

Eric Talavera Campbell



My name is Eric Talavera Campbell. Life has always found a way to lead me towards the education sector. I started very young creating an academy for kids in school. Later on, I worked in different companies in the private sector and then worked in public institutions. I worked in the regulatory area for telecommunications regulatory agency, participating in free trade agreements for the Peruvian government. I never expected the regulatory issues to lead me towards education, but life seems to present alternatives and show you what your passion and vocation seems to be. Teaching in different universities helped me out in knowing the limitations and particularities universities have. Opportunities appeared when I started studying the Masters in Research, and I assumed the representation for a consultancy company who wanted to provide services in the education industry in Peru.

My direct link with EQUAA started also with an opportunity. The opportunity was to create a Latin American accreditation agency that would be able to consider the particularities of our region. The project soon became a vision and that vision we started to share among the representatives of 10 countries. The story of the creation of EQUAA is one that I love to tell. The creation of a model with a different focus and which would incorporate different levels of accreditation, next to different profiles became a distinguishing factor. As executive director, I have had the satisfaction of helping the president in leading the organization in its growth.

I believe in changing the way quality measurements are currently done. I believe that changes in the education industry must also be accompanied by changes in the way we classify and measure quality. These believes have been built thanks to the support of many people including the EQUAA president, its board, its advisory board and all the committed people who participate with us through and commit their institutions. I wish to learn from other institutions and help in the process of collaborating and sharing in benefit of all.

EDUCATION

- Tilburg University, PPP PhD. Program, doctoral student.
- ESAN, Master in Research Program for the PHD in Management Sciences, 2013-2015.
- ESAN, PADE in Marketing – May 2007- April 2008 (Third place)
- Leipzig Graduate School of Management (HHL) Germany, International Business and Negotiation. Feb. to Jul. 2006
- Group Sup de Co Montpellier, Francia, MBA Full Time - Jan. 2005 a Jan. 2006
- University of Lima (Business School) Peru, Bachelor in Economics - Mar. 1999 to Jul. 2004

PROFESSIONAL EXPERIENCE

EQUAA - Education Quality Accreditation Agency Executive Director and Board Member (Current)

EQUAA is an international accrediting agency with a focus on Latin America. Its mission is to accredit educational units such as faculties and higher education business schools taking into account the context. It has offices in 5 countries and leads from its executive headquarters in Lima, Peru.

**British Council Peru
Consultant (jul-set 2015)**

The British Council Peru is a company linked to the UK Government intended to create international opportunities for the people of the UK and other countries and help build trust between them worldwide. I supported in the process of calling for research funding in order to bring together researchers and Peruvian institutions with their counterparts in the UK.

**Hoper Perú
Executive Director (actual)**

Hoper PERU specializes in management consulting with a focus on the education sector in the categories of university management, mergers and acquisitions, market studies and research, advice on program accreditation, conducting courses and events, business advisory company and production of content and technology for education. As a strategic partner of Globalized (USA), Chile and Hoper Brazil, Hoper consortium Educacao Brazil, we seek to provide the education sector with the highest quality services.

**Globalised, (EEUU)
Member of the International Advisory Board**

Globalized is a company located in Boston, USA which provides consulting services and advice on issues related to the education sector.

Organismo Supervisor de Inversión Privada en Telecomunicaciones (OSIPTEL)

Regulatory Specialist, Regulatory Policy Management

- Participation in bilateral and multilateral negotiations (Trans-TLC Japan, China, European Union)
- (Chicago, USA, September 2010)
- (New Zealand, 3 to 12 December 2010)
- (San Francisco, July 21, 2010)
- (Tokyo, Japan 6-10 July, 2009).
- (Bogota Colombia, 9- 13 February 2009).
- (Lima 23 - March 26, 2009).
- Invited by the IDB to the preliminary meeting of the Technical Executive Group of IIRSA (Initiative for the Integration of Regional Infrastructure in South America) in relation to the South American Roaming Agreement.
- Responsible for the monitoring, promotion and marketing of the University Extension Courses OSIPTEL.
- Promoting extension courses in recent years racing systems engineering, computer science, electronics, telecommunications universities in Lima and coordination for presentations in provincial universities.
- Planning and implementation of decentralized courses in the cities of Arequipa, Tacna, Trujillo and Tarapoto, making business proposals to promote courses in those cities.
- Evaluation of financial analysis and review of proposed separate accounts.

General Management Advisor

- Participation in the 1st and 4th round of negotiations at the table of services between China and Peru.
- Participation in the 3rd round of negotiations at the table of services between the European Union and the Andean Community (Quito, Ecuador).
- support on issues related to APEC, event coordination and participation in working groups.
- Member of the Special Committee on FTAs.

- Support, negotiation and development agreements.
- Project development.

GRUPO K'UMERA S.A.C Setiembre 2006 – to date

Director / Project Manager

- Development of a processing plant for hamburger industry.
- Implementation and initial product development company, creating processes, staff training and initial general management of the company.
- Contact and negotiation with suppliers.
- Commercial analysis of the market, conducting qualitative and quantitative studies, sample and test the product.
- Establishment of marketing strategies based on research studies.
- Negotiation and marketing of products with Peruvian supermarkets.

Company Advisor:

2012 - Villa Andina - Study of business analysis and value proposition for European customers..

