

DIEGO LUZURIAGA

Serial Entrepreneur | Disruptive Innovation | SDG & Sustainability | System Sciences
E- mail: dluzuriaga@utdt.edu

SUMMARY OF PROFILE

Serial entrepreneur and educator with passion for technology innovation. Strong expertise in leveraging the collective intelligence of teams to drive disruptive innovations in various fields. Deep understanding of nature-based innovation, drawing inspiration from concepts like genetic algorithms and biomimicry to find innovative solutions. Committed to pushing the boundaries of what's possible through creative thinking, system sciences and the application of cutting-edge technologies.

PROFESSIONAL EXPERIENCE

Universidad Torcuato Di Tella

July 2021 - Today

Director of Entrepreneurial Ecosystem. Full time Professor of Entrepreneurship

In charge of the network of resources, programs, and support mechanisms aimed at nurturing student and faculty startups. This ecosystem fosters innovation, facilitates access to resources, and promotes collaboration among aspiring entrepreneurs, academic researchers, and industry professionals.

AlchemIT/Aprendux

March 2020 - Today

Co-founder & Director

Development of personalized learning paths based on artificial intelligence algorithms. Through individualized tests, the algorithm learns to design the best teaching methodology based on the individual's characteristics.

Instituto Tecnológico de Buenos Aires

July 2014 – October 2018

Dean School of Graduate Studies

Launched the Doctoral Program in Leadership & Systemic Innovation. Founder of the Center for Systemic Innovation Studies. Established and accredited five new master's programs within four years. Increased the school's revenue at an annual rate of 45%.

Instituto Tecnológico de Buenos Aires

April 2003 – March 2020

Director of the Management of Technology Master's Program

Designed and accredited three consecutive times the master's program. Directed the program for seventeen years.

Instituto Tecnológico de Buenos Aires

April 2003 – March 2020

Professor of Systems Thinking and Professor of Technology Startups

Use of Systems Thinking and System Dynamics modelling to understand global complex systems. Design of disruptive technologies-based startups.

Equitas Ventures

August 2009 – December 2019

Co-Founder & Managing Director

Company managing the Equitas I investment fund, the first sustainable project investment fund in Argentina, with a value of \$500,000. Co-founder of the fund, project evaluator, involved in investment decisions, and responsible for fundraising. The fund invests in projects related to health access, social

inclusion, microcredits, renewable energy, and biotechnology. Developed a system of indicators for social and environmental impact, which was applied to all projects within the fund.

Aquariana Management Consulting

June 2001 – December 2019

Founder & CEO

Consulting firm established to achieve concrete results in the areas of diagnosis, strategic design, and planning, as well as specializing in mergers and acquisitions across various industries, particularly in the technology sector. Serving a broad range of clients, from large international corporations to SMEs, located in multiple Latin American countries. Has had clients in Argentina, Chile, Brazil, Paraguay, Ecuador, Costa Rica, Guatemala, and the United States.

BtoBen.com

December 1999 – June 2001

Co-Founder & Managing Director

Co-founder of a network of Business-to-Business (B2B) technology and e-commerce applications companies. BtoBen, the incubator, received investments totaling \$38 million during the year 2000. Five companies were founded: Hexacta, Campo 21, Bionexo, and Constructiva. Additionally, investments were made in two other companies. All the businesses were developed in Argentina, Brazil, and Mexico. A high-tech development center was established in Buenos Aires city. The company was sold to an international corporation.

Hermes Management Consulting

October 1995 – December 1999

Senior Engagement Manager

A strategic consulting firm primarily focused on the Mergers & Acquisitions (M&A) sector, with clients worldwide. Provides advisory services to investment funds and international companies. Analyzes projects involving the valuation of companies across multiple industries: energy, payment systems, telecommunications, media and internet, prepaid healthcare, food, steel, banking, finance, and retail.

McKinsey & Company

August 1993 - October 1995

Business Analyst

Strategic consulting firm with clients worldwide. Involvement in projects across multiple industries, including telecommunications, food, steel, banking, and retail. Experience with international clients, with one year of experience in Chile.

Coca Cola

April 1991 – August 1993

Production Manager

Installation of a multipack line; installation of a new syrup production line. Installation of a new bottling line with German technology for \$13 million. Training in Germany on bottle inspection technology and labeling.

