



Mónica López Sieben, PhD.

Dean of CETYS Graduate School of Business

Professor of Strategy, Business Organization, and Leadership

CETYS University System

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Leadership

Mónica López Sieben has been involved in developing graduate studies and executive education in higher education institutions for 30 years and has worked as a consultant for management teams in companies in more than ten countries in Latin America and Europe.

Mónica López focuses on people. Participating in projects and activities, she has led multifunctional teams with a clear orientation towards results. She is a long-distance runner, tenacious, patient, a listener and moderator; she is capable of bringing ideas together even in seemingly opposing positions. In particular, she is a team-building player who develops lasting relationships.

Mónica López believes in the strategic value that the new paradigms of education have in the process of social change, which our complex environment needs to respond to global trends. Using an innovative teaching style, Dr. López Sieben has given numerous presentations on both sides of the Atlantic in which she invites the audience to avoid conventional thinking and to consider new ways of facing up to the future.

Academics

Doctorate (Ph.D.) in Business Organization, Technical University of Valencia, Spain, [2014]

Master's Degree in Economics and Business Management, Technical University of Valencia, Spain, [2004]

Advanced Research Studies, Technical University of Valencia, Spain, [2002]

Computing Engineer, Technical University of Valencia, Spain, [1990]



Experience

Dean CETYS Graduate School Of Business, CETYS University, BC, Mexico

[Since Aug 2017 to date]

Multi-campus (Mexicali, Tijuana and Ensenada) strategical planning and deployment; academic, programmatic, leadership and managerial responsibilities to support the mission of the Graduate School of Business.

Design, implementation and administration of degree and non-degree programs that respond to student's current and (potentially) future lifelong needs and expectations

Faculty recruitment and retention and financial and administrative management responsibilities in the school.

Reporting to the Vice president of Academic Affairs and working closely with Heads of Colleges and Academic Directors of campuses in the strategic planning and monitoring towards the Plan 2036 strategical goals.

Building collaborative relationships between the School and other units across the CETYS Community and cultivating partnerships with alumni and industry partners.

Definition and deployment of strategies, initiatives, projects and activities relating to: Applied Research and Consulting; Promotion and Linkage; Innovation & Design in the curriculum; Social Responsibility and International Accreditations.

Co-Leader in Projects, such as "Leaders in Economic Development" jointly with Economic Development Council (EDC-Mexicali) and the International Economic Development Council (IEDC), USA; and "Reactivating Business for the Post virus New Normal" in cooperation with the College of Engineering at CETYS, through technology enhanced education, work with companies to design and implement their road to reactivation and transformation after COVID-19.

Deputy Director at Executive Education Center, Technical University of Valencia, Spain

[From Apr 1993 to Jul 2017]

More than 20 years of experience in leadership and management of graduate programs and continuing education studies in universities. General Secretary in the Network of Graduate Studies and Continuing Education in Spanish Universities. Member of the Group of Experts in continuing education, advising the highest authorities in the National Ministry of Education in Spain, in 2011.

Leader of the implementation of the quality assurance system since its first introduction in 1997, obtaining the ISO certification in 2003 and 2006. The center was also awarded the EFQM Model in 2001, 2004 y 2008, getting the "silver stamp" from the Valencian Region Foundation for Quality.

Postdoc

Postdoc "Leadership Competencies for new social Peacebuilders. Values and skills for getting a better and more peaceful world" Kroc School of Peace Studies, University of San Diego, CA

[From Jul to Sep 2015]



Teaching

Graduate: Competitive Strategy and Social Responsibility / Leadership and Sustainable Development / Organizational Development / Capstone Project

Undergraduate: Spanish Economics / Quality Assessment for Education

Executive Education: Innovation and Technology in continuing education models / Visual Analysis for Decision making / Strategy for Leaders in Economic Development / Internationalization in knowledge society / Millennials and Knowmads, the new practitioner / International Business Strategies for the international Competitiveness / Competencies for Leaders and Entrepreneurs / Management of Sustainable productivity / Organizational Culture, among others.

