



ESCUELA DE ADMINISTRACIÓN
FACULTAD DE ECONOMÍA Y ADMINISTRACIÓN



GNAM Week Chile 2021

October 18-22



GLOBAL NETWORK FOR
ADVANCED MANAGEMENT



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What is GNAM?

The Global Network for Advanced Management, **GNAM**, is an organization created by Yale SoM, which brings together **32 prestigious universities** around the world and was created to take the internationalization of its **MBA** students to a new level.

It seeks to promote the best of each business school, analyze emerging issues and create networks among students. **Its objective is to unite the future leaders of the world**, promoting economic development, communications and integrated action in a dynamic, interconnected and changing world.

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Every week in March, June and October the **GNAM Network Week** is held where business schools belonging to GNAM offer students from other universities in the network the opportunity to take intensive courses focusing on current topics.

The October version offered by the **School of Administration of the Pontificia Universidad Católica** will be cocreated with **CoLab UC - Social Innovation Lab**.

Objective: This course aims to understand, study and analyze how under this urgent context in Latin America and the Caribbean, new economies, companies and enterprises have emerged in order to coconstruct sustainable futures for the region.

5

days, from
October 18 to 22.

5

macro themes
focused on Latin
America and the
Caribbean

10

activities between
conferences and
conversations

15

experts from different
Latin American
countries.



GNAM Week Chile 2021 Schedule

Each day will have two activities:

- 1) Talk given by a specialist professor on the topic.**
(11:00 AM-13:00 PM 🇨🇱) (15:00 PM-17:00 PM GMT)
- 2) A talk between a professor and an invited speaker that materializes the topic of the day.**
(15:00-16:00 PM 🇨🇱) (19:00 PM-20:00 PM GMT)

October 18

**New economies:
challenges of a
development model**

October 19

**Business as usual is not
an option: the purpose
as the center of the
new company**

October 20

**Socio-environmental
ventures and new
business models**

October 21

**Impact Investing: how to
encourage the emergence of
new companies and ventures**

October 22

**Intrapreneurship:
Enhancing the
entrepreneurial soul within
organizations**



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GNAM Week Chile 2021 Schedule

October 18

"New economies: challenges of a development model"



1) Talk by professor **Julia Maggion**

(11:00 AM-13:00 PM ) (15:00 PM-17:00 PM GMT)

- Co-founder of Regenerativa Aflora.
- Former executive director of Sistema B Brazil.



2) A talk between profesor **Carlos Scheel** and **Guillermo González**

(15:00-16:00 PM ) (19:00 PM-20:00 PM GMT)

Carlos Scheel
Professor of Circular Economy
at EGADE Business School of
TEC Monterrey.

Guillermo González
Head of the Circular Economy office of
the Ministry of the Environment of the
Government of Chile.



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GNAM Week Chile 2021 Schedule

October 19

"Business as usual is not an option: the purpose as the center of the new company"



1) Talk by professor Sebastián Gatica

(11:00 AM-13:00 PM 🇨🇱) (15:00 PM-17:00 PM GMT)

- CoLab UC Director.
- Professor of School of Administration and MBA UC..
- Co-founder of Manada and Travolution.



2) A talk between professor Andrés Ibáñez y Juan Pablo Larenas (15:00-16:00 PM 🇨🇱) (19:00 PM-20:00 PM GMT)

Andrés Ibáñez
Director of International Relations and professor at the UC School of Administration.

Juan Pablo Larenas
Co-founder of Sistema B and Executive Director of B Lab Global.



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GNAM Week Chile 2021 Schedule

October 20

"Socio-environmental ventures and new business models"



- 1) Talk by professor Michelle Arevalo-Carpenter**
(11:00 AM-13:00 PM 🇨🇱) (15:00 PM-17:00 PM GMT)
- CEO and co-founder of IMPAQTO (Ecuador).
 - Responsible Leader of the BMW Foundation.



- 2) A talk between professor Paula Broitman y Alex Pryor**
(15:00-16:00 PM 🇨🇱) (19:00 PM-20:00 PM GMT)

Paula Broitman
Professor at the UC School of Management and consultant in innovation and entrepreneurship

Alex Pryor
Founder of Guayaki and Director of the Iguazú Agroecological Foundation.



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GNAM Week Chile 2021 Schedule

October 21

"Impact Investing: how to encourage the emergence of new companies and ventures"



1) Talk by professor **Celia Cruz**

(11:00 AM-13:00 PM ) (15:00 PM-17:00 PM GMT)

- Executive Director of ICE Brazil.
- Impact Investing specialist.
- Former director of Ashoka Brasil.



2) A talk between professor **Sebastián Gatica y María Carolina Suárez**

(15:00-16:00 PM hora ) (19:00 PM-20:00 PM GMT)

Sebastián Gatica
Professor at the UC School of Management, CoLab UC Director and entrepreneur.

María Carolina Suárez
CEO LatImpacto



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GNAM Week Chile 2021 Schedule

October 22

"Intrapreneurship: Enhancing the entrepreneurial soul within organizations"



1) Talk by professor **Florencia Estrade**

(11:00 AM-13:00 PM 🇨🇱) (15:00 PM-17:00 PM GMT)

- Director and Co-Founder of the Global Intrapreneurship League..
- Movement Catalyst of Im in.
- MBA professor at Fundação Dom Cabral.



2) A talk between **Alda Marina Campos y Lorena Muiño**

(15:00-16:00 PM 🇨🇱) (19:00 PM-20:00 PM GMT)

Alda Marina Campos

Co-founder and CEO of Pares,
Catalyst of the Global League of
Intrapreneurship and member of
the board of Sistema B Brasil.

Guillermo Otárola *Por confirmar*

Innovation manager
internal at Entel.