

# ASUA: 50 years

of helping and  
reaching out  
to Mexico and  
the world



Anáhuac  
México

## LOGROS 2022 SECOND SEMESTER

COMMUNITY

UNIVERSITY LIFE

ACTIVITIES

ACKNOWLEDGMENTS





CONGRATULATIONS TO OUR GRADUATES FOR THEIR LEADERSHIP AND FOR BEING PART OF THE

# GC Powerlist Mexico 2022

PUBLISHED BY THE BRITISH COMPANY *THE LEGAL 500*



**ALEJANDRO  
CHICO  
PIZARRO**

(Law, gen. 99)  
Legal Vice President  
Fibra UNO

**AGUSTÍN  
BALLINA  
CASARES**

(Law, gen. 05)  
Chief Legal Counsel for  
Mexico and Capital Markets  
Latin America  
JLL



**EDGAR  
TRUEBA  
PAZ Y PUENTE**

(Master's Degree in  
Banking and Financial  
Markets, gen. 10)  
Executive Director  
Morgan Stanley Mexico

**MANUEL  
OLIVIER  
MONTENEGRO  
FLORES**

(Master's Degree in  
Corporate Law, gen. 06)  
Financial Crime Compliance  
Country Head Santander



**DIEGO  
GONZÁLEZ  
CHEBAUX**

(Law, gen. 05)  
Deputy Legal Managing  
Director  
Grupo Financiero Banorte



**GABRIELA  
HERNÁNDEZ  
MORGAN**

(Master's Degree in  
Banking and Financial  
Markets, gen. 07)  
Legal & Compliance  
Director  
Consabanco Multiple  
Banking Institution



**JAIME  
ORVAÑANOS  
LASCURAIN**

(Law, gen. 03)  
General Counsel  
Conecta



**ALEJANDRO  
FRAGA  
LAND**

(Law, gen. 95)  
Vice President Legal of  
Latin America  
Linde



**ANABELL  
GONZALEZ  
NAVA**

(Master's Degree in  
Corporate Law, gen. 04)  
In-house Counsel North  
Latin America Division  
Arcos Dorados



**JOSÉ  
EDUARDO  
SALGADO  
VILLEGAS**

(Law, gen. 95)  
General Counsel, Ethics and  
Compliance and Data  
Protection Officer for North  
Latin America  
Capgemini



**JUAN  
ALBERTO  
RIVERA  
BUENO**

(Master's Degree in  
Corporate Law, gen. 08)  
Legal Director Latin America  
Beam Suntory Mexico



**DIEGO  
GÓMEZ  
PALACIO  
BORBOA**

(Law, gen. 04)  
Head of Legal, Strategy and  
M&A  
BUFA México



**DANIELA  
AVILA  
RODRÍGUEZ**

(Law, gen. 13)  
Head of Legal  
CINEMEX



**KARLA  
BAEZ  
ELIZONDO**

(Law, gen. 03)  
General Counsel  
IDESIA Group



**Positive Action Leaders**



**RECTORAL COMMITTEE**

- Dr. Cipriano Sánchez García, L.C.  
Rector
- Dr. Sonia Barnetche Frías  
General Secretary
- Jorge Miguel Fabre Mendoza  
Dr. Lorena Rosalba Martínez Verduzco  
Academic Vice-Rectors
- Father César Hernández Rendón, L.C.  
Fernando Rincón Gallardo Elguero  
Vice-Rectors of Integral Formation
- Father Eduardo Robles-Gil Orvañanos, L.C.  
Vice-Rector for Finance and Administration
- Dr. Oliva Sánchez García  
Director of Planning, Evaluation and Innovation
- Alfredo Nava Govela  
Director of the Faculty of Business and Economics
- Dr. Luz del Carmen Dávalos Murillo  
Member of the Rectoral Committee

**LOGROS Editorial Team**

Abelardo Somuano Rojas, Director of Institutional Communications • Irán Gutiérrez Méndez, Coordinator of Institutional Publications  
Editor: José Antonio de Landa Dorantes • Proofreading and Editorial Supervision: Arizbeth Monserrat Rivera Cabrera  
Photography: Christian Buendía Gama • Editorial design: VLA

# INDEX

---

## COMMUNITY

Multimedia Design students win the Audience Choice Award at the José Rovirosa 2022 Online Documentary Film Festival	4
Nicole Ramírez, third place at the AMIS National University Awards	4
The Anahuac University Network excels at the 300 Leaders Annual Luncheon	5
Adriana Fernández, the only Mexican woman elected as a Golden Globes voter	6
Members of the Faculty of Design receive Silver Commendations at the 2021 a! Design Awards	6
Eliud Silva, third place at the 2022 National Actuarial Awards	7
Carmen Fernández appointed as an honorary member of WADD	7
Samuel Weingerz, the new president of the National Mexican Academy for Bioethics	8
Bernardo Gómez-Pimienta receives the CAM-SAM Award for Professional Excellence	8
“My dream is to be able to do something for the well-being of both the planet and humanity,” Alejandra Vázquez Langle, Global Director of Sustainability at Grupo Bimbo	9
Pablo Flores, Best PhD Thesis in the Mexican Logistics and Supply Chain Association	10
Eduardo Arias and Juan Carlos Garnica, among the best doctors in Mexico, according to the <i>Líderes Mexicanos</i> magazine	10
“Teamwork is essential for achieving goals,” Emmanuel Urquieta, medical director at NASA	11
Actuarial Science students win second place in the 2022 CFA Institute Research Challenge	12
Alan Ricardo Soubran, 2022 NALC University Innovation Award	12

## UNIVERSITY LIFE

ASUA: 50 years of helping and reaching out to Mexico and the world	14
Melanie Devlyn, CEO of Grupo Devlyn, receives the Genera Award for Entrepreneur of the Year	18
Vertice Alumni attend International Training Seminars in New York and Boston	18
Anahuac Lions, champions of the 2022 World Taekwondo Championship Guadalajara	19
Graduates of Anahuac Leadership and Excellence Programs: people who make Mexico better at the Anahuac	20
Students organize FICU LANTERNA: a celebration of the film industry	20

## ACTIVITIES

Chemical Engineering students excel at the International Congress of the Mexican Chemistry Association	22
Economics and Actuarial Science students participate in an international competition at Oxford University	22

Anahuac University signs a memorandum of understanding with the University of California, San Diego	23
Anahuac University and Sectur will promote research, training and professionalization of the tourism sector	25
We have joined the U.S.-Mexico collaboration for the development of semiconductors	25
We have signed a collaboration agreement with the APAC, Association in favor of People with Cerebral Palsy	26
Introducing the new Anahuac Center for Strategic Development in Bioethics	26
“Luck comes to those who seek it through sacrifice,” Alfredo Quiñones-Hinojosa	27
Our PhD in Communication Research is consolidated as a training program for researchers in the SNI of Conacyt	28
Anahuac University at the 2022 Guadalajara International Book Fair + <i>Ciencia</i> Magazine, 10 years sharing scientific and technological progress in engineering	29
Students from the Faculty of Communication take part in the UN COP27	30
The PhD in Educational Evaluation celebrates its 30th anniversary and brings together 15 generations of graduates	30
Anahuac University participates in the 27th General Assembly of FIUC 2022	31
Anahuac University hosts the 47th Congress of the IAEA, International Association for Educational Evaluation	31

## ACKNOWLEDGMENTS

International accreditation by the Multi-Institutional Study of Leadership Institute (MSL) of the Anahuac University for its integral leadership and education	34
Graduation of the first generation from the Dual Degree Program with Coventry University	37
Anahuac University graduates, men and women committed to serving the truth	38
Excellence Awards, young people bearing the seeds of higher ideals	40
Lamaze International accredits the Specialization in Perinatal Education	40
The CIEES (Interinstitutional Committees for the Evaluation of Higher Education) accredit our Bachelor's degrees in International Relations and Public Administration and Government	41
Anahuac University professors and doctors, men and women at the service of the common good	42
Cirion Technologies recognizes Anahuac as a success story for improving connectivity and networking in the distance education system	44





# COMMUNITY



ACADEMIC



STUDENT



GRADUATE





## Multimedia Design students win the Audience Choice Award at the José Rovirosa 2022 Online Documentary Film Festival

As part of the 4th José Rovirosa 2022 Online Documentary Film Festival, students Ángela Macías Bermúdez and Alejandra Argentina Paredes Bonilla from the 6th semester of the Bachelor's Degree in Multimedia Design won the Audience Award in the Mexican student documentary category for "Herencia mexicana: La vida de un charro" (Mexican Inheritance: The Life of a Charro).

The students made the documentary as part of the Audiovisual Production course and were advised throughout the work process by Luis Manuel Acosta Aguirre, an academic in the Faculty of Design.

For the fourth consecutive year, the Film Library of the National Autonomous University of Mexico (UNAM), the National School of Cinematographic Arts (ENAC) and the Department for Extension and Digital Projects through UNAM Cultura en Directo announced the opening of entries for the festival with a student category in which nearly 20 short and feature-length films from different educational centers in the country were registered.

To win this award, the audience voted online after viewing the submitted documentaries.



## Nicole Ramírez, third place at the AMIS National University Awards

The work of our 6th-semester student from the professional department of Advertising and Business Communication was recognized from more than one thousand participating projects.

Every year, the Mexican Association of Insurance Institutions (AMIS) calls on university students to participate in campaigns to raise awareness of the advantages of taking out insurance policies.

On this occasion, the campaign revolved around the slogan "Con tu seguro, #seguro sí" with the participation of more than 42 universities nationwide.

Nicole Ramírez Quiroga Santa Cruz, a 6th-semester student from the professional department of Advertising and Business Communication of the Bachelor's Degree in Communication, won third place in the graphic poster category.



Our student received advice from Professor Luis Antonio Bejos Aguilar to develop the concept of her proposal and thus obtain this award from more than one thousand entries.

# The Anahuac University Network excels at the 300 Leaders Annual Luncheon

Graduates of Anahuac Mexico University and Rectors of the Anahuac University Network (RUA) were present at the Annual Luncheon of the 300 Most Influential *Leaders of Mexico 2022*, organized by the *Líderes Mexicanos* magazine.

On this occasion, the RUA was represented by our Rector, Dr. Cipriano Sánchez García, L.C.; Dr. Yoani Paola Rodríguez Villegas, Rector of Anahuac University Oaxaca; José Mata Temoltzin, Rector of Anahuac University Puebla, and Luis Eduardo Alverde, Rector of Anahuac University Querétaro.

Among the Anahuac University graduates in attendance were Melanie Devlyn, CEO and director of Grupo Devlyn; Mikel Arriola Peñalosa, Executive Chairperson of the BBVA Soccer League; Arturo Elías Ayub, General Director of Fundación Telmex Telcel; Alejandro Irraragorri Gutiérrez, Chairperson of the Board of Grupo Orlegi; Luis Lozano Olivares, President of Toyota Mexico, among others.