Siemens

March 1989 – April 1991

Engineer at the Automation Department

Specialist in instrumentation and industrial process control. Technical support and sales management. Participant in the Argentine Association of Automatic Control on behalf of Siemens.

EDUCATION

PhD in Leadership & Systemic Innovation, ITBA

Thesis Title: Creation of social capital in communities of women in vulnerable situations through collective intelligence.

International Certification in Biomimicry, Biomimicry 3.8, 2017. Research: Fostering Bridges Program Inclusion in Constant Motion. Use of biomimicry for the design of social integration models for vulnerable peri-urban neighborhoods.

Master of Science in Management of Technology, Massachusetts Institute of Technology, MIT, 1997

Electronic Engineer, Instituto Tecnológico Buenos Aires (ITBA) 1989

AWARDS

Winner of the Social Impact Award at the International System Dynamics Conference, Reykjavik, 2018

Fulbright scholarship, United States Information Agency, 1995

Cum Laude Diploma, ITBA, 1989

EXPERIENCE IN MANAGEMENT OF EDUCATIONAL ENTITIES

- 2021 – Today • Director of the Entrepreneurial Ecosystem, Torcuato Di Tella
- 2014 – 2018 • Dean School of Graduate Studies, ITBA
- 2003 – 2020 • Director of the Master in Management of Technology Program, ITBA
- 2003 – 2004 • Director of the System Dynamics Research Center, ITBA

TEACHING EXPERIENCE

- 2021 – Today • Professor of Entrepreneurship, Universidad Torcuato Di Tella. Carrers: Business Administration, Digital Technology, MBA, Executive MBA. Management & Analytics
- 2020 - 2021 • Professor de Entrepreneurship, MBA, Universidad de San Andres
- 2013 – 2020 • Professor de Technology Innovation, Master in Management of Technology, ITBA
- 2003 – 2020 • Professor of Technology Startups, Master in Management of Technology, ITBA
- 2003 – 2020 • Professor of Systems Thinking, Master in Management of Technology, ITBA
- 2008 – 2014 • Professor of Business Development in Latin America, International MBA, Escuela de Organización Industrial, Spain
- 2006 – 2008 • Professor de Technology Startups, Master in Technology Information, UADE Business School
- 2008 – 2014 • Professor of Business Dynamics, International MBA, UADE Business School
- 2006 - 2008 • Professor of Business Development in Latin America, exchange program between UADE Business School and Kellogg University and the Fuqua School of Business
- 1998 – 2004 • Professor of System Dynamics, Industrial Engineering, ITBA
- 1990 - 1994 • Assistant Professor, Physics Lab, Engineering School, ITBA

NON-PEER REVIEWS CONFERENCES AS SPEAKER

- 2000 • Keynote speaker at Harvard Business School, Boston, "Launching a Business in Latin America," part of the conference "Competing in the New Economy."
- 2000 • Keynote speaker at Institute of International Research, "Valuation of Internet and E-commerce Startups."
- 2003 • Keynote speaker at E*Trade, "Valuation of Internet and E-commerce Startups."
- Keynote speaker at the International Management Seminar, "Developing Successful Business Strategies for the Global Steel Industry in the 21st Century," Latin American Institute of Iron and Steel (ILAFA), with the theme "Technology & Innovation: Linking Technology and Strategy."
- 2008 • Speaker at the Global Startup Workshop at MIT in Madrid, Spain.
- 2009 • Keynote speaker, Valuation and Financing of Technological Ventures, from the conference of the Argentine Chamber of Industrial Engineering Students, CAEII, Rosario.

