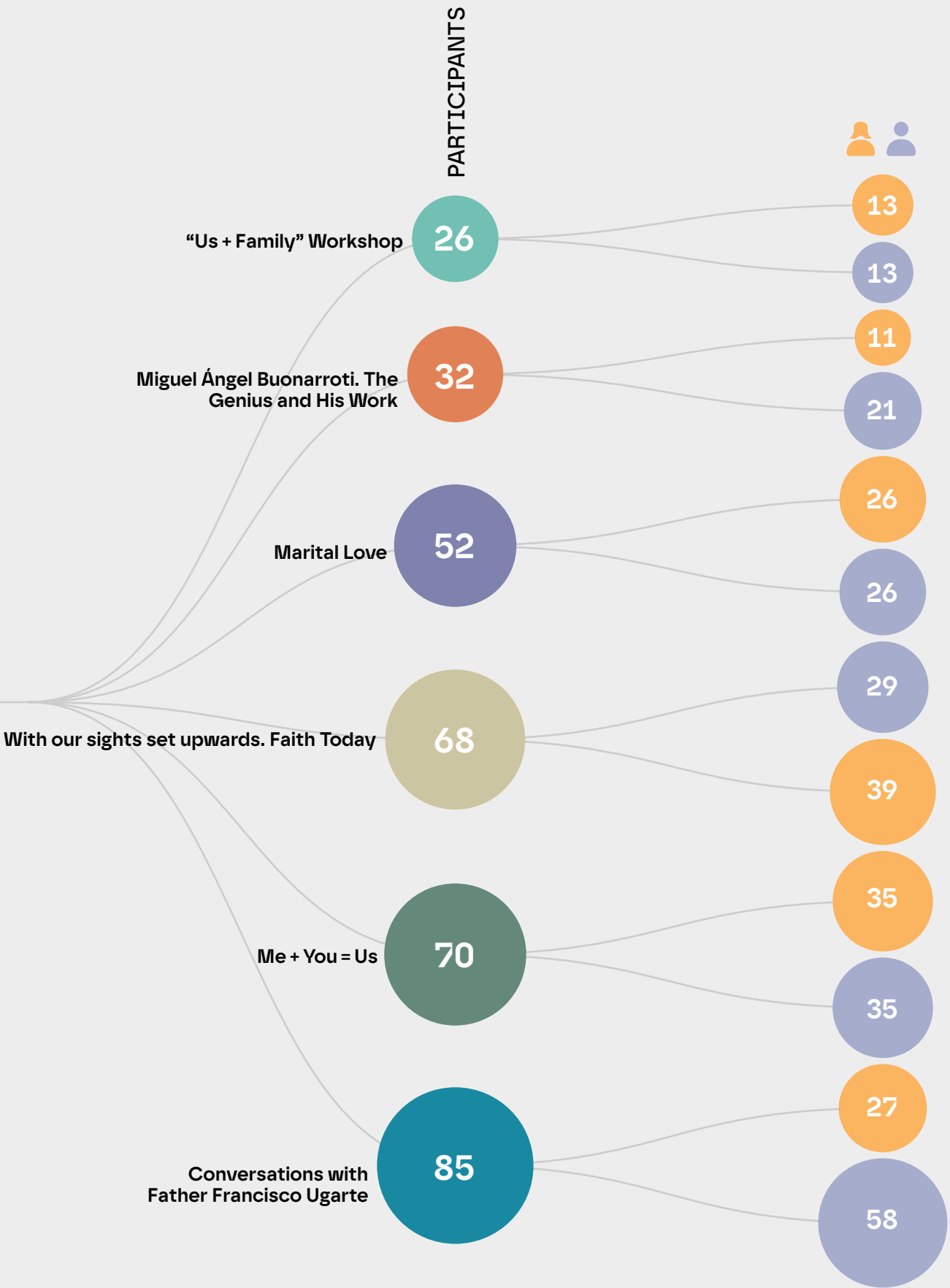
MTY

Our Lady of Guadalupe. The Mother of Hope



ZOOM (VIRTUAL)

