

Biographies

Priscila Ocañas is currently a student of the Engineering Management master program at Universidad de Monterrey (UEM) in Mexico. In 2015 she obtained her bachelor degree of Industrial Engineer from Universidad de Monterrey (UEM) with CUM LAUDE honors. She has participated on several projects such as the improvement of the routing operations of one of the leading international steel producer firm. She also applied Lean Thinking principles for improving the productivity of several assembly lines for a Mexican subsidiary of GE company. Priscila is a member of the IISE and APICS Societies. She has participated in IIE Annual Conference & Expo 2016 in Anaheim, California winning the third place in the IISE Undergraduate Student Technical Paper Competition. She also participated in International Symposium on Industrial Engineering and Operations Management (IEOM) with the paper entitled “A Lean Transportation Approach for Reducing Distribution Cost: A Case Study”

Rafael Cruz is a Graduate Professor of Universidad de Monterrey in the Engineering and Health Sciences Directorates since 2009. Engineer from UANL, holds PhD in Administration from UANL, Master of Science in Electronics and Telecommunications from CICESE and various specializations by the I.T.E.S.M, Thunderbird School of Global Management and from the University of DUKE. He has 21 years of experience in academia and private industry. Professional in the telecommunications sector in strategic planning, product development, and analytics and business metrics in main Mexican corporations. Expert in data science, he has taught courses on research methodology, methods and quantitative analysis for decision making and competitive strategy. He has received the UANL Prize for invention 2014 in the category of Utility Model. He has also been director of many master’s and PhD theses, and external synodal in other universities such as the Technological Institute and Higher Studies of Monterrey and the UANL. As a consultant, he has carried out projects in the telecommunications industry for market analysis for different companies in Mexico. He has published in various national and international refereed journals.