



**PAULA BROITMAN**  
**[pbroitman@uc.cl](mailto: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**

- Assistant Professor of the Practice, School of Management, Pontificia Universidad Católica de Chile 2020 – To date
- Part-time Professor, School of Management, Pontificia Universidad Católica de Chile 2014 – 2019
- Part-time Professor, School of Management, Pontificia Universidad Católica de Chile 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, Fundamentals of Innovation Theory and Practice, Innovation Management and New Ventures Creation.
- MBA-UC: Design Thinking Workshops for Business and Needfinding.



#### IV. CONSULTING EXPERIENCE

- Advisory for Co-Emprende Corporation, Model Business Class for Entrepreneurs and their advisors in the Despega program, 2024.
- Advisory for Innovation Forum, Participated as a facilitator in a design thinking workshop on International Women's Day, 2024.
- Advisory for Tarara, Business Consulting, 2023.
- Strategic Advisory for Business Plan Development, Chilean School of Psychonutrition, 2023.
- Consultancy for Local Footprint, Member of the Advisory Board, 2021.
- Consultancy for fiiS Global, Social Innovation Festival, 2021.
- Associate Consultant at Pensum, 2017
  
- 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

##### *Corporación Co-Emprende*

- Participation in the Board of Directors 2024 – To date

##### *SBA UC*

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

##### *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**

- UC Diploma in University Teaching – PUC.  
Competencies’ development program for quality teaching in the academic body  
of the University based on the Guiding Principles for Quality UC Teaching 2023
- 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