Three Europes and a Queen



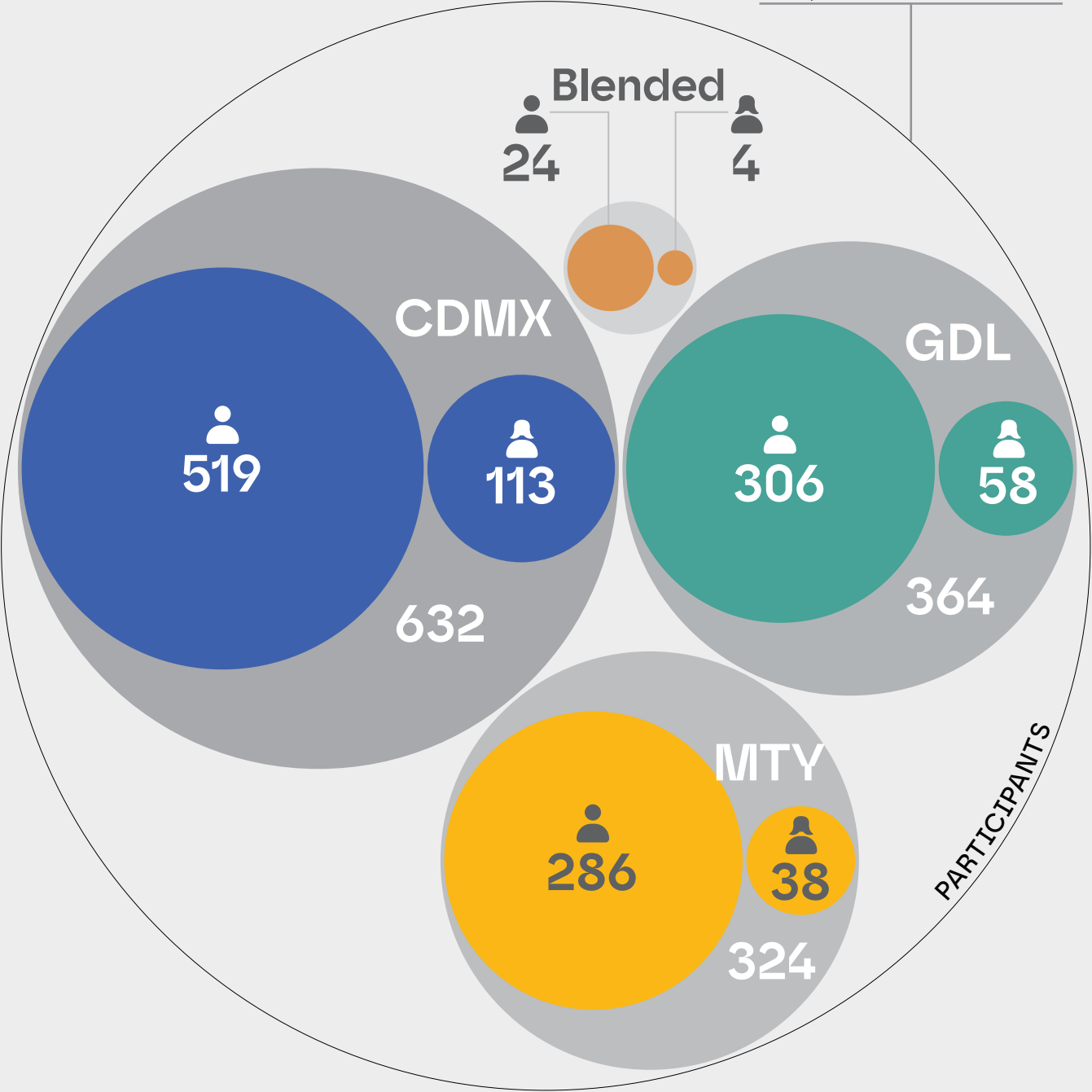
IPADE's **Liaison Office** was created to fulfill a fundamental mission: to maintain a **meaningful and ongoing dialogue** with those who make our community what it is—**IPADE alumni**. At the same time, it supports **excellence in management education** by integrating the latest trends in **leadership and management**, creating an environment that allows students to develop the **key skills** needed for business success.

THE LIAISON
FUNCTION IS AIMED AT
STRENGTHENING THE
IPADE COMMUNITY AND
PROMOTING LEADERSHIP
AND EXCELLENCE IN
EDUCATION.

