



Dr. Rocío Robinson-Wiedemann

CONTACT

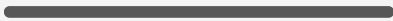
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NATIONALITY

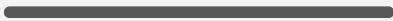
Switzerland

LANGUAGES

English



Spanish



French



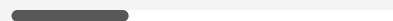
German



Portuguese



Italian



COMPUTER SKILLS

Research Tools

ProQuest, Factiva

Sustainability Frameworks

GRI, UNGC, UNGPs, SDGs

Computer Skills

Word, Excel, PowerPoint, Canva,
Wix, social media channels

PERSONAL PROFILE

Highly motivated individual with solid experience negotiating, implementing, and managing impact-driven international innovation and startup programmes. 9-year proven leadership with transformational initiatives in multi-stakeholder environments. Expert know-how on startups, sustainability, social entrepreneurship, and the Swiss innovation landscape. Global mindset. Excellent analytical, editorial, and communication competences. Works well under pressure, independently, and in teams. Delivers timely, accurate, and high-quality performance. Commitment to excellence. Passion for innovation, science diplomacy, and emerging markets.

EDUCATION

Universität St.Gallen (HSG), Switzerland

PhD - Organization Studies and Cultural Theory Program (DOK)

09/10 – 02/15

- PhD Dissertation: *"Swiss Corporate Social Innovation in Holcim and Nestlé: Generating Community-Based Initiatives and Value-Creation in Brazil and Ecuador"*
- Business Ethics Institute: Transatlantic Doctoral Academy on Business, Economics & Ethics
- Centro Latinoamericano-Suizo de la Universidad de San Gallen (CLS-HSG)
- Research: CSR, Social Innovation, Inclusive Business, Business & Human Rights, Business Model Innovation, BoP, research design, case studies, interviews, data gathering, qualitative/quantitative analysis

London School of Economics and Political Science (LSE), United Kingdom

Master's in Comparative Politics

08/07 – 09/08

- Political economy, international organisations, public policy, markets
- Focus regions: USA, Europe, Emerging Markets (Latin America & Africa)
- Grades: Merit earned (Above average)

Smith College, Northampton, Massachusetts, USA

Bachelor's in Political Science

09/95 – 05/98

- Political institutions, political development, and political economy
- Minor in Comparative Literature: English, French, and Spanish
- Dean's List, First Group Scholar (Top 5% of class)

Institut universitaire de hautes études internationales et du développement (IHEID), Switzerland

Smith College Junior Year Abroad

09/96 – 08/97

- International Human Rights Law, United Nations, Foreign Aid, Research Methodology
- All coursework done in French
- Grades: Above average/outstanding

INNOVATION, STARTUPS, RESEARCH, AND INTERNATIONAL MANAGEMENT EXPERIENCE

Universität St.Gallen, Switzerland (GIMLA-HSG Leading House / www.aitstartups.org)

Swiss Leading House for the Latin American Region, Head of Innovation & AIT Startups

04/17 – present

- The Swiss Leading House is mandated by the Swiss State Secretariat for Education, Research, and Innovation (SERI) to expand scientific relations with countries that have significant scientific and technological development potential
- Develop strategy and implement funding mechanisms for researchers and startups for co-creation with Latin America
- Manage vast ERI stakeholders in Swiss and Latin American networks (government, academia, and private industry)
- Head of the AIT Startups Accelerator (AIT Brazil, AIT Colombia, and AIT Mexico) with 80 startups per year in innovation camps
- Foster innovation and entrepreneurial potential through business model innovation and sustainability strategy workshops
- Negotiate new MoUs for innovation-based projects with Ministries of Science, Technology, and Innovation
- Participate in official SERI meetings and missions. Work closely with SERI, Swissnex Network, SNSF, Innosuisse, Embassies
- Conduct research and write reports on innovation policies, write newsletters, manage social media/website, organise events

Universität St.Gallen, Switzerland (www.sslas.org)

Swiss School of Latin American Studies (SSLAS), Senior Programme Manager

04/17 – 01/25

- Support PhD level students in practical and theoretical terms through conferences, seminars, and multiple academic events
- Foster academic excellence through the design of PhD student modules catered to the needs of each cohort
- Organize PhD training courses and lectures (from digital transformation to media training to research design and methodologies)
- Main organizer of PhD workshops and conferences: "Going Digital in Latin America", "Latin America & Social Innovation", "Discourses and Practices on the Sustainable Development Goals", "Business & Human Rights and Stakeholders"

St.Gallen, Switzerland (www.oikos-international.org)

oikos International, Operations/Programme & Education Manager (50%)

05/17 – 12/17

- oikos is an international student-driven organisation for sustainability in economics and management, comprising more than 40 chapters in business schools worldwide
- Manage the international operations of oikos International
- Work closely with the Presidents of oikos International and the oikos Foundation, as well as with various stakeholders (student members, faculty, alumni, corporate and institutional donors)
- Main organizer of key international events (FutureLab and Alumni Day) and sustainability programmes in business schools
- Write external communications, including contact, email campaigns, and the oikos monthly newsletter
- Coordinate public relations, reaching out to different media and updating the website
- Manage the "oikos Case Writing Competition" which promotes the development of sustainability case studies worldwide

Zürich, Switzerland

Fondation Guilé – Emerging Markets Sustainability Analyst and Consultant (40%)

03/11 – 01/15

- Write Communication on Progress (COP) analysis, annual requirement for UNGP signatories to report on sustainability issues, human rights, women's rights, children's rights, labor rights, the environment, and anti-corruption principles. Assisted emerging market (Latin America, Africa and Asia) multinationals device and implement corporate social responsibility strategies for better ESG performance and sustainability reporting. Identified material issues for improved sustainability.

OTHER PROFESSIONAL WORK EXPERIENCE

03/07 – 09/09 **UBS AG, Americas Desk**, Wealth Management International, Zürich, Switzerland

09/06– 02/07 **FORUT Sierra Leone (Norwegian NGO), Project Coordinator**, Freetown, Sierra Leone

09/03 – 08/06 **Teaneck High School, French and Spanish Literature Teacher**, New Jersey, USA

01/99 – 06/03 **Bear Stearns, Project Leader Emerging Markets**, New York City, USA

09/98 – 12/99 **American International Group (AIG), Emerging Markets, M&A Legal**, New York City, USA