

Sandra Maycotte Felkel

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Professional objective

- To be part of a global university/institution achieving growth together ethically and responsibly, helping my community, executing through the application of my abilities, as well as knowledge and personal experience.

Scholarship

- Thunderbird School of Global Management and EGADE School of Business (ITESM)** Phx, Az., USA and Mty., N.L., MEX
Global MBA: Global Master in Business Administration for Latin American Managers/ Jun '14
(Member of the Beta Gamma Sigma Honor Society)
- University of Reading** Reading, Berkshire, UK
MA International Business & Economic Development Jul '92
- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)** Monterrey, N.L., MEX
B.A. in Marketing / (Graduated with Honors) Dec '89
Extracurricular activities: Treasurer of the Marketing Student Association
Treasurer and Founder of the first chapter of the American Marketing Association at ITESM

Professional experience

- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)** Saltillo, Coahuila, MEX
International Business Professor Jan '17 -current
Director of the International Business Bachelor Program Aug '01 – Dec '16
 - Member of the Technical Committee for the National International Business Undergraduate Examination (CENEVAL) representing the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) nation-wide.
 - Accomplished the CACECA Accreditation (Council for the Teaching of Business Administration and Accounting) for the International Business Bachelor program in Campus Saltillo, since 2006 and former re-accreditations up to date.
 - Leader of the Academic Aspects for the International Business Program Group (EAAC) for the design of the new academic programs for 2019 in accordance to the new educational model at ITESM: Modelo Tec21 (2018-2019).
 - Designer and Coordinator for the Semestre i (innovation semester): Global Sourcing in the Automotive Industry to be implemented in the Aug-Dec semester of 2018 with GM.
 - Design and execution of the Semana i (innovation week): Panama, South Korea and Veracruz in 2015, 2016 and 2017.
 - National Coordinator of the LIN Academy (International Business Professors at ITESM) 2009-2011.
 - Co-designer and professor of the hybrid course (Curso FIT) of Negotiation and International Commercialization Techniques, and co-professor of the implementation of this course with the Universidad de los Andes from Bogota, Colombia (2016-2018).
 - Lecturer Professor of courses in International Business, International Negotiation, Regional Business Development, Strategic Management, Economics, etc.
 - Coordination of the academic exchange programs with foreign universities of students and professors (2009 – 2016)
- Kempton University.** Kempton, GERMANY
Invited Exchange Professor Jun '12
 - Guest Lecturer in Doing Business in Mexico, Inter-cultural Communication, Economic Policy in Latin America, and Competitiveness.
- Fudan University.** Shanghai, CHINA
Invited Exchange Professor Feb – Jul '08
 - Lecturer Professor of courses in International Business, Marketing, and Competitiveness.
 - Coordinated Business & Research Field Projects among students and Mexican companies doing business in China.
- M3 Consultores S.A. de C.V. (Market Research Consulting Company)** Saltillo, Coahuila, MEX
Founding Partner and Senior Associate Apr '95 – Apr '03
 - Collaborated in the creation of proprietary technology by M3, allowing us to work with clients integrally, and providing solutions to their intelligence needs towards value creation and decision making processes.
- Manufacturas Vitromex, S.A. de C.V.** Saltillo, Coahuila, MEX
Marketing Research Executive Aug '92 – Feb '95
 - Coordinated the generation and presentation of Market Intelligence as a basis for the decision-making process.
 - Participated in the planning and evaluation of the investment project for the acquisition of St. Thomas Creations in the United States to canalize the company's exports and penetrate the high-end market.
 - Collaborated in the implementation of a new Strategic Planning system for the Bathroom Fixtures Business.

- **Ministry of Economics (government of the State of Coahuila)** Saltillo, Coahuila, MEX
Assistant Director of Promotion Feb – May '91
 - Coordinated the local operation of COMPEX (Commission for Exports Promotion).
- **Universidad Autonoma de Coahuila (UAC, State of Coahuila University)** Saltillo, Coahuila, MEX
Lecturer Professor at the Marketing School Jan '90 – Jun '91
 - Lecturer Professor of courses in Marketing, Strategic Planning, and Consumer Behaviour.

Training

- **ITESM.** Internationalization Strategies for Enterprises Monterrey, N.L., MEX Dec'18
- **ITESM.** Competencies Definition and Development Monterrey, N.L., MEX Nov'17
- **ITESM- Univ. Carnegie Mellon.** Negotiate like a Professional Monterrey, N.L., MEX Jul'17
- **ITESM.** Professor Formation Model (10 modules) Mexico City, MEX Jul'17
- **ITESM.** Didactic Strategies and Tech. Tools for Hybrid Courses Monterrey, N.L., MEX Aug-Dec'16
- **ITESM.** Transversal and Disciplinary Training Playing with LEGOs Saltillo, Coahuila, MEX June'16
- **ITESM.** Competence Based Education Monterrey, N.L., MEX Apr'16
- **ITESM.** Negotiation Techniques Guadalajara, Jalisco, MEX Jul'15
- **ITESM.** Export Engineering Monterrey, N.L., MEX Jule'14
- **ITESM.** Doing Business in Korea. (Global MBA Interim) Seoul, South Korea Oct'13
- **ITESM.** International Strategies for Emerging Market Companies. Guadalajara, Jal., MEX May '13
- **Thunderbird University.** Doing Business in UAE. (Global MBA Interim) Dubai, UAE Feb '13
- **ITESM.** Business Model Innovation. Monterrey, N.L., MEX Jul '11
- **ITESM.** Success Factors for the Linkage Project Management Company-Academic Monterrey, N.L., MEX Jul '11
- **ITESM.** Black Board 9.1 Saltillo, Coah., MEX Jul '10
- **NATIONAL BAR OF INTERNATIONAL TRADE.** Customs Legislation 2009 Monterrey, N.L. MEX Aug '09
- **CACECA (Council for the teaching of Business Administration and Accounting)**
 Certified as a University Auditor regarding the CACECA Certification for Universities Mexico City, MEX Aug '08
- **The Maritime Simulation, Research and Development Center (SIDMAR)**
 Introduction to the Maritime Operations of the Panama Canal Panama City, PAN Oct '07
- **ITESM.** CERTIFICATION IN SERVICE LEARNING (didactic technique) Saltillo, Coah. MEX Sept '07
- **ITESM.** Supply Chain Management and Supplier Development Monterrey, N.L., MEX Jul '07
- **ITESM.** Case Teaching Seminar Saltillo, Coah. MEX Mch '07
- **University of Texas (UT) & ITESM.** CERTIFICATION IN COLLABORATIVE LEARNING Austin, Tx., USA Jun '03
- **ITESM.** Counseling and Education Orientation Diploma Saltillo, Coah. MEX Jul '02
- **Justice Administration of the Government of Coahuila.**
 Official Translator from English to Spanish and vice versa Saltillo, Coah. MEX Jun '97

Abilities

- **Languages:** Spanish (native), English (fluent, TOEFL 677 in Feb'18)
- **Software's:** Ms Office (Excel, Word and Power Point). Zoom.
- **Other Activities:** Marathon Runner (New York 2011, San Diego 2012, Berlin 2013, Chicago 2014, Mexico City 2015, Honolulu 2015, Boston 2018)
- **Number of Countries visited: 36**

Birth: Puebla, Pue., MEX. 10/26/1967. Married for 27 years with three kids ages 25, 23 and 20.