



## 13th INSME Annual Meeting

*“Improving Productivity in SMEs and Their Role in Global Value Chains”*

From the 15th to the 17th of May 2017  
Puerto Vallarta - State of Jalisco, Mexico

*Dr. Rolando Zubirán Robert.*

**Director General of Strategic Programs and Regional Development,  
INADEM,  
Mexico.**

Rolando Zubirán was awarded a Ph.D. degree as Doctor of Public Policy from the Graduate School of Public Administration and Public Policy (EGAP). With a wide academic trajectory, he has an International Relations degree from the Monterrey Institute of Technology (ITESM), a Master in Public Administration from the London School of Economics and Political Science (LSE) and a Master of Public Affairs issued by the Institut d'Etudes Politiques de Paris (Sciences Po).

Additionally, he has taken extensive programs relative to international public policy and public administration from universities such as Harvard, Thunderbird and the Charles University in Czech Republic.

Professionally he has held various positions within the private sector in the Alfa Group in the areas of business development, key accounts, trade marketing, and international projects. He is a visiting professor at both Monterrey Tec (ITESM) and the University of Monterrey (UDEM).

In the public sector he has served as Undersecretary of Foreign Investment and International Trade for the State Government of Nuevo León, where he was later appointed Secretary of Economic Development.

He currently works at the National Institute of Entrepreneur (INADEM) as Director General of Strategic Sectors and Regional Development.

He is the author of numerous articles and publications related to international issues. He has taught and participated in various conferences and congresses.

Associate member of the National Institute of Public Administration (INAP).

Associate member of MENSA International.