Liaison Office

CONTINUING AND UPDATING

TOTAL
PARTICIPANTS
1,348



CICA: INTERNATIONAL CONTINUING AND UPDATING EDUCATION COURSE

The **CICA course** is the ideal forum to stay up to date and reflect on key issues concerning business.

For one week, **IPADE** welcomes entrepreneurs and **business leaders** from **across the country, Central America, and South America** to participate in Case Method sessions.



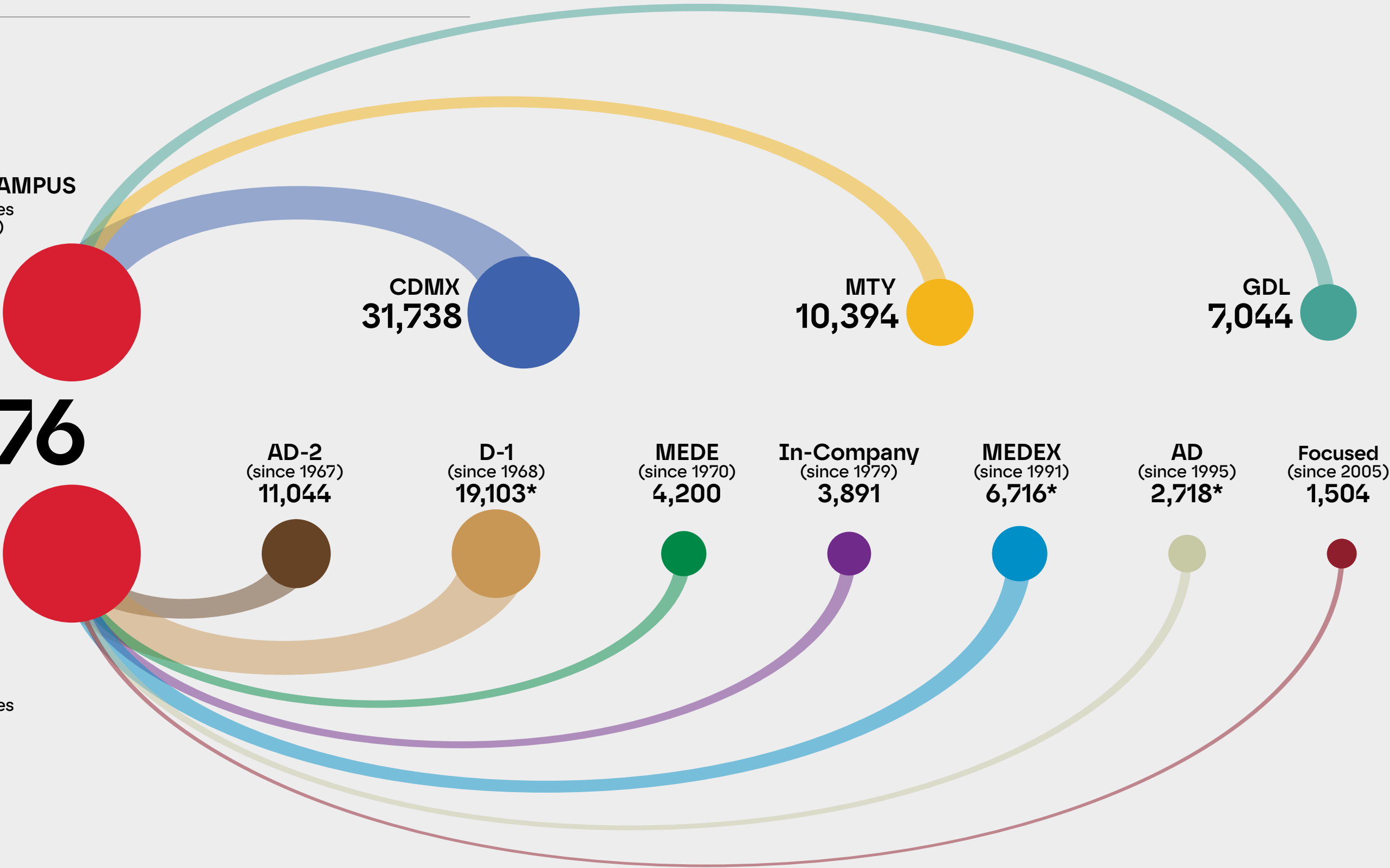
ALUMNI BY CAMPUS

(July 2025 | includes satellite campuses)



ALUMNI BY PROGRAM

(July 2025 | includes regional formats*)



In line with our **strategic objectives**, the Operations Management Office works to maximize IPADE's profitability and ensure its **operational continuity** through efficient **resource management**. Its work drives **innovation** and strengthens **technological** infrastructure, ensuring the availability of digital tools to enhance the **educational experience** and protect **institutional information**.