Positions in networks

Member of the Steering Committee of Latin-American Council of Business Schools (Consejo Latinoamericano de Escuelas de Administración (CLADEA))

[From Oct 2020 to date]

Coordinator of the Latin-American and Caribe Affinity Group of AACSB

[From Sep 2019 to date]

Member of Business Administration of Latin American Studies (BALAS)

[From Apr 2017 to date]

President of the International Institute for Competencies in Sustainable Development (Instituto Internacional para las competencias en Desarrollo Sostenible (IICDS))

[From July 2014 to date]

Member of the Advisory Board, Continuing Education Network from Latin America and Europe (Red de Educación Continua de América Latina y Europa (RECLA))

[From Sep 2013 to Sep 2017]

General Secretary, Network of University Graduate Studies and Continuing Education. (Red Universitaria de Estudios de Postgrado y Educación Permanente (RUEPEP))

[From its foundation in May 2010 to 2016]

General Secretary of the UNESCO Chair for the Creativity and Impact of Sustainable Development through Innovation (CREAT-INN-PACT)

[From Feb 2015 to Jun 2015]

Vice-president of the Continuing Education Network of Latin America and Europe (Red de Educación Continua de América Latina y Europa (RECLA))

[From Sep 2011 to Oct 2013]

Founder and member of the Management Committee of the Network of University Graduate Studies and Continuing Education (Red Universitaria de Estudios de Posgrado y Educación Permanente (RUEPEP))

[From its foundation in April 2001 to May 2010]

President of Self-Assessment board of the Executive Education Center at Technical University of Valencia, Spain

[From May 2003 to May 2004]

Founder and General Secretary of the Management Board of the Professional College of Computer Engineers in the Valencian Community

[From its foundation in 2001 to Apr 2002]



Editor

Peris-Ortiz, M; Marquez, P.; Gómez, J.A.; López-Sieben, M. Eds. (2021) Progress in Ethical Practices of Business. A focus on Behavioral Interactions. Springer [2021]

Publications

Peris-Ortiz, M; Marquez, P.; Gómez, J.A.; López-Sieben, M.; Marquez, P. (2021) « The Ethical Dimension in Corporate and Management behavior in Peris-Ortiz, M; Marquez, P.; Gómez, J.A.; López-Sieben, M. Eds. Progress in Ethical Practices of Business. A focus on Behavioral Interactions. Springer [2021]

Peris-Ortiz, M.; Gómez-Aguirre, J.A.; López-Sieben, M. (2019) « Cultural and Creative Industries: An Overview ». in Cultural and Creative Industries. A path of entrepreneurship and Innovation. Springer. ISBN 978-3-319-99590-8 [2019]

López-Sieben, M.; Lacruz-Chiva, J.V. (2019) « Modelos de gestión del posgrado y la formación permanente ». en Propuestas al Posgrado. Más información, mejores decisiones. Springer. ISBN 978-84-09-09257-4 [2019]

Peris-Ortiz, M.; López-Sieben, M.; Gómez-Aguirre, J.A. (2015) « Resources and tools of the firm: competencies and entrepreneurship. » in Education tools for entrepreneurship. Creating an Action-Learning environment through educational learning tools. Springer. ISBN 978-3-319-24657-4 [2015]

López-Sieben, M.; Peris-Ortiz, M.; Gómez-Aguirre, J.A. (2014) « Lessons learned through massive open online courses » in Innovation and Teaching Technologies. Peris-Ortiz, M. Garrigós-Simón, F.; Gil-Pechuán, I. Eds, Springer. ISBN 978-3-319-04824-6 [2014]

López-Sieben, M. (2013) « Modelos Universitarios de Educación Continua». Retos y Claves de la Educación Continua vol.1, p.55-66. ISSN: 2346-2256 [2013]

López-Sieben, M. coautora dentro de la Comisión de Formación Continua del Ministerio de Educación de España « La formación permanente de las universidades españolas ». Consejo Universidades [2010]