- 2010 • Keynote speaker, Valuation and Financing of Technological Ventures, from the conference "Innovation in Times of Crisis" in Tandil Valley, UNICEN.
- 2005 – 2023 • Participation as a Keynote speaker in all editions of the South American Business Forum.
- 2010 • Keynote speaker at New Ventures Colombia, Entrepreneurship Ecosystems for Impact Investments in Latin America, presenting the Equitas I Fund from Argentina.
- 2011 • Social Capital Markets, Amsterdam, Equitas I case.
- 2012 • Towards a Common Agenda Between Buenos Aires, Mexico City, and Sao Paulo: Promoting Leadership and Climate Citizenship, CDKN, FARN.
- Conference "Argentina towards Rio + 20.", ITBA
- 2013 • Systemic Entrepreneurship in the 21st Century, AIESEC Youth to Business Forum.
- 2015 • Keynote speaker, TBLI Latin American Conference, Sustainability Fund Strategies and Performance.
- 2015 • Keynote speaker, Business of the Future, organized by La Nación media.
- 2015 • Speaker at the first federal seminar for the development of a high-tech productive ecosystem, Sancor Seguros.
- 2016 • Keynote speaker, Business of the Future, organized by La Nación media.
- Keynote speaker at "Technology at the service or in the service of technology," CREA 2016.
- Keynote speaker at "Lobby and International Relations in Europe and Latin America," Madrid.
- Keynote speaker at an event on Sustainability organized by La Nación media.
- 2017 • People and Planet: Financial Inclusion for Social Inclusion. Triple Impact Projects. Banco de la Nación Argentina.
- 2018 • Speaker, The 36th International Conference of the System Dynamics Society, Iceland.
- Impact of Artificial Intelligence on Employment, Ministry of Employment.
- Triple Impact Investments: Concepts, Metrics, and Myths, UNDP.
- 2019 • Keynote speaker, Disruptive Innovation from Here and Now: Digital Transformation, Banco Supervielle.
- Innovation and Sustainability, Flor Foundation, Women in Decision, Rosario.
- Entrepreneurship in Latin America, How Similar, How Different, MBA Rice University.
- Speaker, System Dynamics & Technology Innovation, Universidad de San Andrés.

NON-PEER-REVIEWED PUBLICATIONS

- 2000 Apertura Magazine, "The Fair Price," M&A of companies, about company valuation mechanisms.
- 2000 Information Technology Magazine, "For Premature Businesses," about technological e-commerce startups.
- 2005 Information Technology Magazine, "To Serve You Better," about business models based on e-commerce.
- 2005 Telefónica de Argentina Online Magazine, "Valuation as a Strategic Tool."
- 2008 "Measuring Success and Continuing to Evolve," MIT Technology Review Spain Magazine.
- 2009 "Green Businesses" for the Master of Business from Clarín, iEco, and MateriaBiz (2009).
- 2010 "Green Businesses" for the statistical yearbook of the Environment and Natural Resources Foundation, FARN.
- 2010 "Green Businesses and Sustainability" for DEF Magazine, Development, Defense, Energy, and Environment.
- 2014 Apertura Magazine, "La Ñata Contra El Vidrio," about financing technological ventures and venture capital.
- 2015 Innovation and Competitiveness, co-author, on Business Model Reconfiguration; The Future Today, ITBA.
- 2017 Fostering Bridges Program: Inclusion in constant motion, international certification work in Biomimicry.

2017 The balancing act of an integral energy paradigm shift, G20 Magazine, Germany.
2020 "Twinning with Biodiversity," Mercado Magazine. Special Edition.
2021 Collaborative Leadership and Human Evolution, Forbes Magazine.

PEER-REVIEWED PAPERS PRESENTED AT CONFERENCES

2018 The 36th International Conference of the System Dynamics Society, Reijkiavik. Paper presented: "Accelerating Learning through Prototyping and Modelling Human Systems Interventions: A Social Integration Case"
2023 EURAM 2023, Business for Good, Trinity College, Dublin. Paper presented: "Emergent Phenomena form Collective Intelligence Interventions as an Ultimate Source for Systemic Innovation"

PEER-REVIEWED PAPERS ACCEPTED IN JOURNALS

2024 Exploring Sustainable Development Scenarios Using Collective Intelligence and System Dynamics Modelling: The Lithium Exploitation Case; Revista de Ciencias Administrativas FCE, UNLP

SDG & NON PROFIT

2001 - 2011 Strategic Advisor and Board Member, Fundación Flexer de Ayuda a Niños con Cáncer
2011 - 2022 Board Member, President, Fundación Ambiente y Recursos Naturales
2009 - Today Strategic Advisor, Board Member, Ashoka
2013 - Today Strategic Advisor, Fundación Paliar
2013 - Today Strategic Advisor, Fundación Donde Quiero Estar
2013 - Today Strategic Advisor, Fundación Columbia
2020 - Today Strategic Advisor, Fundación SOIJAR