FOOD AND BEVERAGES DEPARTMENT

Its objective is to **provide food services** to participants, staff, faculty, and management staff under the **highest quality standards** to ensure the best **IPADE experience**.

Achievements

- We obtained the **14th renewal of the Distintivo H certification** for our two main kitchens (**Casco and Clavería**), encompassing the **18 dining areas** we have at IPADE's CDMX campus, achieving a perfect score in the audit with **100%** of critical points and **99%** of non-critical points.
- We provided **training in Hygienic Food Handling**, officially recognized by **SEC-TUR**, to **130** staff members in order to obtain the **Distintivo H** re-certification.
- The **average scores** obtained in evaluations by participants in the programs served were **9.45 for food quality** and **9.50 for cafeteria** service.
- **Wastage** remained well **below 20%** in our operations, with an annual average of **8.12%**.

TOTAL
SERVICES
549,829

In addition, the **Food and Beverages Department** actively collaborated with architects in the **design of the new kitchen in Azcapotzalco**, testing its functionality and ensuring that the equipment meets the **highest quality standards** to achieve **greater operational efficiency**.

INFORMATION TECHNOLOGY DEPARTMENT

Achievements

- **Expansion of Salesforce** to include new Institute processes through an **omnichannel strategy**, improving management, traceability, and interactions with users.
- Comprehensive optimization of the **dining hall experience at the three campuses** by streamlining infrastructure and **improving service quality** for all in-person programs.
- Implementation of **Workday as our institutional ERP system**, strengthening financial and administrative processes through greater **automation**, control, and **analytical capabilities**.
- Deployment of an **integration platform**, improving **interconnectivity between systems** and enabling a more secure, scalable, and efficient technology architecture.
- Upgrading the **institutional identity system** to build a more **robust and secure** ecosystem, in line with current standards for access management and **information protection**.
- Creation of an **e-commerce platform** to market academic case studies developed by IPADE, opening new **digital channels** and optimizing its operations.
- Integration of our **technology procurement process** with **Universidad Panamericana**, securing better purchasing terms, improving operational efficiency, and leveraging **economies of scale**.
- Improvements to the terms of the **cyber insurance policy**, enhancing IPADE's **protection against** emerging digital risks and threats.
- **Full technological setup** of the new headquarters in **Santa Fe**, including the implementation of cutting-edge network infrastructure, audiovisual systems, security, institutional systems, and technology services to ensure modern, secure operations that meet **IPADE's standards**.

RESOURCE EFFICIENCY, TECHNOLOGICAL INNOVATION: THIS IS HOW WE ENSURE IPADE'S OPERATIONS AND FUTURE.

Corporate
Management
Office

OPERATIONS MANAGEMENT OFFICE

TOTAL SESSIONS
8,442

SESSIONS



Academic Materials

163,490

CASE STUDIES AND TECHNICAL NOTES

Facilities

- 61 dining rooms
- 129 offices
- 34 shared workspaces (pool-style)
- 20 workstations
- 11 classrooms
- 4 zoom rooms
- 1 virtual classroom
- 6 coffee bars
- 3,800 square meters of gardens and green areas

Achievements

This year saw **significant progress** on two **strategic infrastructure** projects, both aimed at substantially **strengthening** our **institutional operations** and enhancing the experience of our community.

▪ **New Kitchen Project:** The planning and construction phases were completed on schedule, laying the groundwork for a key piece of infrastructure necessary for operational continuity. The technical and safety requirements were defined, and progress was made on essential construction work and the specification of state-of-the-art equipment. This upgrade will significantly improve process efficiency and service quality.

▪ **Padel courts:** New sports facilities have been opened to encourage social interaction, physical well-being, and a well-rounded experience for participants, faculty, and staff, reinforcing our commitment to creating a high-quality educational environment.



