

Keynote Speakers

October 25 (Wednesday)

8:00 – 8:10, Wednesday **WELCOME ADDRESS - Salon Esmeralda I and II**



José Manuel Restrepo

President
University of Rosario
Bogota, Colombia

José Manuel Restrepo is the President of Universidad del Rosario in Bogota, Colombia. He is an Economist from the same University, where he also obtained a graduate certificate in Private Finance and Senior Management. He holds a Master's degree in Economics from the London School of Economics and a PhD in Management of Higher Education Institutions from the University of Bath.

Dr. Restrepo previously worked as President of CESA (a Business School based in Bogota) and was part of the Financial Planning Department at FONADE (Financial Fund for Development Plans in Colombia). He was member of the National Council for the Quality Assurance of Higher Education at the Colombian National Ministry of Education. His proven experience has allowed him to perform as a business consultant, as well as an advisor in quality assurance and accreditation of higher education institutions.

He is the author of several books, merit dissertations, research papers and academic articles published both nationally and internationally. He was recognized as one of the outstanding young executives of the country in 2003 by The Colombian Junior Chamber and was one of the 6 winners of the CEO of the Future contest, held in 2005 by Dinero magazine, Korn Ferry International and the Universidad de los Andes MBA program.

8:10 – 8:20, Wednesday **WELCOME ADDRESS - Salon Esmeralda I and II**



Alejandro Cheyne

Dean School of Business
University of Rosario
Bogota, Colombia

José Alejandro Cheyne G. es considerado como uno de los catedráticos más importantes en los programas de Educación Superior en Colombia. Su firme deseo por compartir desde muy joven sus experiencias de aprendizaje teórico – prácticas, lo han hecho merecedor de diferentes reconocimientos como Colegial de Número de la Universidad del Rosario, The Outstanding Young People de la Cámara Junior Internacional Colombia y Profesor destacado en programas de

postgrado entre otros.

Su gran esfuerzo por fortalecer el pensamiento complejo en sus alumnos con su dimensión física, intelectual y espiritual como respuesta a las contradicciones de la hipermodernidad, se refleja no solo en el desarrollo de competencias nucleares sino también en resultados aún más nobles cuando logra trascender en su proyecto de vida.

El deseo permanente por avanzar en su proceso de formación académica lo han llevado a cumplir satisfactoriamente su pregrado en economía, especialización en docencia universitaria, especialización en administración de empresas, estudios de alta gerencia internacional y recientemente su doctorado en pedagogía en donde el emprendimiento se ha convertido en el centro de su labor investigativa.

8:20 - 8:50, Wednesday **KEYNOTE - Salon Esmeralda I and II**



Dr. Pedro Jose Fernandez Ayala

Vicepresidente de innovación e inteligencia
Sectorial PROCOLOMBIA

Accomplished professional in Business Administration. Specialist in Statistics, Information Systems, Marketing Research, Public Opinion and Political Marketing. Broad experience in Project Management, as well as in research and marketing projects, with emphasis in designing and monitoring marketing intelligence processes and use of information for decision-making and Market Analysis. Executive with high efficiency management practice and recognized abilities in handling personnel by establishing meaningful and strong interpersonal relationships. Proven leadership and excellent people skills that enables exceptional teamwork.

9:00 - 9:45, Wednesday

KEYNOTE - Salon Esmeralda I

Jorge Enrique Rojas Rodriguez
 Assistant Professor of Industrial Engineering
 Universidad del Bosque
 Bogota, Colombia

M.A. in Industrial Engineering with more than 10 years of experience in academia, administrative topics (purchases, contracts, insurances, portfolio, among others), finance (cost and expenses tracking, budget allocation, definition, cash flow, importations cost and evaluation of investment projects, follow up and development of management indicators, including the definition of the compensation model of the commercial force and the definition of prices by channel) and optimization and productivity (comparative analysis of business units and measure of individual and global efficiency)

Academic experiences of more than 10 years in bachelor degrees and post-graduate degrees in areas of processes optimization and consulting of corporative improvement.

