

Sergio Fonseca

Professor at the General Management Department

Director of the Corporate Leadership and Management Program



IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

Academic Degrees

- Master in Business Sciences, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Mexico.
- Bachelor in Business Administration, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Mexico.

Managerial Background

Currently:

- Business Development Consultant to companies and entrepreneurs, President & Founder of Bizcovery, S.C.
- Counselor, Boards of Directors and Advisory Boards.
- Personal adviser to business owners, entrepreneurs and corporate executives.

Formerly:

- SVP, Managing Director, PEARSON Hispanoamerica Region, 2015-2019.
- VP, NESTLE Mexico, Business Executive Manager Nestle Ice Cream, 2008-2011.
- General Manager, CHEP Mexico, 2008.
- VP, PEPSICO in Sabritas (Frito-Lay) Mexico, General Manager Alegro, 1999-2007.
- Marketing Director, PEPSICO in Sabritas (Frito-Lay) Mexico, 1993-1999.
- Brand Manager, P&G Mexico, 1989-1993.

Professional Activities

- Mentor & Counselor at Advisory Boards, ENDEAVOR Mexico (since 2013).
- Visiting business case Protagonist, IPADE Business School, Mexico, 2019.

Guest Panelist:

- World Economic Forum on Latin America, Argentina, 2017.
- World Economic Forum on Latin America, Colombia, 2016.

Acknowledgements:

- IPADE Business School published business case on January 2019: “Transformation for permanence: Pearson in Hispanoamerica” (C 19 C 01).
- Founding Member of the Education Innovation Council for Latin America of The Inter-American Dialogue (2018-2019).
- Cover story in the *Líderes Mexicanos* magazine: “CEOs of the Future” (April 2006).

Areas of Interest

- Business turn-arounds
- Business management centered around a genuine interest for people
- Business development for growth, strategy and modeling execution capabilities
- Marketing and Innovation