

EDUARDO RODRIGUEZ
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Education

Current : PhD Candidate Aston Business School, Aston University (Birmingham UK) in the field of Knowledge Management applied to Enterprise Risk Management

1998 – 2000 Concordia University. Montreal, Canada

MSc. in Mathematics (Actuarial Mathematics)

Research Project : Scoring Methods for Risk Classification

2000 McGill University. Montreal, Canada

Advanced Management Program

1981 - 1983 University of the Andes Bogotá, Colombia

Master of Business Administration (**M.B.A.**)

Thesis: Information Systems : Problems and an alternative solution

1977 - 1981 University of the Andes Bogotá, Colombia

Mathematician (Concentration on Operations Research)

Professional experience

2001 to date Export Development Canada (EDC)

2004 to date Knowledge Management Advisor (E-Business)

2001 – 2004 Statistical Analyst of Credit Scoring

1992 - 2001, Fundación Social Financial Group Bogotá Colombia.

2000-2001Caja Social Bank Advisor in Statistical models for Credit Risk

1996-1998Colmena Insurance Co. Vice-president, Marketing

1995 - 1996 Health and Worker Compensation Colmena Co. Vice-president, Planning

Vice-president, Executive of Health Colmena Co.

1992 - 1995 Fundacion Social Holding Corporate Marketing Director and Corporate Businesses

1990 - 1992 Colpatria Mortgage Bank. Bogotá, Colombia Marketing Director

1984 – 1990 Skandia Insurance Co. Bogotá. Colombia Marketing and Credit Director

1983 – 1984 Colseguros Co. Bogotá Colombia Advisor in Products Development:

1982 - 1983Grancolombian Polytechnic. Bogotá Colombia Planning Director

Member of the Boards of Directors of

- Pension Colmena Co.
- Dinamica Co (Clinical Laboratory)
- Servir Co (Hospitality Organization)
- Visa – Credibanco Colpatria Bank
- Pichincha Insurance Co. in Ecuador

Academic Experience

Knowledge area	University	Course name
Business/Management	Los Andes University 1980 - 1998	Operations Research PL and Networks
		Strategy
		Principles of Marketing
		Quantitative Methods for MBA
	CESA 1993 – 1998 and 2000 -2001	Introduction to Risk Management
		Service Marketing
		Introduction to Operations research
	University Jorge Tadeo Lozano 1994-1995	Service Marketing
Colombian Engineering School 2000 - 2001	Operations Research II Markov Chains, Poisson Process, Queue Theory	
Central University 2001	Introduction to Venture capital Decisions	
La Sabana University 2001	Introduction to Information Systems	
Mathematics	Loa Andes University 1980 - 1998	Differential and Integral Calculus
		Sequences and Series Analysis
		Calculus for Biologist
		Mathematics for Social Sciences
		Introduction to Mathematical Economics
		Linear Algebra
	Concordia University 2000	Mathhelp

Lecturer in Professional Management Programs: Designed, developed and presented Seminars and Professional Courses, which were repeated in different periods of time, such as:

Management Course Name
1. Bank Marketing
2. Design and Development of financial services and products
3. Balanced Scorecard Implementation
4. Competitive Strategy in the Service Market
5. Process optimization
6. Risk Models in Treasury
7. The Marketing Function in Quality Management
8. Service Strategy
9. Marketing Management
10. Advanced Marketing Management
11. Quantitative Tools for Strategy
12. Design of the information system for quality service measurement
13. Analytics in productivity
14. Customer service
15. Marketing for the sales group
16. Insurance Marketing
17. Data Mining
18. Credit Risk Management
19. Financial Services Marketing
20. Marketing Auditing
21. Actuary and the decision making process
22. Intellectual Capital evaluation

Publications :

Name	Publication/ISBN for Books	Year
Information Systems problems and a solution	MBA thesis	1983
Precalculus Exercises	Internal Publication Mathematics Department, Los Andes University	1984
Scoring Methods for risk classification	Technical report Concordia University, Mathematics & Statistics Department	2000
<u>Administración del Riesgo (Risk Management)</u>	ISBN 978-958-682-339-3	2002
<u>Gerencia Matemática (Mathematical Management)</u>	ISBN 978-958-682-484-5	2004
<u>Gerencia del Conocimiento y Pensamiento Estratégico (Knowledge Management and Strategic Thinking)</u>	ISBN 978-958-812-964-8	2005
Country Risk Knowledge	Proceedings KMAC U.K. 2006	2006
<u>Cases in Operations Research- Small Businesses</u>	ISBN 978-958-8307-08-4	2007

Consulting Activities Some examples:

- 1) Technical note for the risk of disability caused by catastrophic diseases,
- 2) Maximum Probable Loss calculation for Bank Credit portfolio
- 3) Credit Risk Classification decision model
- 4) Identification of flower growth factors for crop development
- 5) Service Evaluation for banking service through the ATM network
- 6) Inventory calculation for meat and eggs in the aviculture industry
- 7) Pension and social benefits transition

Owner of IQAnalytics in Canada www.IQAnalytics.com, firm of Knowledge Management Consulting with focus on quantitative knowledge and knowledge management systems (KMS)

Relevant Training

- 1) Intellectual Capital World Congress – McMaster University – Canada 2007
- 2) Knowledge Management – Cefrio Quebec Canada 2006
- 3) Portals, Content and Collaboration – Gartner - USA Las Vegas 2006
- 4) Information and Knowledge Management – CIKM - Germany 2005
- 5) Technical Writing – Learning Tree Canada 2004
- 6) SAS Programming levels 1,2,3, SAS Institute Ottawa Canada 2003 -2004
- 7) SAS Modelling Linear and Non Linear Models, SAS Institute Ottawa Canada 2004
- 8) SAS Enterprise Guide, SAS Institute Ottawa Canada 2004
- 9) Professional Training in Monterrey-Aetna Insurance Co. Mexico D.F.
- 10) Professional Training in Banmedica Santiago de Chile. Chile
- 11) Strategic Customer Service Management University of California Berkeley. USA
- 12) Marketing Driven Strategies Wharton School. USA
- 13) Life and Health Insurance , Automobile insurance Inese Spain
- 14) Successful Service Strategies Miami USA
- 15) Multivariate analysis in Marketing; Strategy Design; Communication Strategy at University of the Andes
- 16) ABC method for cost management at KPMG
- 17) Strategy Design - Andes University
- 18) Corporate Communication Strategy – Andes University
- 19) Methodology for teaching and course design – Grancolombian Polytechnic