López-Sieben, M. (coauthor). « UNI-QM Framework for quality Management ». Universidad Politécnica de Valencia. ISBN: 978-84-693-4436-1 [2010]

López-Sieben, M. (coauthor). « Guidelines for processes and indicators on LLL management ». Universidad Politécnica de Valencia. ISBN: 978-84-693-4442-2 [2010]

López-Sieben, M. (coauthor). « Guidelines for self-assessment using UNI-QM Quickscan ». Universidad Politécnica de Valencia. ISBN: 978-84-693-445-3 [2010]

López-Sieben, M. (coauthor). « UNI-QM Fullscan ». Universidad Politécnica de Valencia. ISBN: 978-84-693-4438-5 [2010]

López-Sieben, M. (coauthor). « UNI-QM Central Scan tool. UNI-QM matrixes for LLL Processes evaluation ». Universidad Politécnica de Valencia. ISBN: 978-84-693-4440-8 [2010]

López-Sieben, M. et al. « La respuesta universitaria a la demanda de formación permanente». (EA2009-0053). Programa de Estudios y Análisis. Ministerio de Educación [2010]



López-Sieben, M. (coautora). « EFQM Self-Assessment Model for Continuing Engineering Education». European Commission FIPSE 2006-4563-004-001-CPT-USA [2007]

Mora-Ruiz, J.G.; López-Sieben, M. et al. « Análisis y diseño de estrategias para el desarrollo del aprendizaje permanente en Europa. El caso de la educación continua universitaria en el EEES a través del aprendizaje» (EA2005-0201). Programa de Estudios y Análisis del Ministerio de Educación [2006]

Mora-Ruiz, J.G.; López-Sieben, M. et al. « Diseño y medición de los indicadores de desarrollo de la vinculación universidad-entorno en España: El caso de la formación postgrado y Educación Continua Universitaria». (EA2004-0101). Programa de Estudios y Análisis del Ministerio de Educación. [2005]

López-Sieben, M.; Montesinos, P.; Romero, R. « University Continuing Education in Spain » in Lifelong Learning in a changing continent: Continuing education in the universities of Europe. European Thematic Network in University Continuing Education (Thenuce). Socrates Nr. 10033-CP-3-2002-1-BE-Erasmus-ETN [2003]

López-Sieben, M.; Montesinos, P.; Romero, R. « The EFQM self-assessment as support to strategic planning: the case of the Postgraduate Training Center » in the Manager's Handbook. European Thematic Network in University Continuing Education (Thenuce). ISBN: 2-930260-10-6 [2002]

Participation in projects

O-CITY – « Creativity, Innovation & Technology ». Coordinator: Universidad Politécnica de Valencia (España) [2019-2021]

VINCULAENTORNO – « Vinculación de las Universidades con su entorno para el desarrollo social y económico sostenible ». Coordinator: Universidad del País Vasco (España) [2012-2014]

INFOACES – « Sistema Integral de Información sobre las Instituciones de Educación Superior de América Latina para el área Común de Educación Superior con Europa ». Coordinador : Universidad Politécnica de Valencia. [2011-2013]

TRALL-Transatlantic Lifelong Learning: Rebalancing Relations ». Acción Alfa III dentro del Lifelong Learning Program de la Unión Europea. Coordinador: Universidad de Bolonia (Italia) [2011-2013]

CAEI005 - «Bases para la implantación de un sistema de tutorías en los estudios de formación permanente impartidos por universidades Españolas». Programa de Desarrollo de Proyectos y Acciones Orientadas a la mejora de la Atención y la Empleabilidad de los Estudiantes Universitarios. Subprograma de nuevas iniciativas de Proyectos de Acción Tutorial en los Estudios Universitarios. [2012]

ALFA - « Desarrollo de un sistema homogéneo de evaluación permanente de la calidad de la educación continua basado en EFQM para Europa y América Latina ». Programa Alfa II. Coordinador: Universidad Politécnica de Valencia [2003-2005]