

CURRICULUM VITAE

Juan Carlos Durán Machicado
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Head of Marketing and Logistics

Juan Carlos Durán Machicado

EDUCATION

PhD Universidad Politécnica de Valencia UPV, Spain. May 2015.

Master of Arts in Organizational Communication. The University of Oklahoma, USA. May 1994.

Master in Hemispheric Security and Defense. Universidad del Salvador and Inter American Defense College. Washington DC, USA. 2006

Licentiate in Business Administration. Universidad Mayor de San Andrés, Bolivia. November 1989.

Graduate studies in Academic Classroom Management. Universidad Mayor de San Andrés, Bolivia. 2003

Graduate studies in Development of Small and Medium Business. International Technical Assistance Service. Taiwan ROC 1996

PROFESSIONAL SUMMARY

Areas of interest are focused on: Marketing of services and products, corporate communications, international business, corporate social responsibility, poverty alleviation and entrepreneurship.

ACADEMIC AND PROFESSIONAL ACTIVITIES

Academic management of the Marketing and Logistics career and coordinating the activities of its Social Marketing Club.

Management position and consultant work at international, local businesses, international organizations and corporate groups, such as: UNDCP- AD/BOL/98/D79 project, AMETEX-IBERKLEID GROUP, ELECTROPAZ- IBERDROLA GROUP, TELECEL – MIC, BOLIVIAN INDUSTRY CHAMBER, INPEX (NATIONAL INSTITUTE FOR EXPORTS PROMOTION), COOPERS & LYBRAND, STEGE, WORLD VISION/BOLIVIA, INAL LTDA, PROCOSI and LOCAL FINANCIAL INSTITUTIONS.

Professor of Marketing and International Marketing in the Business Administration School at Universidad Mayor de San Andres, as well as imparting classes in Marketing in various local private universities and academic institutions, such as IDEA and IBEE.

Member of several volunteer organizations, among others: National Committee against the Use of Tabaco, Teletón Foundation, Bolivian Foundation against Cancer, Partners of America-Bolivia/Utah Chapter.

Currently teaches Marketing, Logistics, International Businesses and Entrepreneurship for undergraduate and graduate studies (Masters and PhD programs) at UPB.

President at FASDE, a local non for profit organization devoted to carry on programs that aim to alleviate poverty.