2013 - Eurocenter - Advice on the commercial and sales situation: Study to determine the key attributes sought by customers in the sector.

INDECOPI October 2003 - February 2004

Assistant Area Bankruptcy Proceedings

- Manage the progress of branches in response to the attention of companies entering bankruptcy proceedings, ie, entering a process of bankruptcy or inability to meet its creditors.
- Develop and manage statistical data entered on the management of the branch, before concluding with a report generation management control for that area.
- Classify companies entering bankruptcy proceedings.

BANCO DE CRÉDITO October - December 2002

Administrative Assistant Capital Market

- Assisted account managers for institutional custody area.
- Record and kept updated institutional companies via fax and e-mail on their stock portfolios and report on their deposits of dividends.

INTERNATIONAL LANGUAGE CENTER January - March 2002

Administrative Management Assistant

- Assistance in the development of the company and turned to administrative and academic tasks.
- Participated in the oral English test preparation and coordinated, like care, examinations for executives for customer companies ILC.

OTHER STUDIES AND TRAINING

- IT Strategy - Innovation and Decision Making, International Week, ESAN 2013
- Training Workshop on the "Treatment of Investments in the framework of negotiations" EU-CAN "Ministry of Foreign Trade and Tourism-July 2008
- Debate "The regulatory system works or not?" IPAE- May-2008
- Training Workshop on "the treatment of services in the framework of negotiations," EU-CAN ". Ministry of Foreign Trade and Tourism-January 2008

- Course Branding, Marketing Generational ARCHITECTURE Brand and International Marketing. Bogotá, Colombia, October / November 2007.
- Summer Program "Doing Business in the Enlarged European Union", Leipzig Graduate School of Management (HHL) - June 2006
- "It's still possible in These United States," Dr. Horst K. Saalbach. FESTO, Germany - May 2006
- Strategic Management Facing Uncertainty, Kaplan; International Seminar - August 2002
- The Best of Peruvian Marketing V - April 2002

TEACHING EXPERIENCE AND AS SPEAKER

- Panelist at Sustainability Forum, ANGRAD, Foz de Iguazu, Brazil, 2015.
- Panelist guest at FGV, Rio, Brazil, 2015.
- Panelist at the II International Accreditation Forum EQUAA, Bogota, Colombia, August, 2015
- Teacher Specialization Program, ESAN, "Marketing Management", Chiclayo, in January 2014.
- Teacher Specialization Program, ESAN, "Marketing Management", Arequipa, May 2014
- Professor of Graduate MBA Program, USMP Course "Marketing: Analysis and Consumer Market", 2013.
- Professor CDE, Program Management of Human Potential, ESAN, "Remuneration and Compensation", in August 2013.
- Professor of Post Graduate Program, USMP Course "Marketing Management", tutorial 2013.
- Professor CDE, Program Management of Human Potential, ESAN, "Remuneration and Compensation", September 2012.
- Teacher Specialization Program, ESAN, "Marketing Management", Chiclayo, October 2012.
- Professor of Graduate MBA Program, USMP Course "Marketing: Analysis and Consumer Market", 2012.
- Professor of the Master Projects UNPRG, Course "Market Research", Chiclayo 2012.
- Professor of Graduate MBA Program, USMP Course "Business Negotiation and Conflict Resolution", 2011.
- Professor "Marketing General" San Martin de Porres University, Faculty of Business Administration, 2010.
- Professor "Macroeconomics" Diploma in Business Administration, ESAN, Huancayo.
- Visiting Professors "Macroeconomics" general economics course, Mario Gallo, ESAN.
- Coordinator extension courses OSIPTEL, 2008, 2009, 2010, 2011, Committee Chairman years 2011, 2012.
- Speaker at the First Training Workshop "Management and Development of MSEs' organized by the Management of Economic Development of the Provincial Municipality of Huaura - May 23, 2008.
- Guest speaker Chamber of Commerce of Lima: "Matrimarketing" 2010
- Presentation of Publication "Matrimarketing" Prince Hotel, in February 2009.
- TV Program "Fulanos and Menganos" invited, in March 2009.
- TV Program "Oh Goddesses" guest, March 2009.
- TV show "Lemon Lime" Guest (five programs), March and April 2009.
- TV show "3G" invited, in August 2009.
- Teacher Academy "Vasstel" tutoring school students. 2002, 2003

PUBLICATIONS

- "Reputation and Accreditation Effect on Alliance Formation" - Eric Talavera, Nestor Salcedo, CLADEA, Valparaiso, Chile, 2015.
- "Differences of financial performance as attributes of the board" - Nestor Salcedo, Eric Talavera, CLADEA, Valparaiso, Chile, 2015.
- "Mobile Applications as an Innovation Adoption in Universities: Impact of Age, Size, Previous and Proximity Technology Transformations", 2014, CLADEA, Barcelona, Spain and BALAS, Puerto Rico.

- "The future has a mobile future: information as a primary tool for analysis" article CDA, Prometheus, in May 2013.
- Author of Book "Matrimarketing". Publication February 2009.

ADDITIONAL INFORMATION

Languages

Spanish: mother tongue

English: Advanced

Translation (English- Spanish)

(English French: University 1 Montpellier

Diploma (Advanced level)

Portugues: Intermediate

German: Basic