In the list of the 300 Most Influential Leaders of Mexico, the *Líderes Mexicanos* magazine recognized the experience of personalities in business, media, politics, sports and culture of our country, which included 30 members of the Anahuac Community:



- **Mikel Arriola Peñalosa**, Executive Chairperson of the BBVA Soccer League
- **Braulio Antonio Arsuaga Losada**, CEO of Grupo Presidente
- **José Ignacio Ávalos Hernández**, Chairperson and Founder of Un Kilo de Ayuda (A Kilo of Aid) and the Consejo Promotora Social Mexico (Mexican Social Development Council)
- **José Carlos Azcárraga Andrade**, CEO of Grupo Posadas
- **Jaime Azcárraga Romandía**, Chairperson of the Board of Directors, Grupo Radio Fórmula
- **Juan Domingo Beckmann Legorreta**, CEO of Grupo José Cuervo
- **José Antonio Chedraui Eguía**, CEO and Board Member of Grupo Comercial Chedraui
- **Salvador Daniel Kabbaz Zaga**, Chairperson and Chief Executive Officer of Grupo Danhos
- **Antonio Del Valle Perochena**, Chairperson of Grupo Kaluz
- **Juan Pablo Del Valle Perochena**, Chairperson and CEO of Mexichem
- **Arturo Elías Ayub**, CEO of Fundación Telmex Telcel
- **Daniel Hajj Aboumrar**, CEO, América Móvil
- **Héctor Ignacio Hernández-Pons Torres**, Chairperson of the Board of Directors and CEO of Grupo Herdez
- **Rodrigo Alonso Herrera Aspra**, Chairperson of the Board of Directors Genomma Lab
- **Antonio Ibarra Fariña**, Executive Vice President and CEO of Grupo ACIR
- **Alejandro Carlos Irraragorri Gutiérrez**, Chairperson of the Board of Directors of Grupo Orlegi
- **Carlos Labarthe Costas**, Chairperson and CEO of Gentera
- **Pedro Fernando Landeros Verdugo**, Chairperson of Fundación Teletón México, A.C.
- **Germán Feliciano Larrea Mota-Velasco**, Chairperson of the Board of Directors of Grupo Mexico
- **María Elena Lezama Espinosa**, Governor of the State of Quintana Roo
- **Joaquín López-Dóriga Velandia**, radio and television reporter, columnist and host
- **Ángel Losada Moreno**, CEO and Chairperson of the Board of Directors of Grupo Gigante
- **David Peñaloza Alanís**, Chairperson of the Board and CEO, PINFRA
- **Cipriano Sánchez García**, Rector of Anahuac Mexico University
- **Fernando Senderos Mestre**, CEO and Chairperson of the Board of Directors of Grupo KUO
- **Marcos Shabot Zonana**, Chairperson of the Central Committee of the Jewish Community in Mexico
- **Carlos Slim Domit**, Chairperson of the Board of Directors of Telmex
- **Marco Antonio Slim Domit**, Chairperson of Grupo Financiero Inbursa
- **Fernando Suinaga Cárdenas**, Chairperson of the National Board of Directors of the Mexican Red Cross
- **Vicente Yáñez Solloa**, CEO, ANTAD

The event's leading conference was given by José Ángel Gurría, former Secretary General of the Organization for Economic Cooperation and Development (OECD), who called on the attendees to initiate dialog with the government and to work on Mexico's competitiveness and productivity problems.

He also emphasized the importance of the rule of law in Mexico and urged the participants to take advantage of the Free Trade Agreement (FTA) with North America.



## Adriana Fernández, the only Mexican woman elected as a **Golden Globe voter**

Dr. Adriana Fernández Rodríguez Macedo, the coordinator of the Master's Program in the Development and Management of the Entertainment Industry at the Faculty of Communication, was chosen as a voter for the 80th edition of the Golden Globes, becoming the only Mexican woman to be invited to this initiative.

This is the first time in history that the Hollywood Foreign Press Association (HFPA), the institution that presents these awards, has doubled the number of voters in order to en-

sure increased representation, which resulted in the election of 103 new journalists and film critics from around the world to participate as voters.

As a result of this decision, Dr. Fernández Rodríguez chose the winners, announced at a ceremony held last January in Los Angeles, California.

The Golden Globes are an influential award in the film industry and are considered a benchmark for the Oscars.



## Members of the Faculty of Design receive Silver Commendations at the **2021 a! DESIGN AWARDS**



Four students from different semesters and a coordinator of the Faculty of Design received Silver Commendations during the 2021 a! Design Awards ceremony, which recognizes designers who have developed innovation through the strategic use of design.

The Silver Commendations obtained by the students in the student category were awarded to:

- Natalia Iyeliz Carreón Juárez - Multimedia Design. Biomi App. This application is linked to an automated cultivation system that allows users to create a low-cost vegetable garden in their homes with maximum optimization of resources.
- Carolina Fernández Ortega - Industrial Design. Adapters for prostheses that solve specific problems, fulfill needs and change users' lives.
- Michelle Ortiz Andrade - Fashion Design and Innovation. Oblivion, natural fashion. A collection

inspired by the fight against global warming and deforestation that humanity is currently facing.

- Carla Cogordán Zúñiga - Industrial Design. Revolution. A piece inspired by the participation of women in the Mexican Revolution, representing the Adelitas and Soldaderas by means of the crossed straps of the bullet holders they wore.

Likewise, Arturo Ponce de León Flores, academic coordinator of the Multimedia Design Degree at the North Campus, received a Silver Commendation in the professional category for the series of posters "Connectivity" designed for the Faculty of Design.

Since 1994, this award has recognized the best in design on a national level, and its aim is to be a link between clients and designers based on the recognition of the value of design.





## Eliud Silva, third place at the 2022 National Actuarial Awards

Dr. José Eliud Silva Urrutia, professor of the Faculty of Actuarial Sciences, won third place in the National Actuarial Award, organized by the Colegio Nacional de Actuarios (National Association of Actuaries) (CONAC), in the Research category for a project he prepared in collaboration with Dr. Víctor Manuel Guerrero Guzmán, professor at the Instituto Tecnológico Autónomo de México (ITAM).

The project with which they obtained the award is entitled: “Estimación de curvas de mortalidad mediante suavizamiento controlado y segmentado (SCyS): comparación con diversos métodos usados en actuaría” (Estimation of mortality curves by controlled and segmented smoothing (SCyS): comparison with various methods used in actuarial

practice) and addresses the importance of an appropriate estimation of mortality for the insurance industry and focuses on comparing a statistical proposal for controlled smoothing, designed by the authors, with 12 parametric actuarial models.

The competition aimed to stimulate and recognize applied research and analyze topics of interest related to innovation and the creation of works pertaining to actuarial science in Mexico.

On this occasion, unpublished research projects or degree theses were received from one or more actuaries who proposed hypotheses, methodologies or innovative and original research tools with a proactive approach for applying their work to solve the challenges and opportunities of society or companies.



## Carmen Fernández appointed as an honorary member of WADD



Within the framework of the 6th World Congress on Dual Pathology “Addictions and other mental disorders. A world of knowledge and experience”, organized by the World Association on Dual Disorders (WADD) and the Asociación Psiquiátrica Mexicana (Mexican Psychiatric Association) (APM), Dr. Carmen Fernández Cáceres (Psychology, gen. ‘81), general coordinator of the Dr. Jesús Kumate Rodríguez Chair on Addictions at the Anahuac Mexico University, received a distinction as an honorary member of said association.

Dr. Fernández Cáceres has a Bachelor’s Degree in Psychology from the Anahuac Mexico University, a Master’s degree in Family Therapy and a PhD in Family and Couples Therapy, as well as a PhD in Psychoanalysis. She is the CEO of Centros de Integración Juvenil, president of the National ISSUP Chapter (International Society of Substance Use Prevention and Treatment Professionals) Mexico and co-founder of the Colegio de Especialistas para la Atención de las Adicciones (Association of Specialists for the Treatment of Addictions).

She also received the Lifetime Achievement Award for Services to Drug Demand Reduction from the ISSUP. This global network works to promote and support evidence-based drug demand reduction efforts.



## Samuel Weingerz, the new chairperson of the **Academia Nacional Mexicana de Bioética, A.C.**

The professor from our Faculty of Bioethics will preside over the academy for two years, 2022-2024.

The change in the board of directors of the Academia Nacional Mexicana de Bioética, A.C. (National Mexican Academy for Bioethics) took place, during which Dr. Samuel Weingerz Mehl, professor of our Master's programs in Bioethics in Spanish and the PhD in Applied Bioethics, took over the presidency for the 2022-2024 biennium.

Dr. Weingerz Mehl has a Bachelor's degree in Medical Surgery and a specialization in Gynecology and Obstetrics from the National Autonomous University of Mexico (UNAM); a Master's Degree in Bioethics with honors (gen. '04) and a PhD in Bioethics (gen. '09) from the Anahuac University México; in addition to two diplomas in Colposcopy and Senior Hospital Management.

He is a bioethicist and researcher at the Hospital General Dr. Manuel Gea González in Mexico City and chairperson of the Hospital Bioethics Committee and the Research Ethics Committee of said hospital.

The Academia Nacional Mexicana de Bioética, A.C. was founded 30 years ago by Dr. Manuel Velasco Suárez and is one of the most critical civil organizations in the field of bioethics in Latin America and Mexico.



## Bernardo Gómez-Pimienta receives the **CAM-SAM** Award for Professional Excellence



Dr. Bernardo Gómez-Pimienta (Architecture, gen. '86), director of BGP Arquitectura, won the CAM-SAM Award for Professional Excellence in recognition of his career, the highest award given to an architect for their professional career by the Colegio de Arquitectos de la Ciudad de México (Mexico City College of Architects) and the Sociedad de Arquitectos Mexicanos (the Association of Mexican Architects).

During the ceremony, which took place within the framework of the 9th CAM-SAM Congress, they also highlighted the work carried out by his office, which incorporates architecture, design and urban planning, developing different types of projects on different scales. The projects include the design of products, furniture, single-family homes, cultural, industrial and commercial buildings, parks, and urban design and development projects.

He is currently the director of ArquíLab at Anahuac Mexico University and was the director of the Faculty of Architecture at the same institution from 2003-2021. He is an Academician Emeritus of the National Academy of Architecture, has formed part of the National System of Art Creators, and was decorated by France as a Knight of the National Order of the Legion of Honor. He is an honorary fellow of the American Institute of Architects and an honorary fellow of the Royal Architectural Institute of Canada.

He was also appointed as a foreign member of the French Academy of Architecture, making him the only architect representing Latin America. In 2021, the Société Académique Arts-Sciences-Lettres de France awarded him the gold medal.





Watch the video interview here

“My dream is to be able to do something for the well-being of both the planet and humanity,” Alejandra Vázquez Langle, Global Director of Sustainability at Grupo Bimbo.

Alejandra Vázquez Langle (M.A. in Social Responsibility, gen. ‘17), Global Director of Sustainability at Grupo Bimbo, has experience in environmental issues and has stood out in her tireless quest to improve the planet.

Our graduate, known for her demanding nature in everything she is passionate about, spoke in an interview about her time at the Anahuac Mexico University and how her time here led her to work for one of the top Mexican multinational companies.

“When I was looking for opportunities that fit my lifestyle, work and professional needs, Anahuac Mexico University opened doors for me,” said Alejandra Vázquez.

With respect to this university, she highlighted the versatility of its subjects and the ability to adapt them to one’s schedule.

She also talked about the interaction between students in order to carry out projects or activities, which allowed her to understand other points of view.

“The part I liked the most is that I never felt alone. Although I participated in a distance learning course, the coordinator always accompanied me; if I had any questions, I could ask any time. I always had that support from the professors and the teams. In addition, a lot of the content was related to social responsibility, which allowed me to direct resources to programs of this nature,” she added.

The truth is that when Vázquez Langle began her university career, her dream was to work in a large company and to be an *influencer* in environmental issues, her vocation.

“I started at Bimbo as an intern at the wastewater treatment plant of one of Barcel’s operations in Lerma.

Then the opportunity opened up for internships or end-of-degree academic work experience. I signed up and stayed, and the truth is that it has been a fantastic journey because it’s where I started my career, and I’m still here. Grupo Bimbo has been my first and only company to this day,” she recalled.

For Alejandra, the day-to-day work is what represents you. While it is true that Grupo Bimbo allowed her to believe and create, opportunities have opened up to her, which she has taken advantage of throughout her career.

