



Staff of Senior Consultants:

Senén Conejeros: Journalist. Director of the School of Journalism, Universidad La República. Professor of the following subjects: Journalism Ethics, Radio Journalism, Reporting Journalism, Problems of Contemporary Journalism, Political Journalism, Ethics and Journalism Legislation, at the School of Journalism of Universidad de Santiago, Universidad del Desarrollo (ex Las Condes), Universidad Católica de Chile and Universidad de la República. Press Director and News Host and Commentator on Radio Chilena, Radio Carrera, Radio Nuevo Mundo, Radio Santiago, Radio Universidad de Chile and on Gran Santiago TV. Press boss, General Director and member of the Board of Directors at Radio Chilena, Santiago. Public Relations man and Communications Advisor for Arzobispado de Santiago (Archbishopric of Santiago) and Episcopado de Chile (Episcopacy of Chile). Press Information Boss, Agencia de Noticias EFE, Spain. President of the Brasilia Diplomat Association, ASDIBRA. President of the Chilean Federation of University Professional Associations of Chile for two years. National President of the Chilean Journalists Association for seven years. Vice-President of the Association of the Chilean Schools of Journalism. Member of the Press Law Drafting Committee (1990 -1993). Vice-President of the Iberoamerican Association of Journalists Organization, OAPI. Senior Consultant at AxisRSE S.A. in Corporate Communication and Communication Auditing.

Alberto Guajardo M.: Degree in Business Administration & Marketing. Master Executive in Quality Management (Escuela de Organización Industrial de España (UE). Auditor Continuing Improvement Method. Expert at the implementation of Social Responsibility models. He is currently participating in the drawing up of norm ISO 26000 of Social Responsibility, Espejo Chileno Committee. Consultant and facilitator for Norm Pyme NCH2909 of.2004 certified by the "Instituto Nacional de Normalización". Asesor/facilitator and of different Quality Management Models, such as: Chilean Model of Excellence, Model of Hospital Excellence, Quality Assurance of primary and secondary school management, Self-assessment Systems and Quality System. Pyme Consultant in Quality Management issues, strategic planning and sales. Lecturer in quality management issues, strategic planning, process management and high-performance teams. Project leader for productive development



programs in several regions of Chile. Expert Assesor, National Quality Award and Iberoamericano Award for AxisRSE S.A.

Carlos Eduardo Mena: Executive Vice-President of the Foreign Investment Committee from March, 2006 to May, 31st, 2008. He worked as a Consultant in the Political Management in Central America Project, OEA. He worked as a Senior Consultant for the Regional Project in Latin America (PNUD) and for the Information and Management System (SIGOB). He was appointed Ambassador of Chile in Brazil during 2000 to 2003. He organized and put into operation twelve Business and Cooperation Centers between Chile and several Brazilian states. He studied Political and Social Science (Universidad Católica de Chile, 1967-1971) and obtained a Law Degree at Universidad Católica de Chile in 1973. Besides, he studied a Post-Graduate in Political Science at Universidad de Florencia, Italia (1965). He is the author of the following books: "Toma de Decisiones y Políticas" (Decision Making and Policies) (Argentina, 1989, Programa RIAL); "Sociología del Desarrollo, Políticas Sociales y Democracia" (Development Sociology, Social Policies and Democracy) (Mexico, 2001); "Elementos para la Gestión de los Servicios Exteriores" (Elements for the Management of Foreign Services) (Santiago de Chile, 1989, PNUD/CEPAL). Among his published articles can be mentioned: "El Proceso de la Toma de Decisión en las Políticas Externas" (The Decision Making Process in External Policies) (Diplomatic School, Madrid, Spain); "Gobernabilidad Democrática" (Democratic Governability) and Cuadernos de CAPEL: "Rediseño de Partidos Políticos en América Latina" (Redesign of Political Parties in Latin America), Instituto Interamericano de Derechos Humanos, Centro de Asesoría y Promoción Electoral. Senior Consultant at AxisRSE S.A.

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