“Application of Operations Investigation to a Model of Assignment towards Typical Processes in a Supply Chain”

9:00 - 9:45, Wednesday

KEYNOTE - Salon Esmeralda II

Fabián Escudero Jessurum
 Gerente Comercial. CELPA – ZONA FRANCA PERMANENTE S.A

Ingeniero Industrial
 Universidad del Norte; Barranquilla
 Maestría en Dirección de Marketing MDM
 Colegio de Estudios Superiores de Administración - CESA; Bogotá
 Maestría en Dirección de Marketing y Gestión Comercial
 ESIC Business Marketing School– Madrid; España

9:45 – 10:15 Break

10:15- 11:15, Wednesday

KEYNOTE - Salon Esmeralda I & II

Dr. Edgar Higuera Gomez
 Gerente de Logística, Transporte e Infraestructura de la ANDI

Ingeniero en Transportes y Vías
 Postgrados en optimización del transporte, planeación de transporte, UPV
 Coordinador Regional estudio de Logística y Competitividad en la Comunidad Andina. CAF.
 Conferencista en diferentes foros internacionales.
 Ha actuado como Presidente de la Comisión Andina de Transporte.
 Miembro de los Consejos directivos de distintas entidades y comités públicos y privados del sector transporte en Colombia y la Comunidad Andina.
 Consultor de CCI/UNCTAD – OMC, BID, OEA,
 Especialista en Logística Programa Trainmar.
 Asesor de Plataformas Logísticas Portuarias

“Challenges and Opportunities in Transportation and Logistics”

11:15 – 12:30, Wednesday

KEYNOTE - Salon Esmeralda

Leonardo E. Wilinski
 VP South America Channel
 Siemens Industry Software
 Digital Factory Division
 Product Lifecycle Management
 Sao Paulo, SP, Brazil

Leonardo E. Wilinski is an industry veteran with over 25 years' experience building and manage sales and marketing teams for software and service providers in the industrial IT market in South America Countries. Mr. Wilinski spent last 17 years with Siemens Industry Software, also known as Siemens PLM, becoming Vice President, South America Channel in 2013. Siemens PLM's Channels in South America include Value Added Resellers (VARs), Corporate Resellers, Educational VARs and Independent Software Vendors (ISVs).

Mr. Wilinski is today responsible for the end-to-end execution of sales and services to Customers with Channels. In his previous tenure within Siemens, he was in charge of Regional Direct Sales teams, as Manager and Director in Brazil, and Country Manager of Spanish Speaking Countries in South America.

Prior to Siemens, Mr. Wilinski spent 10 years in field sales roles in the Brazilian market, as Account Executive, Sales Manager and Sales Director, mainly serving companies in the utilities and finance IT market and medium and large industrial organizations in the ERP market. Mr. Wilinski was born in Montevideo, Uruguay, and holds a Bachelor of Science degree and a Civil Engineer Highway degree from Universidad de la República Oriental del Uruguay, and a Master in Business Administration from Fundação Getúlio Vargas in Brazil.

Summary of Qualifications

B2B Sales, Sales Strategy, Sales Performance, Sales Productivity, Sales Enablement, Territory Management, Customer Acquisition, Customer Retention, Business Planning, Business Management, Sales Coaching, Business Coaching.

12:30 – 2:00 pm **Lunch**

2:00 – 3:00 pm, Wednesday

KEYNOTE - Salon Esmeralda I

Dr. Lope Hugo Barrero
 Associate Professor and Chair
 Department of Industrial Engineering
 Pontificia Universidad Javeriana
 Bogota, Colombia

Dr. Lope H. Barrero is an Associate Professor and Chair, Department of Industrial Engineering at Pontificia Universidad Javeriana, Bogotá, Colombia. Dr. Barrero is a researcher and consultant at the Center for Ergonomics studies of the same university. He is an industrial engineer graduated from Pontificia Universidad Javeriana in Bogota; a Master in Environmental Health with emphasis in risk and epidemiology from Harvard University in Boston, USA; and a Doctor in Environmental Health with emphasis in Ergonomics and Safety also from Harvard University. Dr. Barrero has extensive research experience working in collaboration with researchers locally and in several countries of the world, covering areas such as pathophysiological mechanisms behind musculoskeletal disorders, occupational epidemiology of musculoskeletal disorders, road injury prevention, and burden of occupational disease. As a result of his academic and professional activity he has co-authored more than 30 articles in high-impact scientific journals. Dr. Barrero has been a consultant in several important companies in the Colombian industry in the mining, agricultural and food industry. He is currently leading an initiative to provide consultant services in process and product design to small and medium-size companies of the wood and furniture sector in collaboration with the government of the Bogotá city.