“I participated in the clean industry certifications and knew it was a path I wanted to take because it was my dream, so I started to work on the growth of this field which the company allowed me to do. There is enormous satisfaction for me in visiting our factories and seeing all that effort I made many years ago being maintained and improved through new equipment,” she said.

On her secret to success, she revealed that “it consists of working for your dreams, making an effort, getting to know the company, the place where you work, looking for new ideas, becoming increasingly professional, studying what you enjoy, growing and understanding the pathway to achieving your goals and results”.

She also emphasized that achievements are the result of teamwork, especially when it comes to sustainability, as it encompasses carbon emissions, water, environment and communities.

“My fundamental dream is to be able to do something for the well-being of the planet and humanity. Grupo Bimbo has allowed me to do this. For example, every day, when you eat bread at home, it is made using renewable energies and thinking about the design of the packaging to reduce environmental impact; it is a loaf of bread that was made thinking about your nutri-

tion and influencing communities. So, the more influence and movement we can generate from our internal teams on the consumer, the more we are part of this dream I have of leaving a ‘grain of flour’ on this planet,” she confessed.

She also spoke about the values promoted by the company, such as respect, trust and affection, and that one of its central values has always been to focus on the individual, which she said is very important because “placing the individual at the center of everything we do and everything we practice is fundamental for things to move forward,” she added.

As for leadership, she considered that it is about generating a positive influence in a workgroup and making things happen in all aspects. “At Bimbo, this respect for values, for the person at the center of everything we do, is fundamental for exercising your leadership,” explained Vázquez Langle.

Although she acknowledged that, at times they have not achieved the expected results and have experienced the sadness and disappointment of failure, it has served as a way for them to analyze what went wrong, what they could have done better, and how they can improve.

Finally, our graduate said that Bimbo is a place that has allowed her to grow, get to know herself, and give her the necessary challenges to develop as a professional. “It’s a company that has allowed me to grow as a person and a professional. One of the lessons I have learned has been to persevere, always look ahead, know what you want to achieve, stay up-to-date, and network because, in this world, you are not alone. To achieve results, you need to create good work networks, external alliances and alliances with colleagues”.



## Pablo Flores, Best PhD Thesis in the Asociación Mexicana de Logística y Cadena de Suministro

Pablo Flores Sigüenza (Ph.D. in Industrial Engineering, gen. '21), who recently graduated from the Center for Advanced Management in Engineering and Technology (CADIT) of the Faculty of Engineering, was awarded the Prize for the Best PhD Thesis in Logistics DDA-LOG2022 presented by the Asociación Mexicana de Logística y Cadena de Suministro (Mexican Association of Logistics and Supply Chain) (AML) during the International Congress on Logistics and Supply Chains (CiLOG2022).

Pablo Flores' research project, under the direction of Dr. José Antonio Marmolejo Saucedo, is "Modeling and Solutions of a Dynamic Supply Chain with Integrated Life Cycle Analysis".

This award aims to promote applied research in transportation, logistics and supply chains, to provide recognition for significant work in the field, to encourage young talents to continue their specialization and to allow them to become members of the AML.



## Eduardo Arias and Juan Carlos Garnica, among the best doctors in Mexico, according to the *Líderes Mexicanos* magazine

For the eighth time, *Líderes Mexicanos* magazine met with experts in the country's health sector to compile a list of those who, thanks to their professionalism and trajectory, are considered the best doctors in Mexico. This publication included two Anahuac graduates: Dr. Eduardo Agustín Arias Sánchez and Dr. Juan Carlos Garnica Cuéllar (both, gen. '04).

Dr. Arias Sánchez has a specialization in Internal Medicine and Cardiology from the National Autonomous University of Mexico (UNAM), advanced specializations in Interventionist Cardiology and Structural Interventionism in Adult Congenital Heart Disease and a fellowship in TAVI and Structural Heart Intervention at the Barts Heart Centre in London, United Kingdom. He is also a member of the Sistema Nacional de Investigadores (National System of Researchers) (SNI) and a full member of the Sociedad Mexicana de Cardiología (Mexican Cardiology Association) since 2019.



Dr. Juan Carlos Garnica Cuellar has a specialization in Endocrinology from the Advanced Specialization Medical Unit (UMAE) of the Hospital de Especialidades del Centro Médico Nacional La Raza and a subspecialization in Reproductive Biology from the Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán, certified by the Consejo Mexicano de Endocrinología (Mexican Council of Endocrinology). He also excels as a speaker on thyroid matters for Armstrong and insulins and PCSK9 antagonists with Sanofi since 2015.



# “Teamwork is essential for achieving goals,” **Emmanuel Urquieta**, medical director at **NASA**

Dr. Emmanuel Urquieta Ordoñez (Medicine, gen. ‘12), medical director of the Translational Research Institute for Space Health (TRISH) of NASA’s Human Research Program in Houston, Texas, shared his professional background with the Anahuac Community.

Our graduate, who confessed that he had wanted to be an airline pilot since he was a child, said that the puzzle pieces gradually came together to allow him to occupy the important position he holds today.

In an interview, he said that during his time at the Anahuac Mexico University, he took opportunities that provided him with various tools, for example, participating in monthly medical missionary work, as well as the missionary work carried out during Holy Week, which allowed him to help rural communities.

Subsequently, he had the opportunity to travel to Nigeria for two months before entering his internship in Houston, Texas, where for nine months, he had experiences that opened up his panorama and exposure to aerospace medicine.

Working for NASA was not Dr. Urquieta Ordoñez’s goal, as he had always wanted to work with airplanes, not space. However, a new door opened that he didn’t even know existed and he began to look for opportunities in the U.S. government agency responsible for the civil space program and aeronautics and aerospace research.

Part of his job is to find solutions to problems that have not yet occurred, which is why he needs to optimize objects and resources, although he pointed out that he has backup plans in case things don’t turn out the way he wants. He also said that one challenge he has faced was when he was in a capsule for 30 days simulating a mission to Mars, eating the same food that astronauts

eat on missions, and taking part in psychological and physical tests in order to use the results in space.

On other topics, he spoke about the importance of teamwork, which he said, “is very important to achieve objectives”. He added that a team needs to be made up of humble, honest people willing to work together, who take criticism well, give constructive opinions and do not want to be the protagonists.

“The astronaut who goes into space is the pinnacle of NASA, but underneath them are many people who work hard so that the astronaut can do just that. When a rocket goes into space, it takes a couple of minutes to take off, but for that to happen, there is much work involved; it is essential teamwork, and it is all worth it when you see the rocket going into space,” he said.

Regarding his education at Anahuac University, he explained that his alma mater trains physicians emphasizing

the good in people and ethics as a central part of their education.

“Striving for good in medicine is basic. Always striving for good is a concept I live with every day and the University reinforced this value in me, as well as the value of truth, ethics with yourself and with others, accepting that you don’t know everything, that every day you learn something new, and that you need to put yourself in the other person’s shoes to understand,” he added.

He also considered that in areas such as medicine, people must be sincere since patients trust them with their lives. He understands that “you are dealing with a person, not a number” thanks to his time at Anahuac University.

Finally, he called on us to use renewable energies and to try to move away from our dependence on technology, telephones and social networks since, as a society, “it distances us from each other”, and he urged young people who have not found their vocation to return to their passions when they were kids and to worry about the things that are in their power, because “when you receive a no that does not depend on you, you have to take it in the best way”.



## HERA Mission 11

Emmanuel Urquieta Ordoñez was one of the four members of the HERA Mission 11 crew at NASA’s Johnson Space Center (JSC), a 30-day Earth analog spaceflight simulation, which is paving the way for human research in the Human Exploration Research Analog (HERA), which simulates the physical and mental effects experienced in space on the human body.

Watch the video interview here



## Actuarial Science students win second place in the 2022 CFA Institute Research Challenge

In the final of the 2022 CFA Institute Research Challenge Mexico (an event in which nearly 18 universities participated), Anahuac Mexico University won second place, represented by Jimena Montemayor Holden, Derek Rodrigo Sánchez Segume, María Fernanda Pérez Ruiz, Abel Saldaña Santiago and Juan Daniel López Correa, 7th-semester students of the Bachelor's Degree in Actuarial Science.

The challenge was to carry out a valuation of the company Grupo Mexico, which is listed on the Mexican Stock Exchange (BMV), a task in which the students made a clear and complete hold recommendation based on the company's fundamentals and relevant information, such as the evolution of share price over time, determinants of the company and its industry, ESG (environmental, social and governance), risk analysis, strategies, financial analysis ratios and a valuation using DCF, DDM, real and multiple options.

The final was hard-fought and exciting for the faculty, students, tutors and personalities who participated in this competition. Professor and researcher Fernando José Mariné Osorio served as faculty advisor on behalf of the Faculty.



## Alan Ricardo Soubran, 2022 NALC University Innovation Award

Our student from the Center for University Entrepreneurship and Mechatronics Engineering received an award for his UNBLIND project.

Alan Ricardo Soubran Cauich, entrepreneur and Mechatronics Engineering student, accompanied by Dr. Cipriano Sánchez García, L.C., Rector of Anahuac Mexico University, received the ILAN University Innovation Award.

In the first edition of this award for university students in Mexico, Anahuac University was represented by Alan Ricardo with the UNBLIND project, a technological tool for the visually impaired that facilitates access to information through a device capable of transforming images into understandable information, using a camera and integrated headphones without the need for an internet connection. It also offers the possibility of adapting reality so that blind people can understand it and transforms text into audio.

The ILAN University Innovation Award is organized by the ILAN Foundation, which seeks to create links between Israel and Latin American countries in order to recognize and promote ideas and opportunities for innovation with social impact. It aims to empower the talent of students from Mexican universities by creating synergies with Israel's innovation model and inspire young people to become entrepreneurs, innovate, and contribute to social welfare.







# UNIVERSITY LIFE





# ASUA:

## 50 years of helping and reaching out to Mexico and the world

Acción Social de la Anahuac Mexico University celebrated its first five decades of commitment to those most in need and of being a cornerstone of the integral formation of our students.



It all starts with a dream. How many hearts beat for different needs and causes? How many people raise their hands to volunteer and are always available to help, create, collaborate and promote social development projects through the support of the entire University Community? Today, that dream involves countless volunteers who have passed through the Acción Social de la Anahuac Mexico University (ASUA), leaving their mark in every action.

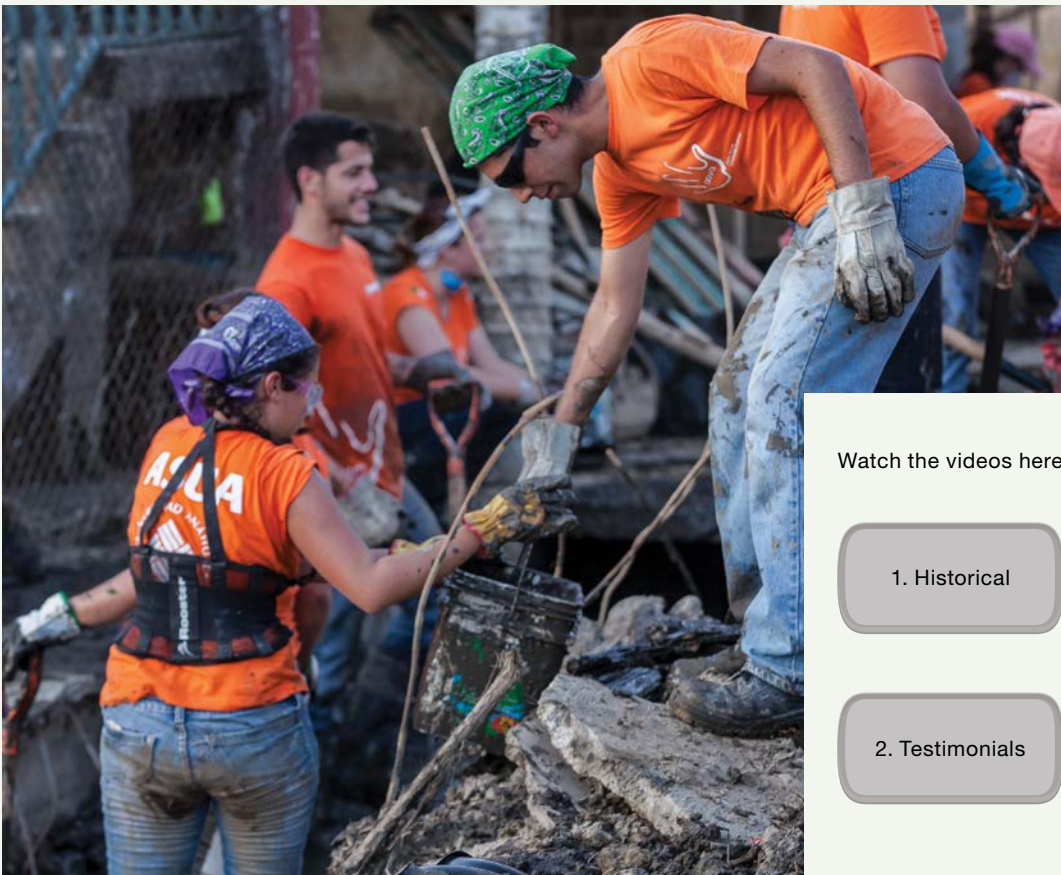
50 years is easy to say. That's 18,250 days of building the incredible dream of ASUA together, thinking of others, and being Positive Action Leaders. However, none of this would have been possible without the support of all those who have gone through this volunteer program. We want to thank all of them for saying yes and believing in us, for raising their hands and starting this great adventure with all who are and have been part of ASUA.

The small group of students who took the initiative to form this project can today be proud of the achievements made. Today, in this year of recognition, collaboration and gratitude, we look back and ask ourselves: What lies behind the satisfaction of our accomplishments so far?

It all began in the summer of 1971, when a group of Psychology, Actuarial Science and Management students went on a volunteer trip to Jantetelco, Morelos, while a group of 3rd, 4th and 5th-semester engineers carried out social action projects in the communities of







Watch the videos here

1. Historical

2. Testimonials

San Antonio, Someyuca and El Molinito. A year later, in the summer of 1972, these two groups decided to join forces and take a trip to Nacajuca, Tabasco, where intervention and teamwork would bear fruit.

Upon their return, with their hearts and wills on fire, 26 students started this great story known as ASUA. Javier Medina Mora was elected as its first coordinator but, soon after, he took on other responsibilities and Eduardo Robles Gil was appointed as general coordinator and Félix Sánchez Soler as internal coordinator, both of whom guided the University's social commitment efforts for two terms.

Later, Rafael García de Alba and Héctor Borró Perales took the helm of ASUA, forging alliances and drafting the statutes that would regulate the development of social action at Anahuac University. In 1975, Rafael Couttolenc and Juan Ignacio Esteta took over as general coordinator and internal coordinator respectively, reinforcing volunteer projects in vulnerable neighbor-



hoods near the Huixquilucan campus and brigades in ranches in the state of Quintana Roo, as well as undertaking educational work with personnel from the University itself. Juan Ignacio and Tere Araiza created a blood bank to support students and immediate family members in an emergency. A disaster relief campaign was mounted to support our Guatemalan brothers and sisters who suffered the ravages of a major earthquake. At the end of their period, Emilio Grandio became the general coordinator. By then, ASUA had more than 200 students from all degrees in the University united with a single purpose: serving others.

In the summer of 1985, ASUA was strengthened to undertake multidisciplinary work with all sectors of the University. Its image was updated and to encourage student participation, the ASUA choir was created, which recorded its first song,

“Regalaré una rosa a tu vida”. Then came September, and with it, the earthquake of the 19th. A few days before the beginning of the school year, Roberto Sánchez Mejorada, then president of the Federation of Student Societies (FESAL), motivated by Juan Ignacio Esteta, former president of ASUA and FESAL, took a public telephone inside the University and called José Gutiérrez Vivó, host of the program Monitor, to inform them that the Anahuac University would serve as a collection center. That same call was broadcast on the air and soon, the lines of people arriving to drop off food, clothing and medicine at the Huixquilucan campus were incalculable, turning the University into one of the most important collection centers in Mexico City. Social events and a premiere were organized that same year to raise funds to support underprivileged children.

From that moment onwards, the development of the Anahuac University volunteer service increased signifi-

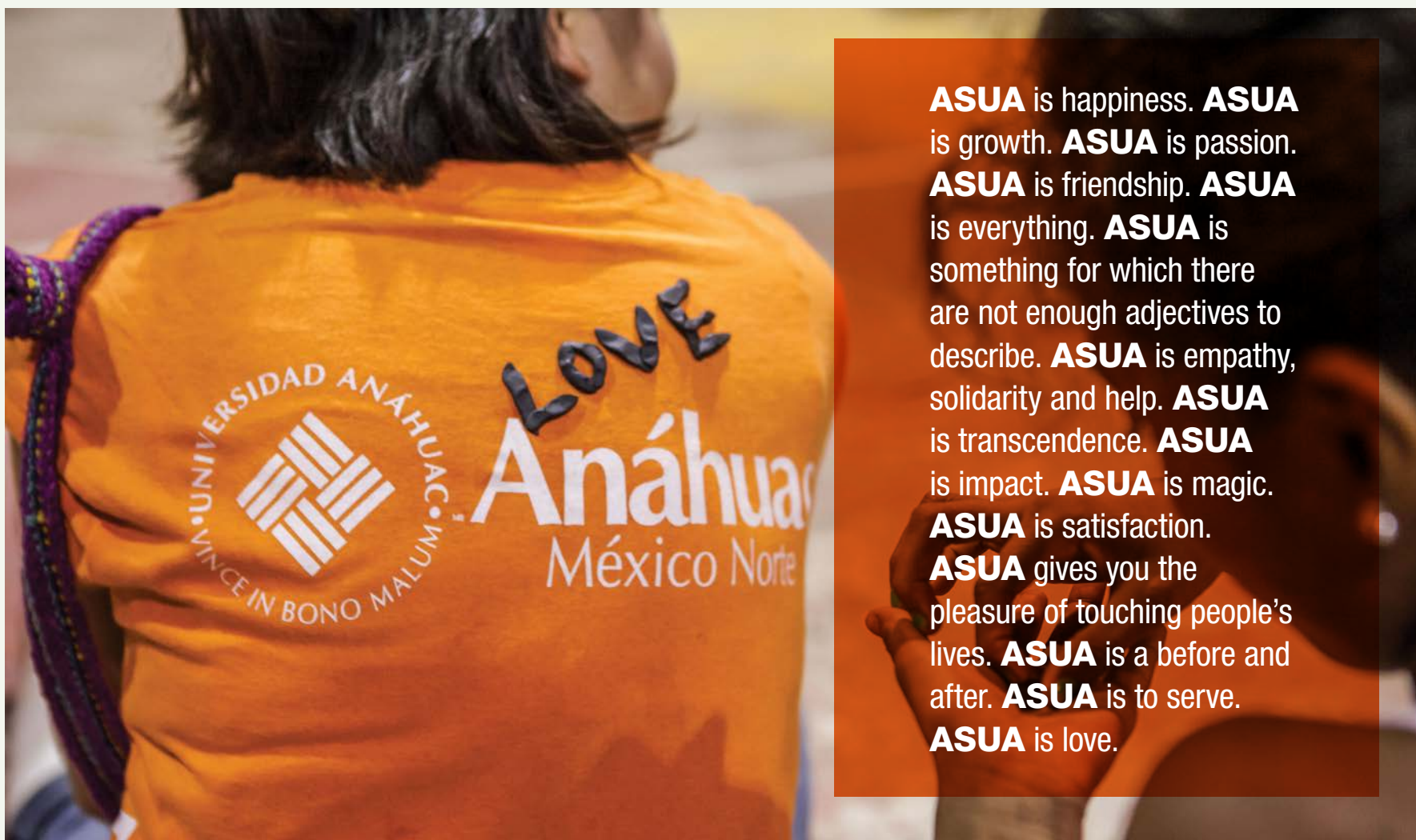
cantly along with teamwork to achieve common objectives over the years.

Another earthquake, on September 7, 2017, in Oaxaca, once again triggered the collection of food supplies by the university for the benefit of that state and something that was thought impossible to repeat became a reality. On September 19, 2017, an earthquake measuring 7.1 on the Richter scale hit Mexico City, along with several other states, including Michoacán, Estado de México, Morelos and Guerrero. The reaction of the University Community was once again unconditional.

More than 15,000 fully committed volunteers prepared food day and night and took supplies to hospitals and affected areas with exemplary coordination. Once again, the North and South Campuses became collection centers, making it possible to deliver dozens of tons of aid to different areas of Mexico City and Morelos.







**ASUA** is happiness. **ASUA** is growth. **ASUA** is passion. **ASUA** is friendship. **ASUA** is everything. **ASUA** is something for which there are not enough adjectives to describe. **ASUA** is empathy, solidarity and help. **ASUA** is transcendence. **ASUA** is impact. **ASUA** is magic. **ASUA** is satisfaction. **ASUA** gives you the pleasure of touching people's lives. **ASUA** is a before and after. **ASUA** is to serve. **ASUA** is love.

#### 50 years in figures:

- ASUA has had 32 presidents and 20 ambassadors on both campuses.
- Dual campus representation in 100% of schools and faculties.
- ASUA projects allow us to measure social impact and transform reality.
- It comprises students, professors, administrators and alumni working for the common good.
- Each semester more than 4,000 students get involved as volunteers.
- More than 300 social engagement projects and initiatives are undertaken per semester.
- More than 25,000 trees were planted.
- More than 130 homes were built for people with low-income.
- International brigades to Haiti, China, Peru, Kenya, India, Costa Rica, Thailand and Colombia.
- Humanitarian response in more than 20 natural disasters, collecting more than 350 tons of aid.
- More than one million people have benefited from ASUA projects.
- Comprehensive medical care to more than 8,500 patients.

In addition, a remote medical unit was installed in the Condesa neighborhood of Mexico City, providing free medical attention and where positive action leadership was once again present.

In March 2020, the crisis generated by the COVID-19 pandemic significantly affected the entire world and ASUA volunteers showed their commitment by using their expertise to help coronavirus-infected patients, their families and the health professionals on the front line, using low-cost, high-impact technology. Thanks to the 3D printing of items such as face masks, laryngoscopes and face mask holders, the university contributed to health care and the prevention of contagions by manufacturing nearly 10,000 pieces that reached more than 50 hospitals and health centers in the country.

Over the years, ASUA has consolidated its position within the Anahuac University Network (RUA) with students and representatives carrying out specific volunteer and social action projects on all campuses nationwide.

What does it mean to fulfill a dream? It means continuing to grow, continuing to generate social development and continuing to wear the orange shirt; it means continuing to train men and women committed to helping Mexico and the world. We are ASUA and we are aiming for more.



## Melanie Devlyn, CEO of Grupo Devlyn, receives the *Genera Award for Entrepreneur of the Year*



Our graduate spoke about how companies need to generate a change in society, learning from adversity and achieving results differently.

Anahuac Mexico University awarded Melanie Devlyn (Business Administration, gen. '91), president of the Board of Directors and CEO of Grupo Devlyn, the Genera Award for Entrepreneur of the Year 2022.

Always grateful to her alma mater and her family for their constant support, our graduate spoke of how today, more than ever, companies need to generate a change in society, learning from adversity and achieving results differently.

She also emphasized the company's role in developing young talent and the importance of empowering said talent, especially women. "Desire and ability exist, but we need companies to be flexible in their support," she said.

She also said that she was happy to live in an era where she could change the formula and help young people shine. However, she considered that the world needs united families and men who support women and that Mexico needs good people, students and entrepreneurs who take action for their community and country.

## Vertice Alumni attend International Training Seminars in New York and Boston

The Anahuac Vértice Program of Excellence students from both campuses held their 2022 International Training Seminar in New York and Boston, where they visited different companies and universities, and the cities' most iconic locations.

In New York, they visited BlackRock, Accenture and Endeavor, and the Mexican Consulate, where they toured their offices and had a series of talks and conferences with executives and officials at each office.

They visited two Ivy League universities in the academic field: Columbia University in New York and Harvard University in Boston. They were given a tour and a talk during which all their questions about what it means to study in such prestigious universities were answered.

In the vocational field, they visited the College of Humanities of the Legionaries of Christ, where seminarians study Humanities as part of their preparation to become priests. That same day they also took a course focused on active listening.





# ANAHUAC LIONS, champions of the 2022 World Taekwondo Championship Guadalajara

The athletes made history by winning six medals: three gold, one silver and two bronze.

The Mexican taekwondo delegation closed the Guadalajara 2022 World Taekwondo Championship at the top of the medal table after winning six medals: three gold, one silver and two bronze.

This is the best performance in the various editions of the international competition, surpassing the four medals (three silver and one bronze) obtained in Manchester 2019.

It should be noted that the Mexican team concluded its overall participation as World Taekwondo Champion, displacing South Korea to third place after South Korea had been in first place for 48 years.

On this occasion, all the winners are Anahuac Lions:

## Gold:

- Leslie Xcaret Soltero García  
– Psychology: world champion in the -67 kg weight category.
- Daniela Paola Souza Naranjo  
– Business Administration: world champion in the -49 kg weight category.
- Carlos Adrián Sansores Acevedo  
– Online Sport and Wellbeing: world champion in the +87 kg weight category.

## Silver:

- César Román Rodríguez Hernández – Business Administration: world runner-up in the -54 kg weight category.

## Bronze:

- Bryan Andrés Salazar Pérez  
– Business Administration: third in the world in the -87 kg weight category.
- Brandon Plaza Hernández  
– Online Sport and Wellbeing: third in the -58 kg weight category.



\* Pictures are taken from Twitter @mundialTKDGL2







## Graduates of **Anahuac Leadership and Excellence Programs**: people who make Mexico better at the Anahuac

The Graduation Ceremony of the Anahuac Leadership and Excellence Programs (PLEAS) took place. In its eighth dual campus edition, the Department of Leadership and Excellence of the Anahuac Mexico University recognized 464 students who are part of the Leadership and Excellence Programs at the Angel and Tere Losada Theater of the Anahuac Mexiquense Cultural Center on the North Campus.

Around one thousand people celebrated, in person and via streaming, the effort, perseverance and goals achieved by the students who, thanks to their leadership and excellence profiles, earned one or two diplomas in the subject, thus generating a value proposition for their integral education.

“Your diplomas recognize that you have not only achieved leadership in general but that you have also excelled in different areas that make you outstanding thanks to your projection in sports, health sciences, communication and creativity; the world of the arts, entrepreneurship and business; social commitment, service to the common good and, of course, university excellence,” commented Dr. Cipriano Sánchez García, L.C., Rector of our University during the ceremony.

The Anahuac Community recognizes and congratulates all graduates of the Anahuac Leadership and Excellence Programs who, thanks to their leadership in various areas of human endeavor, are proof of the commitment of this Institution to contribute with an integral formation to the service of society.



## Students organize **FICU LANTERNA:** a celebration of the film industry

The 12th edition of the Festival Internacional de Cine Universitario (FICU) LANTERNA (International University Film Festival), organized by the CREA Communication and Creativity Leadership Program, took place.

For one week, outstanding individuals from the national and international film industry participated, sharing their knowledge and experiences with the University Community and all those interested in the seventh art.

Among the attendees were Control Z actors Michael Ronda and Yankel Esteban; Heather Quinn, screenwriter for Marvel series; actresses Cassandra Sánchez Navarro and Sepideh Moafi, the latter from the Apple TV series Blackbird; Pepe Toño Macías, voice actor; director Eduardo Cortés, creator of this festival and who presented his debut film *Háblame de ti*, among others.

This year, Mariana Ogarrio Rodríguez, a student of the Bachelor's Degree in Communication and a member of CREA organized this event together with a team including students from the fields of Communication, Entertainment Business Management, Marketing, Architecture and Design, who took on the task of communicating, designing, finding sponsors, creating the stage and contacting the individuals who participated in this festival.







# ACTIVITIES



## Chemical Engineering students excel at the International Congress of the Mexican Chemistry Association



The Sociedad Química de México (Mexican Chemistry Association) held its International Congress at the Autonomous University of Yucatán with the participation of students from the Faculty of Engineering. The event aimed to promote interdisciplinary discussion and comprehensively address the various issues facing the country and the world.

In the professional oral presentation, student Paulina Rosete Macías (9th-semester student of Chemical Engineering) presented the paper “Modelación matemática de una mezcla de diésel mexicano” (Mathematical modeling of a Mexican diesel blend). Ángel Sebastián Valente Ortiz Macías (9th-semester student of Chemical Engineering) also gave a presentation on «Simulación de un proceso de captura postcombustión de CO<sub>2</sub> para las emisiones de una termoeléctrica convencional a base de gas natural” (Simulation of a CO<sub>2</sub> post-combustion capture process for emissions from a conventional natural gas-fired thermoelectric power plant). Likewise, Arantxa Chacón Ramírez Macías (9th-semester student of Chemical Engineering) participated in presenting her work: “Calculadora de fugacidad de sustancias puras” (Calculator of fugacity of pure substances).

In the presentation of the Student Poster Competition, Santiago Inestrillas Hernández Macías (7th-semester student of Chemical Engineering) presented “Un método general de obtención de pectina a partir de residuos de naranja aplicando principios de química verde” (A general method for obtaining pectin from orange waste by applying green chemistry principles), while María Paulina Zárate Rodríguez and Ana Esperanza Arellano De La Rosa Macías (both 9th-semester students of Chemical Engineering) presented “Determinación del nivel de integridad de seguridad para una planta productora de azufre” (Determination of the safety integrity level for a sulfur production plant). Anabel Cerda Rivera Macías (9th-semester student of Chemical Engineering) joined the group with the topic “Calculadora de coeficientes de fugacidad en mezclas” (Calculator of fugacity coefficients in mixtures), all of which earned Honorable Commendations.

Also in attendance were Ana Laura Uribe Cortés and José Ciro Lomelí Pizaña Macías (both 9th-semester students of Chemical Engineering), who exchanged ideas with chemistry professionals in Mexico.

## Economics and Actuarial Science students participate in an international competition at Oxford University

Students from the Anahuac Mexico University attended the International Map the System-MTS Competition at Oxford University, UK, a global competition for students and educators to think differently about social, environmental and economic problems using “systems thinking”.

The team, made up of María José Borges Hernández (4th-semester student of Strategic Marketing), Adrián Gómez Velasco, Esteban Vargas Cabral, Sergio Gael Yáñez Medina, Luis Enrique Buendía García (all 4th-semester students of Economics) and Maximiliano Tapia Díaz (4th-semester student of Actuarial Science), worked during the first semester of 2022 on the project entitled “Sobreendeudamiento de jóvenes adultos en México”

(Over-indebtedness of young adults in Mexico) for the subject Entrepreneurship Skills, part of the Anahuac Entrepreneurship Route in the 20-25 Study Plan.

In this course, different tools were applied to understand the problem and needs of the market, as well as to understand the relationships and their participants, and to identify the impacts and possible points of action.

It should be noted that the Anahuac México team competed against students from universities in the United Kingdom, China, Australia, Slovenia, Ghana, Canada, the United States, South Africa, Taiwan, Egypt, Indonesia, and Spain, among others.







## Anahuac University signs a memorandum of understanding with the University of California, San Diego

This agreement will allow the development of academic and research activities that will benefit students and professors of both educational institutions.

In the presence of the Rector of the Anahuac Mexico University, Dr. Cipriano Sánchez García, L.C., Dr. Erika Benítez Camacho, director of the Faculty of Psychology, signed a memorandum of understanding (MOU) with Dr. Zafiris *Jeff* Daskalakis, head of the Department of Psychiatry at the University of California, San Diego (UCSD), which will permit the development of academic and research activities that will benefit students and professors of both academic institutions.

The UCSD is a prestigious institution, considered one of the best in the world for the study of addictions, and this is the first agreement it has signed with a university in Latin America. During the event, Dr. Daskalakis, accompanied by Dr. Igor Koutsenok, Professor of Psychiatry at the university, also lectured on addictions.

In mid-2022, the Monte Fénix-Anahuac Foundation Corporate Chair was established, which stems from the Dr. Jorge Larrea Espinosa Research Chair in Addiction Education, founded in the Faculty of Psychology in 2019. These chairs have allowed us to contribute to preventing and treating addictions through teaching, research, dissemination, training of professionals and collaboration in prevention and treatment programs.





# Anahuac Leadership in University Social Responsibility

Since 2011, the University Social Responsibility and Sustainability Committee of Anahuac University Mexico has been working on the design and implementation of actions in this area from within the university to promote social responsibility in favor of the common and personal good.

It is formed by various members of our University Community and promotes and coordinates activities related to:

- Institutional ethics
- Institutional quality of life
- Social commitment
- Environmental commitment
- Integral training
- Research and knowledge management
- Promotion and communication of social responsibility



**Learn more**  
**about this committee**



**University Social Responsibility  
and Sustainability Committee**





## Anahuac University and Sectur will promote research, training and professionalization of the tourism sector

The Minister for Tourism, Miguel Torruco Marqués, and our Rector, Cipriano Sánchez García, signed a collaboration agreement to contribute to the competitiveness of tourism.



Anahuac Mexico University and the Ministry of Tourism (SECTUR) signed a collaboration agreement to promote academic research, training and professionalization of those who make up the value chain of the tourism sector.

Dr. Cipriano Sánchez García, L.C., Rector of our Institution, stated that this would contribute to the professional and integral development of leaders trained in the classrooms in order to commit to building a better future for the tourism sector and Mexico.

Miguel Torruco Marqués, Minister for Tourism, emphasized that the actions to be carried out by SECTUR, through the General Department for Professionalization and Competitiveness in Tourism, and the Anahuac Mexico University, include the research and study programs for the creation of new products based on the needs and expectations of tourists for the development and economic benefit of communities.

He also recalled that for the past ten years, both institutions have been working closely together to develop studies and research on tourism, which tend to generate relevant information for the sector.

## We have joined the U.S.-Mexico collaboration for the development of semiconductors



During the second annual meeting of the U.S.-Mexico High-Level Economic Dialogue (HLED), the importance of working together to develop semiconductors was discussed. As a result, the Ministry of the Economy organized a follow-up meeting to identify opportunities for Semiconductor Equipment and Materials International (SEMI) in San Jose, California.

Anahuac Mexico University was part of the delegation that participated in the meeting and was represented by Mr. Mario Buenrostro Perdomo, director of the School of Engineering, and by Mr. Lorenzo

Berho Corona (Industrial Engineering, gen. '82), member of the Alumni Council of the Faculty of Engineering, and said delegation was headed by Dr. Mónica Duhem Delgado, head of the Global Economic Intelligence Unit of the Ministry of the Economy, as well as by decision-makers, liaison agents and facilitators from the academic and business sectors.

It should be noted that Anahuac Mexico University was the only private higher education institution present, showing its interest in contributing to the development of supply chains and strengthening the technical and professional capabilities of the semi-

conductor sector, which are considered materials of great importance both for their electrical conductivity, which, unlike metals, can increase with temperature, and for their photovoltaic properties, which allow them to use solar energy in photovoltaic panels where it is transformed into electricity.

Our Faculty of Engineering has been developing this line of research for years, with particular emphasis on studying organic semiconductors under the leadership of Dr. María Elena Sánchez Vergara, a researcher for the National System of Researchers (SNI) level 2.





*We have signed a collaboration agreement with **APAC**, Asociación Pro Personas con Parálisis Cerebral (Association in favor of People with Cerebral Palsy)*

Thanks to this agreement, Physical Therapy and Rehabilitation students will be able to undertake professional practices and social services with the association to benefit more users.



A collaboration agreement was signed between the Asociación Pro Personas con Parálisis Cerebral, I.A.P. (APAC) and the Bachelor's Degree in Physical Therapy and Rehabilitation of the Faculty of Health Sciences of the Anahuac Mexico University.

The topics agreed upon included continuing the professional internship and social service project for students of this academic program in order to benefit more users.

In addition, the first pediatric exoskeleton ATLAS 2030 from Marsi Bionics was demonstrated in order to carry out joint research projects and strengthen robotic neurorehabilitation in our country.

The authorities who attended included Ms. Guadalupe Maldonado, general director of APAC, and Mr. Héctor Bolaños, director of APAC's Rehabilitation and Health Services Center, along with Dr. Ignacio Barraqué, founder of Marsi Bionics, who were received by Dr. Damián Carrillo Ruiz, director of the Faculty of Health Sciences; Dr. José Alberto Castilla, director of Social Commitment for the North Campus, and Ms. Francesca Munda Magill, director of the Faculty of Education.



## Introducing the new **Anahuac Center for Strategic Development in Bioethics**

Anahuac Mexico University presented the Anahuac Center for Strategic Development in Bioethics (CADEBI) in order to contribute to the strategic development of Bioethics and to promote a positive transformation of society for the benefit of the individual through dialog and collaboration.

CADEBI's main strategic lines include clinical bioethics focused on neuroethics, transhumanism, palliative care and hospital bioethics consultancy; interdisciplinary work to address the issue of infertility, as well as the promotion and sharing of bioethics for all.

The Anahuac Center for Strategic Development in Bioethics is currently working with different organizations such as the Comisión Nacional de Bioética (National Commission for Bioethics) (CONBIOETICA), the Master's and PhD Program in Medical, Dental and Health Sciences (PMDCMOS) of the National Autonomous University of Mexico (UNAM), the Seminario Interdisciplinario de Bioética (the Interdisciplinary Bioethics Seminar) (SIB), the Federación Latinoamericana y del Caribe de Instituciones de Bioética (Latin American and Caribbean Federation of Bioethics Institutions) (FE-LAIBE), the Federazione Internazionale dei Centri ed Istituti di Bioetica di Ispirazione Personalista (International Federation of Personalist Bioethics) (FIBIP), the UNESCO Chair in Bioethics and Human Rights; the Istituto Internazionale di Bioetica (International Institution for Bioethics), the Instituto de Bioética Juan Pablo II (Juan Pablo II Institute for Bioethics) in Cuba, the Academia Nacional Mexicana de Bioética (National Mexican Academy for Bioethics) (ANMB), the Instituto de Investigaciones en Bioética (Institute for Research on Bioethics) and The Doctor as a Humanist, among others.

The CADEBI has an interdisciplinary methodology as a proposal for action, execution and coordination, thus responding to the current complex phenomena resulting from science's social and technological development. It proposes the integration of knowledge to address this from a collaborative point of view.





## “Luck comes to those who seek it through sacrifice”, **Alfredo Quiñones-Hinojosa**

Dr. Q participated in a Meet&Greet with students from the Faculty of Health Sciences, with whom he shared his professional experience, which resulted in the creation of the Mission: Brain Foundation.

Dr. Alfredo Quiñones-Hinojosa, better known as Dr. Q, one of the leading experts in neuroscience worldwide, visited Anahuac Mexico University for the second time.

The first time was in October 2019 to participate in the Investiture Ceremony as Doctor *Honoris Causa* awarded by our university. In 2022, he returned to join the Meet & Greet organized by the Faculty of Health Sciences and the Instituto Anahuac de Salud Pública (Anahuac Institute of Public Health), where he spoke about the Mission: Brain Foundation, a medical network that benefits low-income patients in need of advanced neurosurgical procedures.

Dr. Q is an inspiring person. The life of the director of Neurosurgery at the Mayo Clinic, one of the best hospitals in the world, is so exceptional that he has become one of the protagonists of Netflix's *The Surgeon's Cut* (*Ases del bisturí*) and even the actor Brad Pitt plans to turn his story into a movie through Plan B Entertainment, which Dr. Quiñones-Hinojosa sees as an opportunity to tell the world that “immigrants, not only those who leave Mexico but from any part of the world who leave their city and seek a destination, a new life (*the pursuit of happiness*, as they say in the United States), that these humble people have something important to contribute. And we can all contribute if we open our minds and let the neurons start making more synapses, allowing us to change the world together instead of creating barriers and building bridges.”

In an interview, he spoke of the importance of recognizing that we are Mexicans and should be proud of our roots and culture. However, he also asked us to take a



few minutes to think about what can be done so that future generations from any part of the world do not have to leave their countries in search of their fortune, as he did at the end of the 1980s.

“I didn’t want to leave Mexico, I wanted to stay with my people, stay with my family. It was a huge sacrifice, but it was my only opportunity back then. Hopefully, this will change and we won’t have to do this in the future, which is why at Anahuac University and the Mission:Brain Foundation, we are planting seeds worldwide so that people can find a way to put down their roots in their own country.”

Alfredo Quiñones said he is a man of faith, although he also recognized that, thanks to his determination and luck, he was able to build his career. He added that part of this success is due to his love for humanity, for the people around him, “I have never felt anything bad against a human being, no matter how good or bad, I have always felt good in my heart and that is part of the reason that, as a doctor, I identify with my patients,” he explained.

The truth is that, thanks to that effort and dedication, he was able to create the foundation that he now heads; however, he never imagined that Mission: Brain would become so successful. In this respect, he confessed that he always had a better world in mind, although he did not know precisely what his path would be.

“I imagine a world in which there is no inequality; I imagine a world in which millions of people have access to surgery; I imagine a world in which we give hope and dignity to those who need it, to those who are poor and who are humble. Mission: Brain is the result of that dream and I am now watching it grow. I planted that tiny seed with my team and never imagined that it would become what it is today, but I did know that we would water it and that young people would be attracted to it. Now I realize that this foundation that we started no longer belongs to me, it belongs to you, it belongs to the world, and that gives me incredible satisfaction”.

For now, he considers that his mission is to support the next generations, to create a knock-on effect, to open more chapters of Mission: Brain, and to educate more leaders, equipping them with the skills to change the world.

Despite being an eminence in neurosurgery, Dr. Q has simple dreams. He dreams of a long life, hugging his wife and children, embracing his friends, or caring for his patients and their families.

To become this famed surgeon rising to the pinnacle of glory, he has had to sacrifice many things. “The price of triumph”, as he calls it, carries with it the sacrifice of time, which he has had to give up sharing with his children to dedicate himself to medicine.

He also called on young people not to pay attention to that voice in their heads that often says, “You won’t be able to do it” and although he accepted that we still deal with issues of racism and discrimination, he reminded them that no one can make them feel what they don’t want to feel.

Finally, he said that his children keep him grounded, and he accepts that he makes mistakes. “The other thing that keeps me grounded is that I’ve made many more mistakes than things I’ve done right. I sometimes feel like a failure with my patients because I cannot find a cure for cancer. Despite everything I do in the operating room, they will be defeated by it, and that makes me feel that I have to keep my feet on the ground, walking, running and accompanied by incredible talent, these young people who are here at Anahuac University”.



## Our PhD in Communication Research *is consolidated as a training program for researchers in the SNI of Conacyt*

Three graduates of the PhD in Communication Research (DEIC) offered by the Faculty of Communication of the Anahuac Mexico University joined the Sistema Nacional de Investigadores (National System of Researchers) (SNI) of the Consejo Nacional de Ciencia y Tecnología (National Council of Science and Technology) (Conacyt) in the 2022 call for applications.

They are Dr. María Virginia Bon Pereira (3rd generation), as well as Dr. María Dolores Lozano Gutiérrez and Dr. Luz Elena Vázquez Bravo (both from the 4th generation), all candidate level, and who join the four previously admitted graduates, Dr. Ámbar Eugenia Gallegos Arredondo (who obtained her degree in October 2020, 2nd generation), candidate level; Dr. Luz Zareth Moreno Basurto (who received her degree in October 2020, 2nd generation), level 1; Dr. Mariana Chávez Castañeda (who received her degree in October 2020, 2nd generation), candidate level, and Dr. Herlinda Ortiz Rodríguez (who received her degree in November 2021, 3rd generation), level 1.



Patricia Durán Bravo (Applied Communication, gen. '16), who has worked as a professor and tutor for the PhD in Communication Research, was also admitted to the SNI level 1.



Likewise, as a result of the call for renewal to the SNI 2022, Dr. Rebeca Illiana Arévalo Martínez, director of the Applied Communication Research Center (CICA) and academic coordinator of the DEIC, as well as Dr. Isabel Lincoln Strange Reséndiz, professor thereof and academic coordinator of the Master's Degree in Integral Communication and Social Transformation of the Anahuac Mexico University, were renewed and will remain in said system for a period of five years at level 1.

## Anahuac Mexico University at the 2022 Guadalajara International Book Fair

Anahuac Mexico University was at the Guadalajara International Book Fair 2022, the most important Spanish-speaking publishing meeting. This literary festival, which included Sharjah and Arab culture as guests of honor, returned without restrictions and with more than 3,000 activities and the participation of 600 writers from 45 countries.

In this edition of the Guadalajara International Book Fair, our University, through the Research Department and the Academic Publications Department, presented a diverse program that included seven book presentations and, for the first time, the presentation of an academic journal, as well as the 8th International Forum on Editorial Design (FIDE).

### FIDE 2022 (International Forum on Editorial Design)

The theme of this edition of FIDE was “La composición, clave de la diversidad en la edición” (Composition, the key to diversity in publishing) and its program included round tables, conferences and specialized workshops aimed at editorial designers, graphic designers, editors, illustrators and students interested in learning more about this field.

The Guadalajara International Book Fair organizes FIDE in conjunction with the Anahuac Mexico University and its main objective is to share the experience of well-known professionals involved in editorial design.





# **+Ciencia** Magazine, **10 years** sharing scientific and technological progress in **engineering**

The quarterly publication celebrated a decade of researching, analyzing and creating articles written by young students and collaborators who seek to introduce their readers to the world of science.

*+Ciencia. The Faculty of Engineering Magazine* celebrated 10 years of uninterrupted publication. To spread a passion for science, all its collaborators participate with accessible content so that anyone who is not familiar with engineering and related sciences can understand and immerse themselves in the field just by reading this magazine.

This publication resulted from an initiative by three Mechatronics Engineering students: Diego Salas Real, Juan Pablo Cárdenas Díaz and Braulio Centeno Contreras, who sought to capture their analytical, practical and innovative personalities in a magazine.

As a result, *+Ciencia* became a popular science magazine written by students whose purpose is to maintain readers up-to-date on topics related to scientific and technological advances in the different areas of engineering.

The Editorial Committee, the journal's main driving force, is led by Dr. María Elena Sánchez Vergara and comprises students from the Faculty of Engineering at the North and South campuses. Each term, the team is responsible for researching, analyzing, writing and compiling articles written by themselves and other undergraduate and graduate students.

The Editorial Committee is currently made up of the following students: Ernesto Pérez, Ana Paula Sánchez and Javier Mendoza from Industrial Engineering; Karla Velasco, Alejandra Alcalá, Alin Flores, Martín Gálvez and Sofía Prieto from Biomedical Engineering; María José Canseco from Environmental Engineering; Óscar Poblete from Systems Engineering and Rolando Molina from Mechatronics Engineering.

It should be noted that once they graduate as engineers, the members of this Committee step aside and hand over their duties to students in their first semesters, motivating them to continue with new ideas and enthusiasm.

*+Ciencia* attributes its success and longevity to its readers, whom it thanks for their support, attention and interest in its publications, events and projects.



## Notable achievements

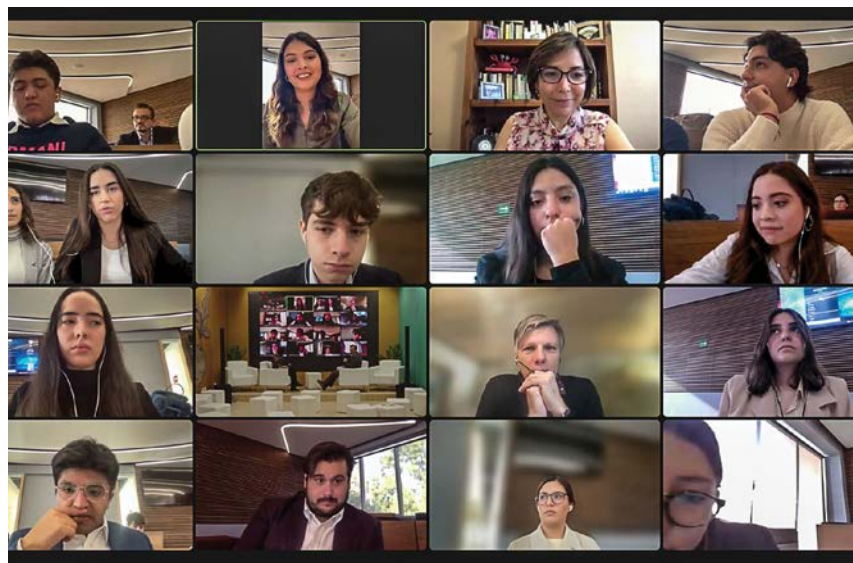
This history has been the product of generations of collaboration, dedication, commitment, creativity and passion. This is why the occasion merits bringing together and highlighting some of their achievements:

1. 10 years of quarterly publications (30 editions)
2. It is a journal endorsed by its ISSN and ISSN-e
3. Participation and organization of the 2nd International Chemistry Colloquium at the Anahuac Mexico University North Campus
4. Creation and development of +Podcast, available on all streaming platforms
5. Biannual organization of +Ciencia Conferences

*\* Collaboration of Sabrina Sofía Prieto Salazar (9th-semester student of Biomedical Engineering) and Óscar Poblete Sáenz (6th-semester student of Systems Engineering).*



*Students  
from the  
Faculty of  
Communication  
take part in the UN COP27*



The transition to a more sustainable future requires behavioral changes, as human activities are behind almost all threats to biodiversity. This was stated during the event “Communication Campaigns for Youth”, organized by the World Wildlife Fund (WWF) and students from the Faculty of Communication of the Anahuac Mexico University in the framework of the COP27, held in the city of Sharm El-Sheikh, Egypt, in the Food for Climate Pavilion.

The COP27 is the most important meeting on climate change in the world, promoted by the United Nations (UN), where heads of state, ministers and negotiators participate, together with climate activists, mayors, civil society representatives and executive CEOs.

During the event, held remotely, communication products made by students from the Faculty of Communication were presented, which were the result of a collective project led by the Anahuac University and WWF, to increase the environmental awareness of university students and motivate behavioral changes concerning a specific problem: food waste.

The pilot program designed by WWF was developed with a multidisciplinary approach that included the participation of professionals from the disciplines of communication, biology, environmental engineering, history and psychology. Sebastian Bamberg from the University of Bielefeld, Germany, one of the most well-known scientists in the field of behavioral change theories, was also a consultant for the program.

## The PhD in Educational Evaluation celebrates its 30th anniversary and brings together 15 generations of graduates

At the Anahuac Mexico University, 15 generations gathered at the Meeting of Graduates from the PhD in Educational Evaluation, an activity in which the Universidad Complutense de Madrid was also thanked for 30 years of collaboration.

To begin the event, Francesca Munda Magil, Director of the Faculty of Education, offered words of welcome in which she emphasized the importance of the collaboration agreement with this academic institution for more than three decades, thanks to which more than 160 specialists in educational evaluation, who seek to raise the quality of education in our country, have been trained.

Afterward, the founders of the PhD in Educational Evaluation, Dr. Luz del Carmen Dávalos Murillo, member of the Rectoral Committee of the Anahuac Mexico University, as well as Dr. Isabel Ogalde Careaga and Dr. María José Fernández Díaz, both from the Universidad Complutense de Madrid, unveiled the plaque commemorating the 30th anniversary of the program.

During this meeting, the participants formed research groups for subjects, including the evaluation of learning, institutions, curricula and teaching, as well as instruments and measurement.





## Anahuac University participates in the 27th General Assembly of FIUC 2022

The 27th General Assembly of the International Federation of Catholic Universities (FICU) was held at Boston College, Massachusetts, United States and was attended by Dr. Cipriano Sánchez García, L.C., Rector of Anahuac Mexico University.

FICU was established by decree of the Holy See in 1948, recognized by Pope Pius XII in 1949 and was designated as International in 1965. Since then, the number of affiliations has continued to increase and there are currently 226 Catholic universities and higher education institutions, dividing its activities into four main areas: research, foresight, projects and training.

Our Rector met with his peers from other Catholic universities all over the world, such as the Pontificia Universidad Católica of Chile, the Catholic University of Korea, the Nanzan University of Japan, the University of Notre Dame of Australia, the Università Cattolica del Sacro Cuore of Italy, the Universidad Javeriana of Colombia and Boston College in the United States.

Anahuac Mexico University joined FIUC in 1996 to collaborate with institutions that share its values and identity worldwide, prioritizing the promotion of dialog with the international Catholic university community.



## Anahuac University hosts the 47th Congress of the IAEA, International Association for Educational Evaluation



Anahuac Mexico University hosted the 47th Congress of the International Association for Educational Assessment (IAEA), the theme of which was “Contribution of Assessment to Quality Education”. The congress referred to the fourth Sustainable Development Goal (quality in education) established by the United Nations (UN) in the 2030 Agenda and more than 200 participants from 20 countries in Africa, Asia, Europe and America attended.

The IAEA seeks to contribute to strengthening educational assessment as an essential element in students’ learning process through various activities and research. For this reason, it brings together researchers and professionals dedicated to this activity worldwide in national testing or research centers.

The Coordination Department for Educational Effectiveness and Evaluation of the Department for Academic Development and Management of the Anahuac University has been working on this subject for five years through the implementation of the Evaluation Plan of the graduate profile, as well as other educational evaluation efforts. This congress consolidates the work that has placed the University among the leading institutions that consider innovation and leadership in education as essential to ensure academic quality. It is also why the University can be found on the list of important higher education host institutions alongside the University of Oxford and the University of Cambridge, among others.



# 2023

## Masters



## Anáhuac

by



L I N C O L N



**The only golf tournament that brings together  
an entire community of graduates is back**

**LIVE THE EXPERIENCE**

**Monday, March 6th**

**BOSQUE REAL COUNTRY CLUB GOLF COURSE**

**ANAHUAC**  
MEXICO  
ALUMNI

EVENT ORGANIZED BY

**creatividad**  
CREA EMOCIONES



L I N C O L N







# ACKNOWLEDGMENTS



# International accreditation by the **Multi-Institutional Study of Leadership Institute** (MSL) of the **Anahuac University** for its integral leadership and education

Utilizing a diagnosis carried out by the Leadership and Excellence Department and the Leadership and Excellence Programs, the MSL Institute recognized the best leadership practices in our University by calculating the statistics for the development of student skills.

At Anahuac Mexico University, we promote the formation of women and men who, under the leadership of positive action, are capable of managing projects that provide solutions to problems and promote a dialog capable of building a better society.

For this reason, every two years, a survey is carried out with the Multi-Institutional Study of Leadership (MSL), an organization of The Aspen Institute, which recognizes the best practices of universities worldwide in developing student skills. This study accredited the University as one of only two institutions in Mexico with a genuine formative impact on leadership.

This is the second consecutive time that the MSL, the first in 2019, has accredited Anahuac Mexico University. The purposes of this accreditation include examining student leadership values and skills on an institutional (national and international) level, with specific attention to experience factors on campus, which influence the development of leadership qualities in college students.

The study, which was conducted by the Leadership and Excellence Department and the Leadership and Excellence Programs of Anahuac University, also aims to build an international research program that promotes leadership development.





## The Multi-Institutional Study of Leadership Institute (MSL) once again recognizes integral training.

The **MSL** has accredited the Anahuac Mexico University for the second consecutive time, the first being in **2019**.

**8** out of **10** Anahuac students receive preparation in leadership and integral formation, especially in the **Anahuac Leadership and Excellence Programs**.

**40%** of students participate in community service, which is higher than the average for **MSL** universities.

**The formative impact** of the students in terms of integral training, leadership and excellence is significant and positive.

The Anahuac University has a leadership effectiveness of **3.53/5**, higher than the **MSL** average of other universities.

The employability of Anahuac students increased by **25%** and **40%** for members of the Programs.

The **Anahuac University** obtained percentages above the **MSL** average in relation to the following skills: commitment, citizenship, resilience, leadership efficiency, social perspective, leadership capacity associated with social change, among others.



To conduct this study, the MSL uses The Social Change Model and a model that combines different leadership styles (relational, authentic, transformational, service and emotional, among others).

The MSL (since its founding in 2006 at the University of Maryland in Washington, D.C.) recognizes that universities play a crucial role in the formation of leaders, as well as the need to measure the impact they have on the formation of their students.

With more than half a million students worldwide and more than 350 participating institutions such as Harvard, Yale, NYU and Northwestern University, the MSL is one of the world's largest centers for college student leadership. Its impact extends beyond the realm of education, as researchers have used data to explore a wide range of topics, such as campus atmosphere and sense of belonging in student engagement.

During this last study, more than 2,870 instruments were applied to the University's students, with comparative groups among the University Community, as well as with national and international universities. Even when increasing the sample, an overall score of 4.46/5 was obtained, exceeding the score of 4.35/5 in 2019.





# A MORE ACCESSIBLE CAMPUS FOR EVERYONE

**Let's respect the places and spaces assigned to people with disabilities.**

**Learn here about the actions the University is taking to support people with disabilities.**



**More information:**  
Accessibility Committee for  
People with Disabilities  
Gloria Castañeda Fuertes  
[gloria.castaneda@anahuac.mx](mailto:gloria.castaneda@anahuac.mx)  
Tel.: 55 56 27 02 10 ext. 8329





# Graduation of the first generation *from the* *Dual Degree Program* with *Coventry University*

Our Faculty of Economics and Business students obtained the BA International Strategic Management degree, thus becoming global citizens.

The first generation of the Dual Degree Program with Coventry University graduated with a BA in International Strategic Management at Coventry Cathedral in the United Kingdom.

Of the 39 graduates of the class of 2022, 12 attended the ceremony and were accompanied by Dr. Paulina Segarra Silva, coordinator of the program at Anahuac Mexico University.

The Faculty of Business and Economics offer the Dual Degree Program with Coventry University and is an excellent internationalization option for students of Business Management and Administration, International Business, Strategic Marketing and Finance and Public Accounting.





# Anahuac University graduates, men and women committed to serving the truth

Over the course of five undergraduate graduation ceremonies, 932 graduates were recognized as they completed their university years and began their professional lives.







*“Dear young people, we need you; we need your creativity, your dreams and your courage; your sympathy and your smiles; your contagious joy and also that pinch of madness that you know how to bring to every situation, and that helps us to escape the routine and repetitive schemes in which we sometimes pigeonhole life”.*  
 –Pope Francis

“Today, you formally finish your preparation pathway in your *alma mater*, where we have accompanied you for the last few years in achieving your dream of becoming excellently trained professionals. However, today does not end your commitment to the essential thing about yourselves: your increase in authenticity and giving your best,” said our Rector, Dr. Cipriano Sánchez García, L.C., as he began one of his speeches at the five undergraduate graduation ceremonies.

Family, friends, teachers and directors accompanied 932 recent graduates who completed one of the most critical stages of their lives.

In this respect, the Rector affirmed that university education is more than technical preparation in disciplines of human knowledge to perform some activities better; it also provides the opportunity to discover how technical elements serve beauty because they are capable of serving the truth or are helpful because they are capable of being illuminated by good or indicate progress because it inspires the genuine search for truth.

“Life will teach you that the wholeness of a human being is not built with what promises to be easy, fast and ephemeral, but requires taking into account the *raison d’être* of things and situations, and the nature of the possibilities of each era. Perhaps the time of the pandemic has taught us that life is not made up of what one dreams, but of what one builds, without losing sight of outlined goals or ideals,” he said.

Throughout these ceremonies, in addition to the Rector and the academic and integral formation vice-rectors, the following graduates were present as guests of honor of these generations:

- Dr. Ariana Cerón Apipilhuasco (M.D. Surgeon, gen. ‘09), director of the Medical Simulation Center for Clinical and Surgical Excellence at the Centro Médico Nacional Siglo XXI.
- Actuary Blanca Del Valle Perochena (Actuarial Sciences, gen. ‘88), chairperson of Fundación Kaluz, Museo Kaluz and CoRe Ciudades Vivibles y Amables.
- Carlos Marín Rangel (Industrial Engineering, gen. ‘03), CEO of Liverpool.
- Architect Alejandro Bernardi (Architecture, gen. ‘93), director and co-founder of Bernardi & Pechard Arquitectos.
- José Smeke Farca (Design, gen. ‘99), founder and director of Arquitectura Capital.

To conclude, Dr. Cipriano Sánchez told the attendees never to be afraid to raise their hands in defense of others, as this is the best way to be great leaders with a meaning in life.







## Excellence Awards, *young people bearing the seeds of higher ideals*

*“Dear young people, do not be  
afraid to become artisans of dreams  
and craftsmen of hope.”*  
-Pope Francis

“The challenge of the Anahuac University, when it invites you to be leaders of positive action, is to have an eye capable of valuing and nurturing the seeds of good sown in your environment, in your peers, in the pains of our society,” said our Rector, Dr. Cipriano Sánchez García, L.C., during one of the ceremonies for the Academic Excellence Awards.

Five ceremonies were held at the North and South campuses of Anahuac Mexico University, where 668 undergraduate students were recognized for their merits and academic excellence.

During these ceremonies, our students were accompanied by their families, friends and loved ones, who witnessed this recognition of their effort and commitment.

The Academic Excellence Awards are given in two categories: notable, when a student obtains an above-9 average for the first time and is in the top 5% of the class for an entire semester; and outstanding, if this average is maintained for two semesters.

## Lamaze International accredits the Specialization in Perinatal Education

The Lamaze-Accredited Childbirth Educator Program once again accredited the Specialization in Perinatal Education of our Faculty of Education.

Lamaze International is a nonprofit organization that promotes safe and healthy pregnancy, childbirth and early parenting through evidence-based education and advocacy.

The organization’s goal is for all parents to feel safe, supported and empowered as they ask questions, make decisions and navigate the journey of parenthood.

For this reason, to maintain the recognition of programs authorized to provide international childbirth education certification, every three years Lamaze International requires programs to prove that they are still up-to-date and supported by the latest research, providing adequate information and training to students.

We congratulate Elena Carrillo, Lamaze representative in Mexico, for her excellent work, and Gabriela Oria, academic coordinator of the Specialization in Perinatal Education, for maintaining this accreditation since its inception in 1994.





# The **CIEES** (*Interinstitutional Committees for the Evaluation of Higher Education*) accredit our Bachelor's degrees in **International Relations and Public Administration and Government**

These committees are dedicated to assuring the quality of educational programs and Higher Education Institutions recognized by the Ministry of Public Education.

The Inter-institutional Committees for the Evaluation of Higher Education (CIEES) accredited the Bachelor's Degree in Public Administration and Government of the Faculty of Law and the Bachelor's Degree in International Relations of the Faculty of Global Studies for satisfactorily complying with the academic standards established by said Committees.

Following the preparation and submission of a detailed self-diagnosis document and the conclusion of the evaluation visit by the Commission of External Academic Peers (CPAES) to the North and South campuses, the university received notification that the Bachelor's Degree in International Relations program has been accredited (for the next five years) and is added to the CIEES List of Higher Education Programs recognized for their quality.



It is worth mentioning that this program had already been accredited by the Asociación para la Acreditación y Certificación en Ciencias Sociales, A.C. (Association for Accreditation and Certification in Social Sciences) in 2011 and 2017.

Similarly, following the self-evaluation of those responsible for the Public Administration and Government program and after an exhaustive analysis conducted by the peer evaluators of the Commission of External Academic Peers (CPAE), the campus-based modality of this undergraduate degree obtained accreditation for five years and now forms part of the List of Higher Education Programs recognized for their quality.

It should be noted that this recognition is valid from last September until October 2027.

## About CIEES

The Inter-institutional Committees for the Evaluation of Higher Education (CIEES) is a body dedicated to assuring the quality of educational programs and Higher Education Institutions (HEI) recognized by the Ministry of Public Education (SEP).

This body evaluates and accredits higher education programs at all levels: associate professional, bachelor's degrees, specializations, master's degrees and PhDs in on-campus, off-campus or mixed modalities.

It also assesses and grants institutional accreditation to any HEI.

This new accreditation once again demonstrates the quality of the programs implemented by Anahuac Mexico University to contribute to forming leaders of positive action.



# Anahuac University professors and PhDs, men and women serving the common good

Over the course of three ceremonies, 440 graduates of our University received their graduate degrees on September 5, 7 and 8.

“To be a doctor or teacher, and even more so in a university like the Anahuac Mexico University, is not only an accumulation of knowledge, but also above all enrichment in order to be able to better serve the integral good of people, the community and our world,” said our Rector, Dr. Cipriano Sánchez García, L.C. during the solemn ceremonies for the awarding of Master’s Degrees and the Investiture of PhDs to 440 graduates.

He also recognized them for being a testimony of the role that the University plays in society as one of its commitments is to generate value, in addition to the fact that the







title they received is the confirmation of a vocation that makes them protagonists rather than mere spectators in the world.

“Today’s society needs intelligence and decision-making skills in the face of emerging problems that cannot be found in our professors’ textbooks or classrooms but were written into the personal and professional skills they acquired along the way during their Master’s or PhD studies. An enterprising attitude is required that does not depend on their place in the hierarchy, but on the soul of the personal responsibility of service for the common good,” added the Rector.

Throughout these ceremonies, Francisco Javier Fernández Clamont, Minister of Health for the State of Mexico; Dr. Gustavo Meixueiro Nájera, President of the World Association for Public Opinion Research Latin America Chapter (WAPOR LATAM), and Dr. Romina Contreras de Vargas, Mayoress of Huixquilucan, spoke as representatives of the newly appointed Master’s and PhD graduates.

The Rectoral Committee was represented by Dr. Sonia Barnetche Frías, Secretary General; Dr. Lorena Rosalba Martínez Verduzco and Jorge Fabre Mendoza, Academic Vice-Rectors; and Fernando Rincón Gallardo Elguero, Vice-Rector for Comprehensive Education.





## Cirion Technologies recognizes Anahuac as a success story for improving connectivity and networking in the distance education system

The 10 GB links at each campus allowed the University to provide continuous, consistent service during the pandemic.



Anahuac Mexico University implemented the distance education modality during the COVID-19 pandemic, connecting more than 15,000 students, faculty and administrative staff from different departments of the two campuses in Mexico City.

This is thanks to a 10 gigabyte per second bandwidth link, supported by Cirion Technologies' fiber optic infrastructure, which led the company to acknowledge Anahuac University as a success story.

In 2020, the pandemic highlighted the need for technology capable of operating a distance education system. Internet access and the availability of Information Technology (IT) resources, such as bandwidth for remote equipment and devices, became necessary to provide online classes.

In this regard, Eugenio Valle Landa, Director of Technological Operations of the Anahuac Mexico University, acknowledged that due to the challenges brought about by the COVID-19 pandemic, the dynamics of university work were transformed, demanding a more robust connectivity base so that all services could be maintained in optimal conditions. "The pandemic required us to have the best IT infrastructure to

maintain our operations. The Cirion Technologies team proved to be a great ally in ensuring the proper functioning of all our departments and in allowing us to continue to provide quality education remotely. With more than 86,000 km of fiber optic routes and its presence in Mexico City, Cirion was the obvious choice to meet the connectivity objectives required by the University," he explained.

Cirion has favored the interconnection of all areas ensuring secure bandwidth with a flexible network architecture, which intelligently adjusts to the system's real-time automated requirements. Given the trend towards a hybrid education system, it can ensure connection availability on the same network for both face-to-face and distance users.

"At Cirion, we are proud to have become strategic allies by making our state-of-the-art technology and connectivity solutions available to leading organizations, such as Anahuac Mexico University," said Jaime Durán, director of Connectivity, Media and IP for the North Latin America Cluster at Cirion Technologies, adding that "connectivity and networking services have become an indispensable tool for education, so we are sure that this joint project will be a milestone for the institution."

The 10 GB links on each Anahuac campus have permitted constant, consistent operations during the pandemic with no downtime due to the high-performing stability of communications.

Cirion Technologies' solutions streamline the processes and operations of educational institutions with dynamically scalable connections that enable the implementation of next-generation technologies. Thanks to these services, the company contributes to strengthening the education sector in the face of the challenges of digitalization.

### About Cirion

A leading digital infrastructure and technology provider that offers a comprehensive set of fiber network, connectivity, deployment, cloud infrastructure, and communication and collaboration solutions to enable the progress of Latin America through technology. Cirion serves more than 6,400 Latin American and multinational customers, including companies, government agencies, cloud service providers, carriers and ISPs. It owns and operates a portfolio of proprietary networks and data centers, with extensive coverage throughout the Latin American region.





More information here



**The Anahuac**  
consolidates its place in the

**TOP 3**

of the best  
**private universities**  
**in Mexico**



Source: Ranking QS 2023





# Anáhuac

México

[www.anahuac.mx/mexico](http://www.anahuac.mx/mexico)

**North Campus**

Av. Anahuac University No. 46,  
Col. Lomas Anahuac, Huixquilucan,  
State of Mexico, P.C. 52786  
Tel: 55 5627 0210

**South Campus**

Av. de los Tanques 865,  
Col. Torres de Potrero, Álvaro Obregón,  
Mexico City, C.P. 01840  
Tel: 55 5628 8800

**We are Anahuac Mexico!**