

Bernardo Requena
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EDUCATION

IE Business School Madrid Spain

PhD in Business Administration student October 2011 – to date.

Concentration in Strategy and Entrepreneurship

INCAE Business School Alajuela Costa Rica

Master of Business Administration (Top 10% of the class) May 2007

Florida International University FIU Miami, Florida - USA

Master in International Business (GPA 3.6) May 2007

University Nuestra Señora de La Paz. La Paz – Bolivia

Bachelor in Business Administration December 1999

Won the Guido Capra Jemio Prize to the best student of the business school in 1999.

EXPERIENCE

EBA, (Bolivian Brazil Nut Company) La Paz – Bolivia

Strategic Planning coordinator

May 2010 to September 2011

- Coordinated the formal and participative strategic planning process for EBA
- Coordinated the EBA's Balanced Scorecard preparation
- Coordinated market research studies in Canada, Brazil and Bolivia

UPB (Universidad Privada Boliviana) La Paz – Bolivia

Professor

March 2010 to May 2010

- Taught the Strategic Planning course and the Sustainable Development course.

Euromonitor International (Market research consulting) San Jose – Costa Rica

In Country Research Analyst

May 2009 to February 2010

- Researched the dairy and fruits market in Costa Rica as part of world wide studies for a multinational company and for the USDA

Strategic Management Latin America Conference and Journal of Business Research

Co-editor of the especial issue

May 2009 to November 2009

- Wrote the introductory article for the special issue of the Journal of Business Research with the best papers of the Strategic Management in Latin America Conference of 2009.
- Coordinated the review, selection and quality compliance process for the special issue with professors Esteban Brenes, Michael Metzger of INCAE Business School and Flavio Vasconcelos of Fundacao Getulio Vargas

BAC (Brenes y Artavia Consultores) y Asociados Consulting San José – Costa Rica

Research Assistant

August 2008 to May 2009

- Researched the Costa Rican Insurance market for ASSA the second biggest Panamanian insurance company
- Collaborated in the competitive strategy formulation process of the construction conglomerate Grupo Orosi from Costa Rica
- Collaborated in the corporate strategy formulation process for Majorlight Corporation, which operates in the fast food and motorcycle distribution industries in Guatemala

INCAE Business School Alajuela – Costa Rica

Research Assistant.

July 2007 to August 2008

- Wrote 1 introductory article for the Journal of Business Research
- Coordinated the publication of a special issue of the Journal of Business Research with the best papers of the Business Association for Latin American Studies BALAS
- Taught the Introduction to Accounting course to new MBA students in the English and Spanish sections.
- Wrote 4 teaching cases on finance, marketing, e-commerce, entrepreneurship, and public healthcare.
- Wrote 1 teaching note about project finance for road concessions.

Comunicaciones El País S.A. (La Razón newspaper) La Paz – Bolivia

Grupo Multimedia de Comunicaciones S.A. (television and newspapers)

Marketing and Promotions Manager

April 2002 – August 2005

Grupo Multimedia de Comunicaciones S.A. is the leading multimedia group in Bolivia. Owned by the Spanish Prisa Group, it owns 3 newspapers and the biggest television network.

Responsible for the promotion and marketing areas for the three newspapers of the group. (La Razón, El Nuevo Día, Extra)

- Supervised and coordinated the successful launch of more than 36 promotional campaigns.
- Succeeded in exceeding the promotional products sales budget for three consecutive years.
- Was in charge of monitoring the newspapers and promotional products sales, which accounted for 35% of the sales of the three newspapers published by the group.
- Reorganized the promotional products inventory control system.

Prosapia S.R.L. (Consumer goods import and retail) La Paz – Bolivia

Financial manager and partner

January 2000 – April 2002

- Created and organized an import and retail company along with three partners.
- Designed the sales, accounting, inventory and HR systems for the company.
- Managed the company cash flow.
- In one year the business expanded having 2 owned stores, 2 franchised stores and several clients around the country.

PUBLICATIONS

Brenes, Esteban. Haar, Jerry, Requena, Bernardo. Latin America: Environmental and Firm-Level Challenges. Journal of Business Research. Volume 62, Issue 9, September 2009, Pages 849-853 Special Issue on BALAS (Business Association for Latin American Studies) [doi:10.1016/j.jbusres.2008.10.002](https://doi.org/10.1016/j.jbusres.2008.10.002)

Brenes, Esteban. Metzger, Michael. Requena, Bernardo. Strategic Management in Latin America: Issues and Assessment: Special issue on Strategic Management in Latin America. Journal of Business Research. 2009. [doi:10.1016/j.jbusres.2009.11.006](https://doi.org/10.1016/j.jbusres.2009.11.006)

Brenes, Esteban. Madrigal, Krissia. Requena, Bernardo. Corporate governance and family business performance. Journal of Business Research. 2009. [doi:10.1016/j.jbusres.2009.11.013](https://doi.org/10.1016/j.jbusres.2009.11.013)

Bunse, Simone. Requena, Bernardo. Ramirez, Roberto. La Universalización de la Salud Pública en Costa Rica: Los Equipos Básicos de Atención Integral de Salud (EBAIS) INCAE Business School. December 2009.

Rodriguez, Arnoldo. Requena, Bernardo. Holcim Costa Rica. INCAE Business School. March 2008.

OTHER

Started 4 companies since I was 15 and until I graduated from college.

Developed a management system in access and visual basic for the library of Nuestra Señora de La Paz University (UNSLP)

Studied computer programming and database administration in Visual Basic and access.

GMAT: 730 (96% percentile, better than 96% of test takers)

Languages: Spanish: first language; English (TOEFL 109/120) and German (Sprachdiplom II)

Interests: Entrepreneurship for development, strategy, sustainable economic development, political analysis and technology.

Lived in Bolivia, Germany, U.S.A. and Costa Rica.