2:00 – 3:00 pm, Wednesday

KEYNOTE - Salon Esmeralda II

Prof. Charles Mbohwa
 Professor
 Faculty of Engineering and the Built Environment (FEBE)
 University of Johannesburg (UJ)
 Johannesburg, South Africa

Professor Charles Mbohwa is a Professor in the Faculty of Engineering and the Built Environment. He is an established researcher and professor in the field of sustainability engineering and energy. He was the Chairman and Head of Department of Mechanical Engineering at the University of Zimbabwe

from 1994 to 1997 and was Vice-Dean of Postgraduate Studies Research and Innovation in the Faculty of Engineering and the Built Environment at the University of Johannesburg from 2014 to 2017. He has published more than 350 papers in peer-reviewed journals and conferences, 10 book chapters and three books. He has a Scopus h-index of 11 and Google Scholar h-index of 14. Upon graduating with his BSc Honours in Mechanical Engineering from the University of Zimbabwe in 1986, he was employed as a mechanical engineer by the National Railways of Zimbabwe. He holds a Masters in Operations Management and Manufacturing Systems from University of Nottingham and completed his doctoral studies at Tokyo Metropolitan Institute of Technology in Japan. He was a Fulbright Scholar visiting the Supply Chain and Logistics Institute at the School of Industrial and Systems Engineering, Georgia Institute of Technology, a Japan Foundation Fellow, is a Fellow of the Zimbabwean Institution of Engineers and is a registered mechanical engineer with the Engineering Council of Zimbabwe. He has been a collaborator in projects of the United Nations Environment Programme. He has also visited many countries on research and training engagements including the United Kingdom, Japan, Germany, France, the USA, Brazil, Sweden, Ghana, Nigeria, Kenya, Tanzania, Malawi, Mauritius, Austria, the Netherlands, Uganda, Namibia and Australia. He has had several awards including British Council Scholarship, Japanese Foundation Fellowship, Kubota Foundation Fellowship; Fulbright Fellowship.

3:30 – 4:00 pm Break

4:00 – 5:00 pm, Wednesday **KEYNOTE - Salon Esmeralda I**



Juan G. Villegas
Associate Professor
Department of Industrial Engineering
Universidad de Antioquia
Medellín, Colombia

Juan G. Villegas is Associate professor of the Department of Industrial Engineering at Universidad de Antioquia (Medellín, Colombia). His current research interests include exact and (meta)heuristic methods applied to multi-objective optimization, facility location, and vehicle routing problems. Professor Villegas is member of the research group INCAS (Innovación y gestión de Cadenas de Abastecimiento) of the Universidad de Antioquia. Since the end of 2014 he is the president of the Colombian Operational Research Society (ASOCIO-Asociación Colombiana de Investigación Operativa).

"An overview of vehicle routing problems arising in the service industry"

October 26 (Thursday)

8:00 - 9:00 pm, Thursday **KEYNOTE - Salon Esmeralda I**



Mr. Gil Lugo
President, Lean ISO Experts, Inc.
President, Green and Sustainable Solutions, Inc.
Hollywood, Florida, USA

GILBERTO LUGO is an Instructor, Consultant and Auditor with more than forty years of international experience in various industries. Creator of "Integrated Continual Improvement Methodology (iCIM) a methodology to achieve exponential profitable growth.

Mr. Lugo is a Mechanical Engineering and an expert in Lean Enterprise, Theory of Constraints (TOC), Six Sigma and ISO Management Systems. He is a Lead Auditor certified by various international organizations to the newest versions of ISO 9001 (Quality), ISO 14001 (Environmental), OHSAS 18001 (Occupational Health and Safety) and FSC & PEFC Chain of Custody. He is also certified as an Instructor by Exemplar Global (formally RABQSA) in ISO 9001, ISO 14001 and OHSAS 18001 and Florida International University and Palm Beach College in Lean Enterprise.

In addition, Mr. Lugo teaches at several colleges and universities and is a keynote speaker at local, national and international conferences. Mr. Lugo is the past Chairman of the SME (Society of Manufacturing Engineers) Southeast Florida and the past Chairman of ASQ (American Society for Quality) Palm Beach. Mr. Lugo also serves of several Boards of Directors.

Awards:

For two consecutive years he received the "Above and Beyond Award" for his outstanding contribution to the vitality and prosperity of manufacturing in the US by the USA NIST program Florida MEP.

"IEOM Industry Solutions Award" for his outstanding contributions in the field of engineering incorporating tools such as LEAN, Six Sigma, ISO and Theory of Constraints by the Industrial Engineering and Operations Management Society (IEOM).

US delegate to the ISO Technical Committees 176 (Quality Management System); 207 (Environmental Management System) and 302 (Auditing Management Systems).

