

Alfredo Guevara Ortega

Managerial Information and Control Professor
Bajío Regional Director



IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

Academic Degrees

- Full-Time MBA, IPADE Business School, 2016-2018.
- MBA (Exchange), Rotterdam School of Management, 2017.
- Specialty in Operations Management, Universidad Panamericana, 2015.
- Industrial Engineering (Exchange), Hochschule Albstadt-Sigmaringen, 2013.
- Industrial Engineering, Universidad Panamericana, 2010-2014.

Relevant Courses:

- High Impact Entrepreneurship Program, Trecamp / University of California, 2010-2014.

Managerial Background

- Regional Director for Bajío, IPADE Business School, 2025 to date.
- Advisory Board Member, Industrial Engineering, Universidad Panamericana, 2023 to date.
- Managing Director, Pinkerton Consulting & Investigations Mexico, 2023-2025.
- Business Development Director, Pinkerton Consulting & Investigations, 2022-2023.
- Managing Director, VitroHogar, 2021-2022.
- Co-Founder, Managing Director and Consultant, Lift Consultoría, 2018-2021.
- Contractor Manager, Levi Strauss & Co, 2015-2016.
- Operations Manager, Grupo Esquimal, 2013-2015.

Professional Activities

- Professor at the Management Control and Information Department, IPADE Business School, 2025 to date.
- Professor of Strategy, Sales and Management, Universidad Panamericana, 2018-2022.

Awards:

- Academic Achievement Award 2010-2015, Universidad Panamericana, 2015.
- First Place Simulation in Logistics, V Latin American Competition Simulation in Logistics, 2014.

Areas of Interest

- Strategic control systems and balanced scorecard
- Strategic planning
- Incentive systems
- Process optimization
- Strategic alignment
- Sales and growth strategies