**ALFONSO AZA**

Spanish and Colombian Citizenships

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**PROFESSIONAL PROFILE**

**Core Competencies: Strategic alignment of corporate and public affairs with business objectives; ability to articulate and transmit the company's position and messages, talent development, creativity, negotiation, change, results orientation and attention to detail, networking, team building, team leadership and business acumen.**

More than 15 years of managerial experience in strategic impact positions as Director of Corporate Relations, Board Member, and General Secretary in accredited Colombian institutions of Higher Education. Professional focus on corporate governance, the structuring, and execution of strategic plans, and the opening and growth of new businesses. Support organizations in emergency, crisis, expansion, and growth stages.

Country Manager in Colombia, in the most important private Development Cooperation NGOs of Spain and Belgium, both linked to the business sector of those countries and the Spanish monarchy. Corporate Social Responsibility Programs. Multi-country experience: Colombia, Venezuela, Ecuador, México, Spain, Belgium, and the United States.

As an added value, guarantee the company's performance and sustainability for the long-term (reputation), generating strategic solutions in crisis or opportunity, consequently leading the consolidation and growth of the organizations.

Columnist at the economic newspaper “La República." Selected among Board Members to represent INALDE in the Advisory Committee at Harvard Business School (2017) and IESE Business School (2018).

**FORMAL EDUCATION**

2012 **Ph.D. in Economic and Business Sciences,** Economic Growth and Sustainable Development Program. UNED. Madrid, Spain.

2002 **Master in Business Administration (MBA),** ICESI University, Cali, Colombia, in agreement with A.B. Freeman School of Business, Tulane University, New Orleans, United States.

1997 **Law Degree,** Universidad Complutense de Madrid, Spain.

 **Native Spanish speaker; Fluent in English.**

**OTHER PROGRAMS**

2019 **Principles and techniques of Fundraising,** The Fundraising School, Indiana University Lilly Family School of Philanthropy, IUPUI. Indianapolis, United States.

2018 **General Management Program, (PDG).** INALDE Business School. Bogota, Colombia.

2004 **Sustainability of development programs.** Fundación Rafael del Pino. Cartagena de Indias, Colombia.

2002 **Microfinance services and business development services.** Fundación Carolina y Fundación Rafael del Pino. Madrid, Spain.

1998 **Managing participative monitoring and evaluation process.** INTRAC. Oxford, UK.

**PROFESSIONAL EXPERIENCE**

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| **INALDE BUSINESS SCHOOL** UNIVERSIDAD DE LA SABANA | **Full-time Professor of Business Ethics and Organizational Behavior 2019 - Current****Corporate Relations Director (commercial) and Professor of Organizational Behavior and Business Ethics at INALDE 2018 - 2019****Achievements:*** Led team of 21 professionals that doubled sales in 6 months from 3 to 6 billion pesos in Executive Education, Middle Management, and Medellin programs, by restructuring the commercial strategy, commercial team and product portfolio.
* Increased corporate sales by 1 billion pesos (20% year over year) with the most important clients through customer loyalty plans and the opening of new accounts.
* Improved market positioning and generated value for the community of 6.000 alumni by directing training and relationship activities for graduates with more than 80 different events per year. Example: the annual alumni convention with the Vice-president of the Colombian Republic in 2018.
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| **General Secretary 2017 – 2018** **Achievements:*** Assisted and financially sustained as part of a team in the short and middle term through a diagnostic process and action plan.
* Developed a new stakeholder capture model for the various INALDE programs, in which the positioning of the INALDE brand was enhanced, the relationship with the ALUMNI improved, and the ratio of qualified new prospects was raised.
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| **UNIVERSIDAD DE LA SABANA** | **Secretary of the Foundational Board, Member of Superior Council and General Affairs Committee 2010 – 2017****Achievements:*** Consolidated economic viability in the long-term as a member of its management committee, of its Endowment Fund of 30 million USD and its Financial Committee.
* Generated creative solutions during the most important logistic crisis (2011) that became great opportunities such as maintaining reputation, obtaining additional resources and benefits for students and the University.
* Collaborated with the cultural transformation of the University taking advantage of the challenging crisis (2015).
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| **SEVERAL NGOs** COLOMBIAN EDUCATIONAL SECTOR**.** | **Member of the Board of Directors 2007 – 2017****Achievements:*** Contributed to increase the assets and sustainability of these institutions through management and fundraising campaigns with an approximate collection of 4 billion pesos.
* Ensured the economic sustainability of the OCMAES Foundation Students Fund of 7,5 billion pesos by changing its operating model.
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| **ACTEC**BELGIAN NGO | **Country Manager in Colombia and Venezuela.** Located in Barranquilla **2003 – 2007****Achievements:*** Increased the coverage and social impact of resources from donors in Belgium by formulating and supervising the execution of 9 projects (microcredit and job training) worth 2 million Euros.
* Managed relations with donors in Colombia: European Union, Cooperation Agencies, Embassy of Belgium, and private companies.
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| **FUNDACIÓN CODESPA**SPANISH NGO | **Country Manager in Colombia, Venezuela and Ecuador.** Located in Cali **1999 – 2003****President: Felipe de Borbón, Prínce of Asturias.****Achievements:*** First Country Manager responsible for the formulation, execution, monitoring, and evaluation of 20 microcredit and training for self-employment projects in 3 countries worth USD 3,5 million.
* Presented the annual report of my region to the Board of the Foundation chaired by the Prince of Asturias, Felipe de Borbón.
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