9:00 – 10:00 am, Thursday

KEYNOTE - Salon Esmeralda I**Professor Donald M. Reimer**

President, The Small Business Strategy Group
 Detroit, Michigan, USA

Adjunct Faculty – A. Leon Linton Department of Mechanical Engineering
 Lawrence Technological University
 Southfield, Michigan, USA

Innovation, Entrepreneurship and Corporate Intrapreneurship

Donald M. Reimer is an adjunct faculty at the A. Leon Linton Department of Mechanical Engineering in College of Engineering at Lawrence Tech in Southfield, Michigan. He coordinates the Certificate of Entrepreneurial Engineering Skills. Mr. Reimer holds a Bachelor of Science degree in Industrial Management from Lawrence Technological University and a Master of Arts degree in Political Science from University of Detroit/Mercy. He is a Certified Management Consultant with over 35 years of experience in working with closely-held businesses. He has taught courses in entrepreneurship, strategic management, corporate entrepreneurship and innovation for engineers. Mr. Reimer is a member of the Lawrence Tech Kern Campus Committee, Coordinator of the Lawrence Tech Innovation Encounter. He is faculty Advisor of the Collegiate Entrepreneurs' Organization. Mr. Reimer serves as a Kern Fellow of The Kern Family Foundation, Co-Direct of the Coleman Fellows Program, member of the National Collegiate Entrepreneurs' Organization Faculty Advisory Council and is a member of the American Society of Engineering Education.

He has operated his own consulting company – The Small Business Strategy Group for 23 years. He published numerous articles on small business, entrepreneurship and strategic thinking. He has received several awards and recognition by local, state and federal agencies for his work in entrepreneurship and minority business development. Mr. Reimer served as member of the Minority Economic Development Committee of New Detroit. Mr. Reimer is member of the Small Business Advisory Council of the Detroit Regional Chamber of Commerce. Mr. Reimer is a member of Advisory Board of the Milwaukee Junction Small Business Assistance Center. He is also a member of the Applied Innovation Alliance. Mr. Reimer serves as a KEEN Fellow for The Kern Family Foundation and is a member of United States Association of Small Business and Entrepreneurship.

10:00 - 11:30 am Break

10:30- 11:30 am, Thursday

KEYNOTE - Salon Esmeralda I and II**Enrique Sandoval**

Vice President and COO

OCENSA
 Bogota, Colombia

Ingeniero Civil egresado de la Universidad de Los Andes (Bogotá), Especialización en Operaciones de Producción del Massachusetts Institute of Technology, Maestría en Ingeniería Civil Ambiental de la Universidad de Liverpool (Inglaterra). Ejecutivo Senior con más de 22 años de experiencia en sector Oil & Gas. En 1995 inició en BP Colombia, Casanare en cargos Administrativos Ambientales y Logísticos para Cusiana y Cupiagua. En BP UK, Aberdeen (2002) lideró el Equipo de Planeación Integrada y en BP Russia (2003) como consultor desarrolló procesos de planeación y producción para nuevos negocios. Regresa a BP UK, Aberdeen (2004) como Gerente de Producción. En 2006 en BP Angola se desempeña como Gerente de Operaciones y Gerente de Servicios de Ingeniería Unidad de Negocios de Angola desde Londres, Ulsan Korea y Angola. En 2010 es nombrado Vicepresidente de HSE e Ingeniería de BP Brazil. Regresa nuevamente a BP UK (2011) como Gerente de Renovación

del Mar del Norte. Enrique continúa su carrera profesional como Vicepresidente en STORK AMS Américas (2015) en Bogotá Colombia.

“Broccol Effect, Building Operations Capacity”

 11:30 am – 12:20 pm, Thursday **KEYNOTE - Salon Esmeralda I and II**


Dr. Juan Diego Alzate

Fundador de Transprojects (Paris), Smart Grop Asia (China)
 “Acredited Trainer” en Paris para International Chamber of Commerce (ICC) en Incoterms®.

El Profesor Juan Diego Alzate es “Acredited Trainer” en Paris para International Chamber of Commerce (ICC) en Incoterms®. Experto en Negocios Internacionales, Supply Chain Management (SCMC), Distribución Física Internacional, manejo integral de Proyectos Especiales en Logística Internacional (DFI, Aduanas, Exclusiones tributarias importación), Mercadeo Internacional, Planeación estratégica. Catedrático de posgrados, conferencista internacional en ProColombia, Cámaras de Comercio e ICC en varios países). 20 años de experiencia gerencial en temas de negocios internacionales. Miembro Académico del Supply Chain Council -USA (Apics). Ha desarrollado proyectos como Gerente General de empresas de Freight Forwarding (Transprojects, Megatransport) con tráficos regulares entre Europa, Asia y América. Ejecutor y contratista principal de grandes proyectos de infraestructura (Hidroeléctricas, Termoeléctricas, Taladros Petroleros, Plantas de Tratamientos, tuneladoras, grandes obras civiles, maquinaria pesada, transformadores de alto nivel, extrapesados y extra volúmenes), para varios países en Iationamérica. Fundador de Transprojects (Paris), Smart Grop Asia (China) y socio principal en Megatransport Projects Logistics. Socio de la firma Maximum Consulting, especializado en derecho internacional de los negocios, y consultoría en negocios internacionales.

