



ARIO EDUARDO HIGAREDA PACHECO

PERSONAL INFORMATION

- **Date of birth:** February 23, 1970, Age 36.
- **Nationality:** Mexican
- **Marital Status:** Married to Claudia Fuentes Moad.
- **Daughters:** Sofia Higareda Fuentes.
Isabella Fuentes Moad.
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PROFESSIONAL EXPERIENCE

1. **DUNAMIS Consultores**: Director.

August 05 to date

www.dunamisconsultores.com

- Corporate Marketing
- Consumer Marketing
- Corporate Communications
- Corporate Social Responsibility
- Public Affairs
- Internal Communications
- Social Marketing
- Cause Related Marketing
- Advertising
- Crisis management

2. **Edelman Mexico**: Director.

February 05 to July 05

www.edelman.com

- Corporate Marketing.
- Consumer Marketing.
- Corporate Communications.
- Corporate Social Responsibility.
- Public Affaires.
- Internal Communications.

✓ **Accomplishments:** 600% quarter growth.

3. **AstraZeneca Mexico**: Communications and Public Relations Manager.
December 03-January 05. www.astrazeneca.com

- Corporate Marketing.
- Corporate Communications.
- Corporate Public Relations.
- Corporate Events.
- Corporate & Product Sponsorships.
- Corporate Social Responsibility.
- Product Public Relations.
- Internal Communications.
- Internal Public Relations.
 - ✓ **Accomplishments:** 40% annual increase in the Corporate Brand Recognition, the highest annual growth in the pharmaceutical industry Top of Mind. 350% annual increase in positive note publications in AAA media, the highest annual growth in media presence in the pharma.

3.- **World Vision Mexico**: Marketing and Public Relations Director.
August 00-November 03. www.worldvision.com

- Marketing Advisor for WV India and WV South Africa (2003)
- Marketing Advisor for Latin America (2002).
- Marketign, Public Relations and Communications plans.
- International and loca Fund Raising.
- Alliances with Federal, state and Municipal Governments.
- Cause Relate Marketing Campaigns.
- Social Marketing Campaigns.

Spokespersons (artist, athletes and opinion leaers) Campaigns.

- ✓ **Accomplishments:** 62% income annual increase. WV income increase world record for 3 consecutive years.

4. **Universidad Iberoamericana**: Corporate Social Responsibility Manager.
March 99-July 00 www.uia.com

- Certificate degrees, seminars, workshops and conferences.
- International and local Fund Raising.
- Public Relations and Communications plan for local and global companies based in Mexico.
- Cause Related and Social Marketing campaigns for local and global companies based in Mexico.
- Professor of the Business Administration Department.
 - ✓ **Accomplishments:** Creation of the first university program on Corporate Social Responsibility in Latin America. Economic Sustainability of the program in the first 6 months.

5. **Universidad Iberoamericana**: Civic Education Manager.

August 97-November 99.

www.uia.com

- Certificate degrees, seminars, workshops and conferences.
- International and local Fund Raising.
- Public Relations and Communications plan for local and global companies based in Mexico.
- Cause Related and Social Marketing campaigns for local and global companies based in Mexico.
- Professor of the Political Science and Public Administration Department.
 - ✓ **Accomplishments: Creation of the first infant and junior electoral voting simulation in Mexico.**

6. **Integracion Comunitaria**: General Manager.

January 95-June 97.

Consulting on Public Relations, Communications, Social Marketing and Fund Raising programs for NGO's, Universities and Companies.

- ✓ **Accomplishments: Launch of the "Social Volunteer Preuniversity Congress".**

7. **Televisa**: Production Coordinator.

July 89-Nov .94

www.televisa.com

- Conceptualism and design of unitary programa. Shows ans events with international an domestic artists, indoors and outdoors.

8. **Posadas** de **Mexico**. General Controller Assistant.

Feb. 88- June 89

- Assisting the General Controller Manager in the relations and visits to various hotels in Mexico.

OTHER PROFESSIONAL ACTIVITIES

- **Co-founder** of the philanthropy section "En Contacto" in the **REFORMA** newspaper, 1998.
- Bachelor's degree **Academician** on PR & Comms. Corporate Social Responsibility, Social Marketing, Cause Related Marketing, Fund Raising an Leadership at Universidad Iberoamericana, 97-01 and 05 to date.
- **Lecturer, Facilitator** and **Counselor** at domestic and international congresses on Pr & Comms. CSR, Social Marketing, Cause Marketing, Fund Raising and Leadership, 97 to date.
- Counselor at **Interamerican Development Bank** on Corporate Social Responsibility at Universidad Anahuac, 2006.

ACADEMIC ACTIVITIES

- World Vision scholarship holder for **MBA** at Eastern University, 02-03.
- Bachelor of science in **Political Science** and **Public Administration** at Universidad Iberoamericana, 90-94.
- Specialty in **Public Policies** at Universidad Iberoamericana, 95-96.
- Preparatory, Secondary and Primary School at Instituto Cumbres, 75-88.

CORPORATE ACTIVITIES

- Char-broiled chicken, owner, 99-02.
- Cafeteria “Ibero’s”, owner, 94-98
- Cafeteria “Pic Nic”, partner, 92-94.
- Taco Restaurant “Las Gaoneras”, partner, 90-91.

ACKNOWLEDGEMENTS

- The **youngest** scholarship holder in the Kellogg Foundation “**Leadership in America**” program, 97-01.
- Winner of the “**Caracol de Plata**” award to the best cause related marketing campaign in Iberoamerica, 2003.
- The youngest and the first time in which a Latin America and the Caribbean representative participates as a speaker in the “**World Wide Cause Related Marketing Conference**”, 01-03.
- The **youngest** scholarship holder in the “**PLOW**” program which the best Directors conducting cause related marketing campaigns participate, 03.
- **Honors** for the **graduation work**, Universidad Iberoamericana, 96.
- Finalist to win the Premio Nacional de la Juventud (**National Award of Youth**), 1995 in Mexico.

LANGUAGES

English 90%.

INTERESTS AND EXPERIENCE

- Marketing Communications.
- Corporate Marketing.
- Corporate and Product Public Relations.
- Corporate Communications.
- Cause and Social Marketing.
- Corporate Social Responsibility.