



Paula Broitman
pbroitman@uc.cl

I. EDUCATION

- Master of Business Administration, SBA PUC 2002
- MBA UC Exchange programme, HEC – Montreal, Ecole des Hautes Etudes Commerciales 2002
- Designer, Architecture and Fine arts - Design School UC 1997

II. ACADEMIC POSITIONS

- From the Profession, Assistant Professor, SBA UC. 2020 – Present
- Part-time Professor, SBA UC. 2014 – 2019
- Part-time Professor, SBA UC. 2006 – 2011
- Part-time Professor, CIET (UAI Center for Innovation and Technological Entrepreneurship) 2013 – 2016
- Professor Diplomatic Academy of Chile (ACADE) 2014 – 2015
- Part-time Professor, Universidad Adolfo Ibáñez, School Of Business 2015 – 2015

III. AREA OF SPECIALIZATION AND MAIN COURSES

- Commercial Engineering Courses: Design Thinking for Business and Creation of New Companies.
- MBA-UC: Design Thinking Workshops for Business and Needfinding

IV. CONSULTING EXPERIENCE

- Associate Consultant at Pensum 2017 – Present
- Facilitates workshops and courses on innovation methodology for organizations in Chile and abroad. Such as: Afri Ventures (Nigeria), UTEC (Peru), Minsal, Falabella SACI, SQM, Mutual de Seguridad, ENAP, Automotoras Gildemeister, SRI, IRADE, Open Lab, Smart Health Challenge, Digital Bridge, ISA Intervial, VSPT, among other.
- Between 2013 and 2016, worked as a consultant for Vertical developing different projects for the company and for clients such as the Federation of Chilean Horse Breeders, Aldeas SOS, América Solidaria, Luksic Foundation and Colbún - Sustainability Division, among others.
-



V. OTHER RELEVANT POSITIONS AND ACTIVITIES

SBA UC

- Director of the UC Commercial Engineering Undergraduate Innovation and Entrepreneurship Program 2016 – Present

COMPITE INNOVA

- Advises and supports 11 companies as a tutor and facilitates 5 innovation workshops of the Compite Innova Santiago and Bío Bío program between 2015 and 2017.
- Advises SMEs in the areas of construction and industrial, retail and service manufacturing, for the installation of innovation skills.

UNIVERSIDAD DEL DESARROLLO

- Vice Dean of Postgraduate and Research 2012 – 2013

SBA UC

- Deputy Director MBA-UC 2007 – 2011

CORPORACIÓN SANTO TOMÁS

- National Director of CREA Program (Student Resource Center) 2005 – 2007

MERRILL LYNCH CHILE

- Financial Advisor at Wealth Management 2004

GENERAL MOTORS ACCEPTANCE CORPORATION (GMAC)

- MBA Trainee Program Chile 2003

UNITED ISRAEL APPEAL- EMBAJADA DE ISRAEL

- Director of the “Young Leadership Division” for Chile 1999 – 2001

INDEPENDENT DESIGNER

1996 – 1999

VI. TRAINING PROGRAMS IN INNOVATION AND ENTREPRENEURSHIP

- Business Innovation Certificate. IDEOU-remote: Innovation in strategy design | business design 2020
- Babson Fellows Program for Entrepreneurship Educators. Training program in entrepreneurship methodology for academics. Wellesley, Boston Area, USA 2018
- SEE Babson College. Training program for academics teaching entrepreneurship. Santiago, Chile 2015



- Wharton's Women Leadership Program Certificate. Executive Leadership Program for Women. Philadelphia, USA 2014
- STVP Faculty Fellow of Stanford University. Design Thinking Training Program - Academics. Palo Alto, USA 2012