



Mexicali, B.C, Mexico. September 28th, 2022

CLADEA President Dr. Xavier Ordeñana,
Executive Committee CLADEA
And Representative Members

Dear colleagues:

I would like to formally announce my intention to apply for the Presidency of the **CLADEA Committee for the 2022-2025 period**. As required by the call, I present a letter of motivation, an outline of my career achievements, as well as 4 recommendation letters from standing members and associates, from 4 countries, in compliance with the network's requirements and regulations for this call.

Thank you for considering my application. I look forward to hearing from you, and remain on the lookout for any clarifications that may be necessary.

A handwritten signature in black ink, appearing to read 'Mónica López Sieben', is positioned above a horizontal line.

Dra. Mónica López Sieben
Dean of CETYS Graduate School of Business
Sistema CETYS Universidad



Mexicali, B.C, Mexico. September 28th, 2022

Mónica López Sieben
Dean of CETYS Graduate School of Business
CETYS University System
Baja California, Mexico

LETTER OF MOTIVATION

Candidacy for Presidency of CLADEA, 2022-2025

CLADEA has become a global reference for Business Schools, as it sits members from all corners of the planet. It is a forum that sets trends, fosters bonds, develops cooperation, promotes robust research and innovative development of great quality in management.

Having been on the network's Steering Committee in the 2019-2022 period, I now present my candidacy for Presidency with the aim of continuing to contribute to the strengthening of the network's four main goals, and with the proposal (to be validated through the Steering Committee) of three innovative programs:

1. **Promote the network's growth** and attract new active members, to build long-lasting relationships and continue to strengthen this community of interaction and learning. With special attention to the growth in partners in two countries that, due to their size, are now underrepresented in the network: **Mexico and Brazil**.

2. Actively contribute to the growth of a robust and high-level Business and Administration culture in Latin America, through the promotion of good practices, and by generating more Doctors in Business Management. For this, I propose the following:

- A **program to increase the number of Doctors in Business Administration in Latin America**, in alliance with two to three relevant universities (where either English or Spanish is spoken) that facilitate the implementation, monitoring and conclusion of high-level doctoral programs in Administration and Business. Providing financial aid for tuition, training, internships, and tutoring for universities in Latin America. CLADEA could support with the establishment of alliances, the dissemination of the characteristics of the global call, and the support with economic aid for the posting and/or accommodation of tutor teachers to Latin America in intensive teaching periods.

3. Promote strategic alliances between CLADEA associates that foster new business opportunities and greater exchange of good practices. For this, I propose:

- An **Innovation program for leaders of higher education institutions**, through the promotion of exchanges and stays of former deans and former directors of administration and business faculties, who have carried out successful work in their different schools and want to contribute through mentoring or consulting in the development and growth of more robust and recognized schools.

4. Increase the impact of the network so that, through its partners, it becomes an active leader in the economic and social development of the region, and an international opinion forum on management and business issues. My plan for this is:

- Promote the **creation of a support unit for international projects** that promote the dissemination and application of calls for European funds or other international organizations, for the development of relevant issues for CLADEA members, as well as in the call for consortiums of partners to carry it out.



To achieve these objectives, I provide five personal characteristics that can add significant value:

- **Professional experience, both Academia and Management:** With more than 30 years of experience in the field of higher education, I have professionally combined the direction and management of postgraduate programs and other Executive Training programs, with teaching, research, and conducting projects in the field of Administration, Strategy and Organizational Leadership.
- **Knowledge of the market and global vision on both sides of the Atlantic:** My position as Dean of a Business School in Mexico, my German ancestry, my origin and professional experience in Spain, as well as my extensive participation in international university networks, allow me to have a broad vision of the legislative, organizational, and multicultural characteristics of Educational Institutions with higher studies in administration in Latin America and Europe. I am currently part of the prestigious ACE Fellows Program of the American Council of Education, for senior positions in Higher Education institutions in the United States.
- **Organizational development with Balance in Processes and People:** On one hand, I have a broad systemic vision based on my computer studies and experience in implementing models of continuous improvement and quality assurance; on the other, my personality oriented towards people and their growth within the organization, allow me to catalyze and lead organizational processes of change and significant growth.
- **Creativity and ability to solve problems:** The globalization of markets, technological innovation, and the evolution towards a highly interconnected, ubiquitous and interdependent society, requires a new approach to understand its complexities and economic challenges. I believe in a more active, meaningful and relevant education that responds to these challenges and opportunities, through the implementation of personal learning and interaction environments, the creation of robust strategic alliances with companies and entities, the promotion of multiculturalism, creativity and critical spirit, and the search for new ways to create value by creating sustainable wealth.



- **Active collaboration and management experience in networks:** I am currently a member of the Board of Directors of the CLADEA network for the 2019-2022 period. Additionally, I have actively participated in other national (Spain) and international networks (Europe and Latin America) holding management positions for more than 18 years. With this, I have contributed to the construction of strategic alliances, and the generation of value proposals for the partners and, above all, in the consolidation and growth of the management team itself in its work promoting the goals of the network.

I believe in the fundamental value of Education as the engine of significant changes in the economic, social, and personal development of the regions and people around us. I believe in the significant role that network collaboration plays in leadership of these changes, that is why I state my commitment to continue with an active participation in the network through the presentation of a candidacy for the Presidency of CLADEA.

I look forward to hearing from you, best regards.

Dra. Mónica López Sieben
Dean of CETYS Graduate School of Business
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