

SOCIAL TRANSFORMATION FOR A SUSTAINABLE LATIN AMERICA

Speakers



Yvette Sánchez, Prof. Dr., is Director of the Centre for Latin American Studies (CLS-HSG) and Full Professor of Hispanic Cultures and Societies at the University of St.Gallen. She is engaged in several research projects in the Latin American area, mainly attempting to bridge the gap between cultural studies and social sciences, e.g. in the recently founded Swiss Graduate School of Latin American Studies (SSLAS) or the HSG research network *Transcultural Workspaces*, currently engaged in a cooperation with the ICRC in Geneva.



Shannon Music is Executive Director of VIVA Idea, she also serves as Board Secretary for VIVA Trust. She was Interim Head of Operations (COO) for the Social Progress Imperative, where she helped develop the methodology for measuring social and environmental progress around the world. Prior to that, she worked as a consultant for the Boston Consulting Group, and was Program Manager at New Sector Alliance. She holds a Master's in Business Administration from Harvard Business School, and a Master's in Public Administration from the Harvard Kennedy School of Government.



Roberto Artavia is President of VIVA Idea, VIVA Trust, and INCAE Business School in Costa Rica, as well as Vice President of the Social Progress Imperative. He was Rector of INCAE Business School, and Founding Director of the Latin American Center for Competitiveness and Sustainable Development (CLACDS). He has been a consultant for companies, non-profit organizations and governments in all Latin American countries as well as in Europe and Asia. He is the author of several books, dozens of articles, and case studies on sustainable development, business and non-profit strategy, social entrepreneurship, and corporate social responsibility. He holds a PhD from Harvard Business School and a Master's degree from INCAE Business School.



Chloe Julia Dunning, with her 20 years of age, is a 5th semester Economics student at the University of St.Gallen. She is also Head of Finance and Sponsoring of the *Social Business Club* at the University of St.Gallen.



Fabián Ferraro is the Founder of Defensores del Chaco, Argentina. He is a social entrepreneur and has dedicated the last 20 years to developing social activities aimed at helping children and young people working in social clubs and community organizations in Moreno, using sports and arts as a tool for social inclusion. Today he is Secretary of Habitat and Human Development of Pilar where he is in charge of leading a Subsecretary office that aims at improving the quality of life of neighborhoods in the city of Pilar.



Albina Ruiz is Founder and President of Ciudad Saludable, President of the Board of Directors of Peru Waste Innovation SAC, and President of Healthy Cities International Foundation (member institutions of the Ciudad Saludable Group). She holds a PhD in Chemistry from Ramon Llull University in Barcelona and a Master's degree in Ecology and Environmental Management from Ricardo Palma University. Albina has received numerous honors, including the 2006 Bravo Award from Latin Trade as "Environmentalism of the Year" in Latin America.



Christian Opitz, Dr., is Vice Director at the Institute of Operations Research and Computational Finance at the University of St.Gallen and Head of the institute's Competence Center for Energy Management. He is responsible for an executive program in waste disposal and recycling management and part of an SNF-financed research project about business models in the recycling sector within the National Research Program "Sustainable Economy". During his doctoral studies at the Centro Latinoamericano-Suizo de la Universidad de San Gallen (CLS-HSG) he analyzed the international competitiveness of the Brazilian manufacturing industry.

Christian holds a Bachelor's degree in Business Administration from the University of Applied Sciences of Ingolstadt, and a Diploma in Business Administration with special focus on intercultural qualifications from the University of Mannheim. Before starting his doctoral studies in St.Gallen, Christian gained practical experience working, amongst others, for Siemens, Horváth & Partners, and Oliver Wyman.



Luis Szarán is a Paraguayan orchestra conductor, composer, musical researcher and social entrepreneur. He is the Founder of "Sonidos de la tierra", a program created to promote education in music schools, choral and orchestral groups, cultural associations and philharmonic societies in Paraguay. His aim is to create social capital and reduce poverty.



Vanina Andrea Farber, PhD, is Full Professor of Sustainable Entrepreneurship and Social Inclusion, and Dean of the Graduate Business School at the Universidad del Pacífico, Lima, and Associate Professor of the IE Business School in Madrid. She received her PhD from the University of Memphis in 2007 with a dissertation on the Argentinian Convertibility Plan (1991-2002). She taught at different universities in Europe and Latin America; more precisely, in Rouen, Geneva, Marseille, Bogotá and Salta. Her research interests span a wide range of topics and her publication list includes titles such as "The effects of the global financial crisis on emergent markets" (2010), "Is the perception of CSR country bound? A CSR based reputation study of Spanish companies in Latin America" (2012, with Ch. Vincent) and "Más allá de la crisis: el empleo juvenil en España 2006 a 2012" (2014, with G. Allard).



Brizio Biondi-Morra has a PhD in business administration. He was Rector of INCAE Business School from 1991 to 1999 and President of the Board of Directors. He is the former President of Fundación AVINA and former Chair of FUNDES. He has formerly served as the Director of Executive Programs at the Arthur D. Little School of Management in Cambridge, Massachusetts. He founded the ICC Chemical Corporation, based in New York, and was the marketing director for DuPont in Europe.