OFFICE OF TALENT AND CULTURE

The **Office of Talent and Culture** is the gatekeeper and living representative of **IPADE's** institutional **values**. Their work goes beyond simple administration; they stand out for exercising **principled leadership** that builds credibility, inspires trust, and ensures consistency between every action and **IPADE's strategic objectives**.

First-Rate
Talent

1. Scholarships for employees at IDEM, ICAMI, or UP

Designed for top performers to strengthen their knowledge and develop their leadership skills.

SCHOLARSHIPS
15

2. Scholarships for employees in IPADE programs

They encourage the development of top-performing employees.

SCHOLARSHIPS
18

3. Scholarships for children of IPADE employees to study at Colegios Hermanos

Scholarships are awarded in authorized institutions (from preschool through high school) and in Universidad Panamericana (high school and college) for children of IPADE employees.

SCHOLARSHIPS
108

4. Technical training

Development of key skills through specialized courses using tools such as Power BI, Assessment Center, Salesforce, and ITIL.

PERSONS
56

5. “Boost Your Productivity in Excel” course (CDMX, GDL, MTY)

Participants improved their productivity, reduced reporting times, and strengthened their analytical skills.

PARTICIPANTS
171

6. Identifying key talent – Performance and potential matrix

It helps identify key talent and design retention programs, differentiated compensation, and career plans to prevent the outflow of valuable talent.

MATRICES
24

7. Implementation of the Competency Model in Performance Evaluations

In the 180° performance review, employees scored an average of 4.4 in competency development, reflecting a normalization of the talent curve ecompared to previous n years.

STAFF MEMBERS
531

8. Personal Onboarding Plan – Welcome Session

It strengthens commitment to the organization and reduces turnover during the first few months.

9. “Purpose-Driven Leadership” Program

90% of non-academic management staff participated, showing significant improvement in their leadership styles.

10. Commercial and Collaborative Program (Senior Management, In-Company, and Staff departments)

We improved communication, the organizational climate, and integration among the Senior Management, In-Company, and Staff departments.

11. Coaching program for leaders of the Food and Beverages team

A six-module program designed to strengthen leadership skills in the food service department.

12. Training sessions on institutional policies

We saw an increase in traffic to the page on institutional policies and in their implementation.

13. Workshops on goal setting using the SMART methodology

Training sessions on the SMART methodology for setting clear, measurable, and achievable goals.

14. Psychological First Aid Workshops (CDMX, GDL, MTY)

They promote mental health and self-care among employees.

15. Effective Feedback workshops

Designed to strengthen participants' skills in giving and receiving constructive feedback.

16. Train the Trainers by SIS Banner

We put together an in-house team of trainers specialized by program and location.

PARTICIPANTS
70

PARTICIPANTS
47

PARTICIPANTS
48

LEADERS
12

SESSIONS
1000

PARTICIPANTS
332

STAFF MEMBERS
245

STAFF MEMBERS
103

STAFF MEMBERS
82



Psychological first aid workshops.

