



MÉXICO WORLD - LINK

THE TEAM



## María Laura Rangel Mandujano

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Holds nearly 30 years of experience in national and multinational companies, leaders in their industries.

Worked eight years for Telmex and over twenty years for the BASF Group, both in Mexico and abroad. She has had responsibility in areas of Strategic and Operational Planning, Controlling, Treasury, Risk Management (currency, assets, credit, etc.), Credit and Receivable Management, as well as Talent Management. Multicultural and trilingual, she has participated in mergers, divestments, rationalization of operations and ERP implementation.

Focused on achieving results, has been part of or has integrated and lead high-impact multidisciplinary teams, used to work under pressure and uncertainty and to develop innovative solutions.

Industrial Engineer, Master in Business Administration from IPADE, technical studies in Plastic Processing and Telecom Administration in Germany and Sweden.



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## Marc-Henry Rouvroy

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His degree (Economics & Finance / Free University of Brussels, Belgium) in pocket, Marc-Henry flew to Mexico (1978) where he first worked (4 years) with BORDADOS MATY (Aguascalientes) then 4 years with UCESA (Universal de Comercio Exterior), a subsidiary of GRUPO GIGANTE specialized in trading Mexican food items.

In 1982, he obtained a Master's degree (IPADE / MEDE 1980-82).

On his return to Belgium (1986), he developed international markets during more than 20 years in senior positions in multinational companies - BELGIAN CHEESE BOARD, AB-INBEV, GRUPO MODELO and HEINEKEN - capturing growth and foothold in hyper competitive and emerging markets.

From 2006 to 2010 led several business development assignments, mostly in Africa. Since 2010 tries to convince Mexican key economic operators of the urgent and compelling need to diversify their export markets, hence his decision to launch the MXWL (Mexico World Link) project.



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## Luis A. Cervantes

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With over 25 years experience in general management, manufacturing, logistics, exports from Mexico to the US, Europe and Latin America and aftersales. He has been leading negotiations of joint ventures in Mexico for USA and Europe, as well as in transforming companies to Lean Manufacturing and achieving ISO 9001 certification. Always forming high-performance teams and focused on achieving goals.

He has also made several publications and received some distinctions. Since 2010 runs his franchise Action COACH focused on reeducation and support for business owners and managers to improve their results and enjoy their work.

He is Mechanical and Electrical Engineer from UNAM, Master in Business Administration from the IPADE, Doctor of Business and Economic Studies at the University of Guadalajara and certified Business Coach by COACH Action.

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## Víctor Manuel González Arredondo

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With 30 years of experience occupying various positions at management level in construction, automotive, consulting, training and higher education companies; in the areas of operations, planning, finance and general management.

Also, by applying Lean tools and Information Technology and Communications, he has contributed to improve the efficiency of Management Systems and Manufacturing (ERP), office tasks and communication processes in various companies.

In The Mexican Oil Institute (PEMEX), he coordinated projects for the automation of refining plants petrochemistry and pipelines.

Professor at the Autonomous University of Aguascalientes, ICAMI, and the Panamericana University Campus Bonaterra.

He has a Master degree in business management by IPADE, and he is a Communications and Electronics Engineer by ESIME of the National Polytechnic Institute.

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## Walter Sánchez Hernández

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More than 27 years of experience in Financial and Administrative Management in several companies. Founding Director of Risk Rating Society, occupying 90% of the Costa Rican market, with significant participation in the Central American market and Panama.

He has participated in Business Development, construction companies and in the marketing area, with experience in Strategic Planning and Operations, control of budgets; high skills for analysis, monitoring and control of assigned responsibilities.

Bachelor in Business Administration from the University of Costa Rica and Master in Business Administration from the IPADE.

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## Ignacio Tortoriello

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More than 25 years of experience in General Management, Business Development, Logistics and Supply Chain Management, collaborating with leading companies in their field, with proven results in operational efficiencies and strong customer focus; high analysis skills and ability to provide structure, monitoring and controlling assigned responsibilities

Efficient and multi-disciplinary team maker. Organized, versatile and able to respond to multiple demands simultaneously.

Multicultural and trilingual due to his studies in Mexico, France and the United States and work experience in various countries on 4 continents. He has experience in foreign trade since 1982 as an importer and exporter since 2010. In the last 8 years he has been dedicated to the design and operation related to the Value Chain of the companies where he worked.

Degree in Economics from the Autonomous Technological Institute of Mexico and a Master in Business Administration from the IPADE.

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## Sebastián Lobato Ocampo

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MIWL forum founder. Business international organization for IPADE graduates, which aims to generate reflection, research and advocacy on internationalization of business in Mexican companies, especially in unconventional markets.

Strategic management (mergers and acquisitions) specialist, economic-financial, IT, leadership programs and human resources management. Degree in Public Accounting from the Universidad Iberoamericana; Diploma in Business & Management from the Haas School of Business at the University of California (Berkeley); D1 program in Business Administration from the IPADE and graduated from PDG General Management Program at IESE (University of Navarra - Madrid).

Guest lecturer in economics at the IPADE. He has been a member of the Committee of Informatics of University La Salle; Advisory Council for the design of the Quality Engineering Diploma from Universidad Iberoamericana and the Council of Leaders Executives Microsoft Mexico. Lecturer in different forums, events and conventions in Mexico, USA and Spain

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