Sebastian Utz, Prof. Dr., is an Assistant Professor at the School of Finance of the University of St.Gallen. He holds a Master's degree in mathematics from the University of Augsburg, he obtained his PhD in Business Administration from the University of Regensburg, and he was a visiting research scholar at the Department of Banking and Finance at the Terry School of Business at the University of Georgia. His focus research areas are impact investing, sustainable finance, and multi-criteria decision making. Currently, he is working on projects regarding the measurability of the impact of sustainable investments and the reliability of current voluntary sustainability reporting standards. Since 2012, he is a member of the academic committee CRIC TANK, which supports ethics and sustainability in investments.



Hernando de Soto is currently President of the Institute for Liberty and Democracy, an internationally-recognized think tank headquartered in Lima, Peru, committed to creating legal systems to help the poor access property rights. He has been named one of the leading innovators in the world by *Time* and *Forbes* magazines and has been ranked as one of the world's top 13 "public intellectuals" by *Prospect and Foreign Policy*. He has served as President of the Executive Committee of the Copper Exporting Countries Organization, as CEO of Universal Engineering Corporation, as a principal of the Swiss Bank Corporation Consultant Group, and as a Governor of Peru's Central Reserve Bank. He has advised heads of state in several countries on property reform programs, and is the renowned author of *The Other Path* and *The Mystery of Capital*.



Alexander Barkawi is Founder and Director of the Council on Economic Policies (CEP) – an international economic policy think tank for sustainability. Prior to his decision to build up CEP, he was the Managing Director of SAM Indexes and thus responsible for developing the Dow Jones Sustainability Indexes (DJSI) into a key reference point for sustainability investing. Before joining SAM, Alex took the lead in internationalizing the activities of oikos – an organization that promotes sustainability in teaching and research of economics and management worldwide. He continues to be engaged in the organization as President of the Board of Trustees of the oikos Foundation.



Amy Wares served as a Senior Competitiveness Advisor in the U.S. Agency for International Development and managed USAID's collaborative activities with the World Bank's "Doing Business" project. Amy holds an MBA from Harvard Business School and a Bachelor's in Economics from the College of William & Mary.



Antoinette Weibel, Prof.Dr., is a full Professor at the University of St.Gallen and directs the Institute for Work and Employment Research. She is President of FINT (First International Network of Trust Researchers) and member of the steering committee at EGOS (European Group for Organizational Studies). Her research areas are the influence of institutions on motivation, trust in organizations, and stakeholder trust as well as employee well-being. Antoinette Weibel earned her doctoral degree at the University of Zürich with the topic "Trust and Control in Strategic Networks". In 2008, she was awarded the "Venia Legendi" by the University of Zürich with the post-doctoral thesis "Voluntary Work Engagement". Prior to coming to St.Gallen, she served as a Professor at the University of Lichtenstein, University for Administrative Sciences in Speyer, and University of Constance.



Elfid Torres is Executive Director of Fundes. He has dedicated his entire professional career to fostering entrepreneurship as the main driver for Latin America's economic and social development. In 1996, he arrived at the FUNDES Mexico office to develop research that today has helped the organization remain at the forefront of knowledge on both Micro, Small and Medium Enterprises (MSMEs) and business development as well as spearheading the firm's strategic shift as FUNDES looks towards 2020.



Christoph Frei, Prof. Dr., is an Associate Professor for Political Science at the University of St.Gallen. Over the past twenty-five years, he has been moving between academia and the private sector. His research and teaching experience includes multi-year stints in France, Hungary, and the United States. Christoph Frei currently serves as Academic Director of the International Affairs and Governance Programs (BIA and MIA) at the University of St.Gallen. At that institution, he was conferred the first ever Credit Suisse Student Award for Best Teaching. Among his scholarly contributions is an intellectual biography of German-Jewish emigré Hans J. Morgenthau, a founding father of the 'Realist' school of International Relations in the United States. Frei's current research interests touch upon the history of political ideas, the theory of international relations, and current issues in international politics.

Musicians



William Chirinos was born in Maracaibo, Venezuela. At a very early age, he started singing and playing musical instruments under the strong influence of his grandfather, a musician. In 1998, he was selected to participate in the Venezuelan competition "La Voz de Oro y Voz de Platino" and ranked first place. He continued his activity as composer and singer in association with several musical ensembles in Maracaibo. After graduating in Journalism, he traveled to Argentina in 2012 to record his first album. Then he moved to Switzerland, continued to play music, performing in Slovakia, Hungary, Spain, and France. Together with the Venezuelan producer Ali Ochoa, he is currently recording a mix of Caribbean rhythms, pop, and traditional instruments, such as the Peruvian *charango* and the Venezuelan *cuatro* in three different countries (Switzerland, USA, and Venezuela). This year, he has produced another music video, "Mashup 2017", where he features some of the best-known Latin American songs.



Enrique Harries started studying classical music when he was nine, yet he always kept the influence of the music of his surroundings, the folklore. As a young boy, he also experimented with different musical styles. His music reflects the influence of Argentina and other South American countries. In the 1980s he played in pop and rock bands and since the 1990s shifted to classical and traditional music from Latin America and Spain. Overall, Enrique has accumulated 40 years of musical experience, his most precious treasure.