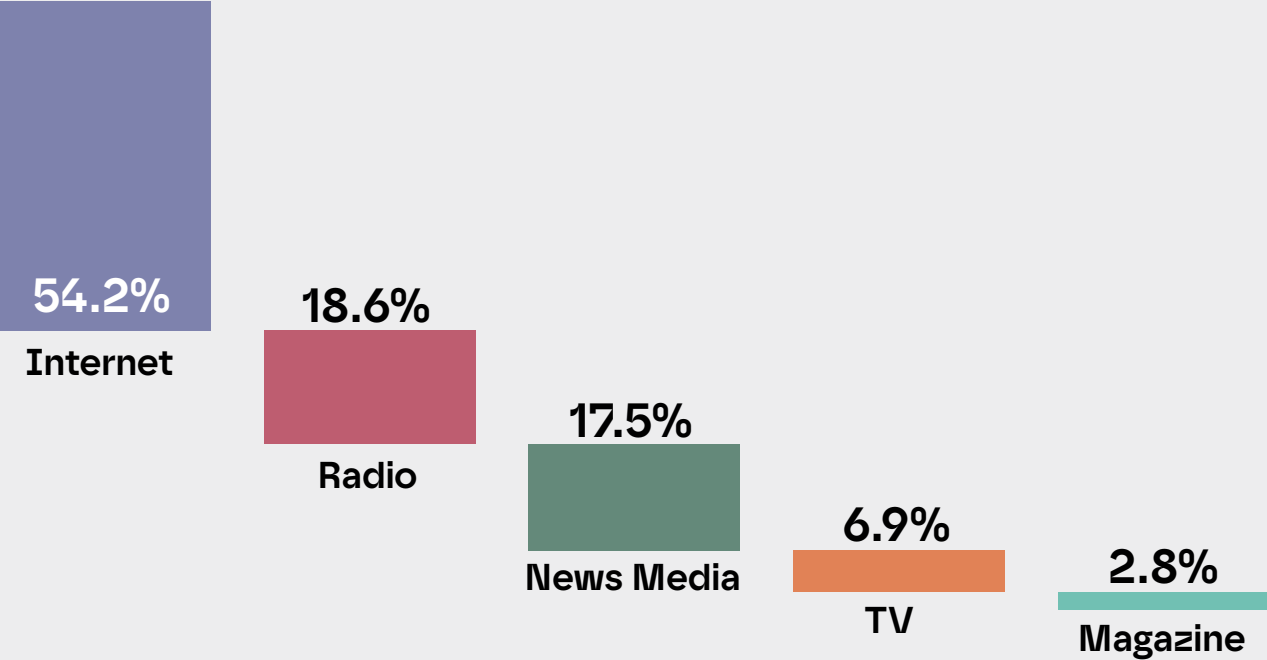
In line with the strategic guidelines of the Head Office, the **Corporate Communications Office** promotes IPADE's identity by showcasing its academic life and building its **reputation** as a **leading** business school through a **consistent and cohesive presence** in the media and its institutional image.

PRESS AND PUBLIC OPINION

IMPACT (IMPRESSIONS REACHED)
12,202,656

Number of articles: 903 Unpaid advertising: 402,215,315

CONTENTS:



Corporate
Communications
Office

MEDIOS IPADE

TOTAL VIEWS
412,572



- ▷ Publications = **310**
- ▷ Graphic content created for social media = **1,268**
- ▷ Audience:
👤 **30.02%** 👤 **69.8 %**

TOTAL VIEWS
412,575



- ▷ New subscribers = **2,350**
- ▷ Hours played = **17,100**
- ▷ Total subscribers = **20,433**
- ▷ Impressions = **20,800,000**
- ▷ Audience:
👤 **66.6%** 👤 **33.4%**

TOTAL VIEWS
162,126



- ▷ Published podcasts = **50**
- ▷ Views = **43,348**
- ▷ Audience:
👤 **70.8%** 👤 **26.8%**