 12:30 – 1:30 pm, Thursday **KEYNOTE - Salon Esmeralda I and II**


Dr. Rodolfo Sabonge

Ex Vicepresidente del Canal de Panamá

“Prospectiva de la logística regional y su impacto en las cadenas de suministro”

Rodolfo Sabonge especialista en planificación estratégica y prospectiva en temas de infraestructura y proyectos marítimos y logísticos. Se desempeñó hasta el año 2013 como Vicepresidente Ejecutivo de Planificación y Desarrollo Comercial de la Autoridad del Canal de Panamá (ACP). Dirigió la planificación de la transferencia del Canal a la República de Panamá, y posteriormente lideró los estudios de demanda, mercado e impacto económico que justificaron el proyecto de ampliación del Canal de Panamá. Es especialista en inteligencia competitiva, análisis e investigación de mercado y estudios de factibilidad.

Culminó estudios de Ingeniería Mecánica de la Universidad de Norte Dame, realizó estudios de posgrado en Administración de Empresas en la Universidad de Miami, Florida, y tiene un Master en Desarrollo Marítimo de la Facultad de Derecho de la Universidad de Panamá, completó un programa ejecutivo de la Universidad de Stanford en Singapur, y un programa sobre competitividad en la Universidad de Harvard. Durante su trayectoria desarrolló una amplia experiencia a nivel mundial, relacionándose personalmente con los CEOs de las principales navieras y de los principales puertos. En la actualidad funge como Director del Centro de Cooperación en Tecnología Marítima para Latino América de la Universidad Marítima Internacional de Panamá y como asesor en el Instituto de Estudios del Canal y Comercio Internacional de la Universidad de Panamá. Además es consultor internacional en temas marítimos y de logística.

 1:30 – 2:15 pm **Lunch**

 2:15 – 3:00 pm, Thursday **KEYNOTE - Salon Esmeralda I and II**


Dr. Gian Paolo Gandini

Director Corporativo de adsorchind Belcorp
 Gerente general Andina Charer paner Apics

Ingeniero Industrial, EMBA Universidad de los Andes, CPIM Apics. Profesional con más de 23 años de experiencia en Cadena de abastecimiento en compañías multinacionales farmacéuticas, consumo masivo, confitería y cosméticos. Amplia y profunda experiencia en cada uno de los procesos que componen la cadena logística internacional: planeación, administración de inventarios, compras, manufactura, estrategia de abastecimiento, almacenamiento, Innovation sourcing, transporte nacional e internacional. Ha trabajado en compañías tales como FRUCO, Warner Lambert, Pfizer, CABDBURY ADAMS y Actualmente es Director Corporativo de Sourcing en Belcorp.

“Collaboration as a Key Factor in the Development of the Supply Chain”

3:00 – 3:30 pm, Thursday

Conference **Awards and Recognitions** - Salon Esmeralda

3:30 – 4:30 pm, Thursday **Sesión ponencias y Panel: - Salon Esmeralda**

Panel:

Mario Alejandro Rodríguez, Logistics Coordinator at Don Jediondo
Sebastián Puerta, Chief of International Cargo Operations at LATAM
Daniel Villa, Regional Operations Director at ClickDelivery

4:30 – 5:00 Break

5:00 – 5:45, Thursday

Keynotes International - Salon Esmeralda



Dr. Fernando Cámara

Director de Logística Jerónimo Martins ARA

El Dr. Fernando Lopez es Ingeniero agrónomo de la Universidad de Évora, ha participado en diferentes programas de logística y Suplly Chain en universidades como Kellogs USA, Cranfield UK y Universidad Católica de Portugal, más de 17 años de experiencia trabajando como coordinador logístico en cadenas de suministro, Supply Chain enfocado en la optimización de procesos de cadenas de distribución. Ha participado en más de 30 proyectos de mejora para la operación logística y procesos de producción en diferentes empresas del universo de Jeronimo Martins.

"Logistica -Supermercados Ara Colombia"

6:00 – 6:30

Conference Closing and Certificate Delivery



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