

## VERONICA E. BAZ

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### EDUCATION

#### **DUKE UNIVERSITY, The Fuqua School of Business, Durham, NC**

*Master of Business Administration, May 2007.* Awarded Merit Scholarship. Recipient of the 2005-2006 Truby G. Proctor, Sr. Memorial Scholarship. Selected Alumni Relations Feature Manager at the Social Impact Club. Member of Small Business Consulting Project aimed at assisting the consultancy firm Bridges Consulting in its diversification of revenue sources.

#### **TECHNOLOGICAL AUTONOMOUS INSTITUTE OF MEXICO [ITAM], Mexico City, Mexico**

*Bachelor of Arts Degree in Political Science, May, 2001.* Member of the Editorial Committee of the ITAM Journal of Political Science. Treasurer of the Political Science Students Representation.

### EXPERIENCE

#### **CENTER OF RESEARCH FOR DEVELOPMENT (CIDAC), Mexico City, Mexico**

*June 2007- General Director*

*Summer 2006 Internal Consultant*

- Identified and designed a variety of strategies to increase the organization's budget.
- Created a framework to prioritize among the different policy issues on which the Center should focus its resources.

*1998-2005 Associate Researcher*

- Interviewed 30+ small and medium businesses throughout the country in order to build an exhaustive database on the most salient challenges to business competitiveness in Mexico. The project led to the publication of the book *Myths and Realities of Successful Enterprises in Mexico* and has become a vital resource at the Center for the design of business-oriented policy proposals.
- Member of a six-person team that provided 24/7 political and legislative consulting for JP Morgan's Mexico office. High customer satisfaction led to the renewal of the contract for five years.
- Member of a three-person team that built the country's most complete electoral database, available at the Center's Website. Gathering data from 31 state congresses required the intensive use of personal networks and the surmounting of bureaucratic hurdles. The resulting database has also been a valuable resource for hundreds of researchers in Mexico and abroad.
- Co-author with Luis Rubio of the book titled *The Power of Competitiveness* (FCE: Mexico City, 2005, 285 pp.). The research diagnoses the factors that limit Mexico's business competitiveness. Besides its sales, the book has been distributed by CIDAC among hundreds of decision makers in the public and private sector.
- Promoted CIDAC's *Political Analysis*, an exclusive weekly dossier for decision-makers in the public and private sector, analyzing the country's political, legislative, electoral and economic events.
- Broadened CIDAC's public relations in issues concerning competitiveness and productivity in Mexico; gave interviews to national and international media (*Financial Times*, *Forbes*, *BBC*, and *Dallas Morning News*).

### ADDITIONAL INFORMATION

*Professional Development:* Authored more than 50 articles on business trends, opportunities, and practices in Mexico and abroad. Maintain a monthly op-ed column in the Business Section of *Reforma*, Mexico's second largest newspaper.

*Languages:* Bilingual in English and Spanish.

## LIST OF PUBLICATIONS

### Books

- *Myths and Realities of Successful Enterprises in Mexico* (in print)
- “Productive Deregulation” in *The Structural Reforms that Mexico Needs* (Arturo Damm y Adolfo Gutiérrez, CECSA: Mexico City, 2005)
- Co-author with Luis Rubio of the book titled *The Power of Competitiveness* (FCE: Mexico City, 2005, 285 pp.)

### Some Articles at Reforma (Mexico’s second largest newspaper)

- Mexico needs to create brands (August 28, 2007)
- Health access for all (July 17, 2007)
- Mexican brands on the ringside (May 02, 2007)
- The mail system: the worst of all possible worlds (March 13, 2007)
- Telmex, VOIP and the consumer (February 09, 2007)
- The newspaper of the future (January 12, 2007)
- The success of microfinance (November 29, 2006)
- Trade deficit with Brazil: from bad to worse (October 25, 2006)
- Private universities and innovation (September 13, 2006)
- Marketing to the paisanos, the Mexicans migrants (August 16, 2006)
- Informal Philantropy (July 04, 2006)
- Chinese tales (June 19, 2006)
- Electronic commerce (May 18, 2006)
- New clients for consulting companies? (April 25, 2006)
- Too many micro businesses? (April 25, 2006)
- How far do we want to go in the maquila industry? (April 24, 2006)
- Innovating in Mexico (December 13, 2005)
- Mexican Franchising (November 11, 2005)
- Useful education (September 27, 2005)
- Tomorrow's Tourism Industry (August 30, 2005)
- Sofoles: Opening new roads (July 04, 2005)
- Organic Agriculture: a profitable business (June 01, 2005)
- The petrochemical industry left in limbo (April 19, 2005)
- Sugar: What's need next: a social outcome (February 22, 2005)
- Corporate Social Responsibility: an opportunity to stand out (November 17, 2004)
- The borough of Miguel Hidalgo, like Germany? (November 03, 2004)
- Made in Mexico (September 21, 2004)
- Chavez’s referendum: lessons for Mexico (August 23, 2004)
- June 27th: a crucial demand (June 29, 2004)
- Opportunities at the bottom of the pyramid (June 01, 2004)