TOP 10 PROFESSORS IN IPADE MEDIA PUBLICATIONS

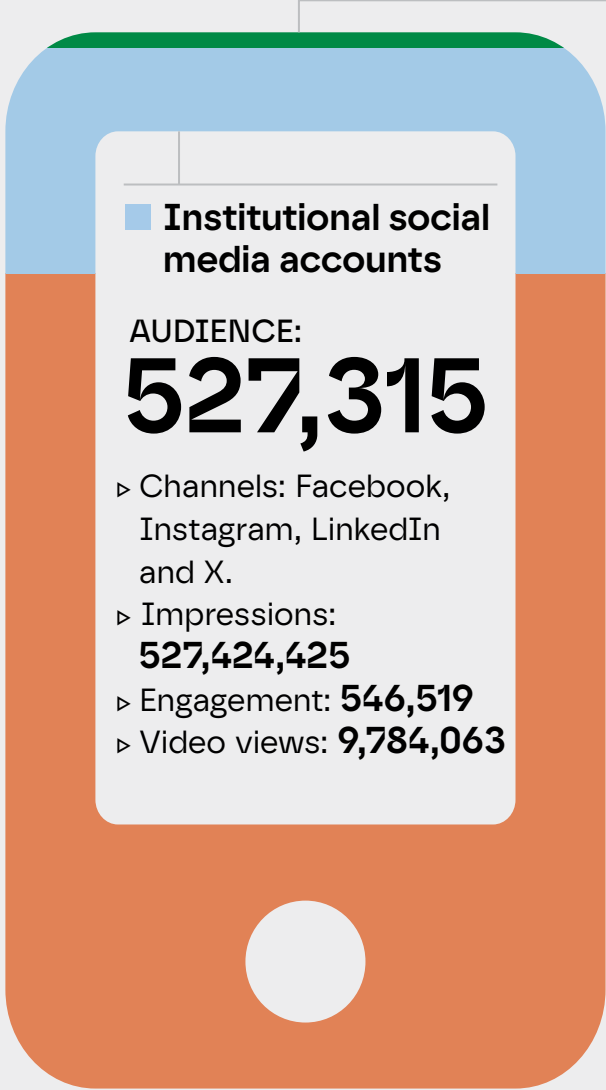
ISTMO

- Number of issues = 7
- Total interviews = 43
- Foreign contributors = 37

- Carlos Ruiz González
 - Rodrigo Garza Burgos
 - Mario Zavala Ojeda
 - Jorge Llaguno Sañudo
 - Rafael Ramírez de Alba
- Luis Felipe Martí Borbolla
 - Felipe González y González
 - José Carlos Rodríguez Pueblita
 - Martha Rivera Pesquera
 - Rodrigo de León



IPADE DIGITAL ECOSYSTEM



MEDE social media

AUDIENCE:

35,135

- Channels: Facebook, LinkedIn, TikTok and Instagram
- Impressions: 13,121,717
- Engagement: 366,519
- Video views: 49,861

Website

(Number of users with Google Analytics)

ACTIVE USERS

1.9 million

30.2% 69.8%

LA POSTA

SALES AT THE FIL FAIR

This year, La Posta's biggest event was its participation at the 2024 FIL Fair, showcasing the following books:

- "Participación de las mujeres en Consejos de Administración" ("Women's participation on Boards of Directors.")
- Recursos Humanos como tu mejor amigo... o enemigo ("Human Resources: Your Best Friend... or Your Worst Enemy")
- La Fuerza del Realismo ("The Power of Realism")
- Dirección Estratégica de Servicios ("Strategic Services Management")
- Dirección de Recursos Humanos ("Human Resource Management")

WE STRATEGICALLY STRENGTHENED THE BRAND, MEDIA PRESENCE, AND ACADEMIC PROGRAMS TO POSITION IPADE AS A LEADERSHIP BENCHMARK.

SALES AT LA POSTA

The best-selling books in 2025—among participants, staff, and the general public—were:





IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

DIRECTORY
2024 – 2025

EXECUTIVE COMMITTEE

- **LORENZO FERNÁNDEZ ALONSO**
Dean
- **MARCELA ANGULO NAFARRATE**
Secretary General
- **JULIÁN SÁNCHEZ GARCÍA**
Director of Academic Personnel and Programs
- **JUAN ROMERO MCCARTHY**
Director of Research and Academic Processes
- **MIGUEL RENTERÍA GÓMEZ**
Director of the Monterrey Campus
- **ALEJANDRO LUTHE RÍOS**
Director of the Guadalajara Campus
- **ERNESTO BOLIO BARAJAS**
Director of Satellite Campuses
- **ANTONIO CASANUEVA FERNÁNDEZ**
Director of Senior Management Programs
- **JOSÉ DíEZ DEUSTUA**
Director of the Full-Time MBA Program (MEDE)
- **FRANCISCO SOTO GUTIÉRREZ**
*Director of the Master in Business Administration
for Experienced Executives program (MEDEX)*
- **OSCAR AGUIRRE MACÍAS**
Liaison Director
- **JORGE MERODIO RIVAS**
Director of Human Development
- **HÉCTOR COROMINAS RODRÍGUEZ**
Director of Talent and Culture
- **OSCAR CARBONELL LÓPEZ**
Corporate Director of Administration and Finance
- **FRANCISCO ARENAS BALLESTER**
Director of Innovation and Learning and IT
- **ANDREA MORENO HERRERO**
Director of Corporate Communications

IPADE.MX



IPADE Business School



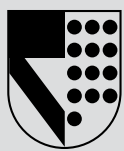
@ipade



IPADE Business School



IPADE Business School



IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA