



Mónica López Sieben, PhD.

Dean of CETYS Graduate School of Business

Professor of Strategy, Business Organization and Leadership

CETYS University System

2º Floor Ed. CECE. Calzada CETYS, s/n.

Col. Rivera. 21259 Mexicali (México)

T: +52 (686)567 3700 ext. 1313 M: +34 (686) 163 2331

E: monica.lopez@cetys.mx

T: MLSieben

Leadership

Mónica Lopez Sieben has been involved in graduate studies, executive education and consultancy for management teams in companies and higher education institutions in more than 10 countries of Latin America and Europe. Her areas of expertise include the design and implementation of management models, new paradigms in education based on technologies, new forms of learning and competency-based education, quality assurance systems, accreditation of educational processes and leadership development.

Professional Experience

Mónica Lopez Sieben has a doctoral (Ph.D) degree in **Business Organization** at the Technical University of Valencia (Spain). She is a **Computer Engineer** and has a **Master's Degree in Business Administration** from the Technical University of Valencia (Spain). Since 2017 Monica López is **Dean of the CETYS Graduate School of Business** in Mexicali (Mexico) and Professor of Business Organization and Leadership.

With more than 20 years' experience in leadership and management of postgraduate and continuing education studies in universities, Dr. López Sieben has written several articles and chapters of books and has given conferences on the current situation of the sector of university continuing education in national and international contexts. During 2011 she was a member of the **Group of Experts** in continuing education, advising the highest authorities in the **National Ministry of Education** in Spain.



Entrepreneurs hip and positions

With an exceptional systemic vision and invariably focusing on action, Mónica Lopez Sieben has been involved in the design, creation and implementation of multiple initiatives. She was co-founder and General Secretary of the **Professional Chamber for Computer Engineers** (2001) in the Valencian Region (Spain), which is a regulatory organization that promotes the professional competencies of Engineers in Computer Science.

Moreover, she has taken part from the outset in the creation of the **Continuing Education Centre** of the Technical University of Valencia (1991) which centralizes the management of continuing education courses and other professional postgraduate studies at the University. Nowadays this Centre is a national and international referent in continuing education, being the first center in Latin America and Europe in terms of its extensive offer.

Due to her experience in this area, she is also co-founder and General Secretary of the **University Postgraduate and Continuing Education Studies Network in Spain** (Red Universitaria de Estudios de Postgrado y Educación Permanente, RUEPEP) (2001). In addition, she is Vice-president of the Consulting Committee of the **Continuing Education Network for Latin America and Europe** (Red de Educación Continua para Latinoamérica y Europa, RECLA) since 2013.

More recently she has taken part in the creation of the **UNESCO Chair for Creativity and Impact in Sustainable Development through Innovation** (CREAT-INN-PACT) (2014), where she held the position of General Secretary until 2017. She also co-created and holds the position of President of the **International Institute for competencies in Sustainable development** (since 2014)

Quality Management

At the Continuing Education Centre, Mónica López has led the implementation of the **quality assurance system** since its first introduction in 1997, obtaining the **ISO certification** in 2003 and 2006. The center was also awarded the **EFQM Model** in 2001, 2004 y 2008, obtaining the “silver stamp” from the Foundation for Quality of the Valencian Region (Spain). Since 2011 she has coordinated the implementation and monitoring of the annual audits of the **charter of internal services** based on the UNE 93200 Standard.

With her experience in Quality Systems, she has written several articles, has been co-author of several books and has taken part in European Projects that develop and contextualize quality models for the assessment of educational processes. In this area, she has been a speaker and consultant in several higher education institutions and companies.



Team Leadership and innovation

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

Mónica López believes in the strategic value that the new paradigms of education have in the process of social change that our complex environment needs in order to respond to global trends. Using an innovative style of teaching, Dr. López Sieben has given numerous presentations on both sides of the Atlantic in which she invites the audience to avoid conventional thinking and to consider new ways of facing up to the future. In her workshops she uses innovative methods and original strategies that awaken and activate the participation of all the participants, facilitating a more significant learning experience.

Positions in networks

General Secretary of the Network of University Graduate Studies and Continuing Education (Red Universitaria de Estudios de Postgrado y Educación Permanente (RUEPEP) [From its foundation in May 2010 to 2016]

Vice-president of the Advisory Board of the Continuing Education Network from Latin America and Europe (Red de Educación Continua de América Latina y Europa (RECLA) [From September 2013 to 2015]

President of the International Institute for the Competencies in Sustainable Developmente (Instituto Internacional para las Competencias en Desarrollo Sostenible) [From July 2014 to the present]

General Secretary of the UNESCO Chair for the creativity and Impact of Sustainable Development through Innovation (CREAT-INN-PACT) [From February 2017 to Jun 2017]

Vice-president of the Continuing Education Network from Latin America and Europe (Red de Educación Continua de América Latina y Europa (RECLA) [From September 2011 to October 2013]

Founder member of the Management Committee of the Network of University Graduate Studies and Continuing Education (Red Universitaria de Estudios de Postgrado y Educación Permanente (RUEPEC) [From its foundation in April 2001 to May 2010]

President of Self-assessment of the Continuing Education Centre of the Technical University of Valencia [II Plan of Quality in the University May 2003]

General Secretary of the Management Committee of the Professional College of Computer Engineers in the Valencian Community [From its foundation in 2001 to April 2002]



Publications

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

López-Sieben, M. (coautora). « Pautas y lineamientos generales para la homologación académica de estudios y títulos de postgrado ». Ediciones AUIP. Depósito Legal S911-1999 [1999]



Participation in research projects

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

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

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

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

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

EQUIPE – « European Quality in Individualised Pathways in Education ». Socrates Grundwig. Coorinador: Universidad de Porto (Portugal) [2002-2005]

INTERF@D - « Internet aplicado a la formación en el puesto de trabajo ». Programa ADAPT (98225UAF/CVA). Fondo Social Europeo. Coordinador: Universidad Politécnica de Valencia [1998-2000]

« Formación Integral» (93SG501). Fondo Social Europeo. Coordinador: Universidad Politécnica de Valencia [1994]