

Carolina Olaya Agudo, Ph.D. (c)

Lecturer and Researcher in Business and Strategy

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Research and Teaching Interests

- Corporate Social Responsibility (CSR)
- Sustainable Business Models
- Strategic Management
- Global Reporting Standards (GRI)
- Stakeholder Engagement
- KPIs and Strategic Alignment
- Development Studies and Social Impact

Academic Background

- Ph.D. in Business Administration (Business Sustainability Track)

Universidad Politécnica de Valencia, Spain | Jan. 2022 – Present

- Master's in Organic Agriculture

Universidad de Barcelona, Spain | Sep. 2018

- Certificate in Strategic Management for Emerging Markets

International Management Institute, New Delhi, India | Aug. 2014
Awarded Indian Government Scholarship

- MBA – Master in Business Administration

INALDE Business School, Bogotá, Colombia | Nov. 2013

- M.A. in Development Studies

Erasmus University – ISS, The Hague, Netherlands | Jul. 2010
Recipient of Nuffic Scholarship

- B.A. in Business Administration

Universidad Sergio Arboleda, Bogotá, Colombia | May 2004

Academic Experience

Lecturer – Strategic Management and Marketing

Berlin School of Business and Innovation (BSBI) | Oct. 2023 – Present

- Deliver undergraduate MBA courses in Strategic Management and International Marketing, cultural management and product innovation
- Foster critical thinking and practical application of theories through interactive seminars and case studies.

Associate Professor – Department of Applied Economics

Universitat Autònoma de Barcelona (UAB) | Jan. 2022 – 2024

- Course Instructor: Political Economy (EN/ES), class size 80+
- Recognized as one of the top 3 most influential professors by the 2024 graduating cohort

Adjunct Professor – MBA & Business Administration Programs

Universidad Internacional de Valencia (VIU) | Jan. 2018 – Present

- Lecturer in Entrepreneurship and Sustainable Business Models (MBA)
- Instructor for Financial Management and Business English (BBA)
- Supervisor and reviewer for Master's theses and business plans
- Coordinator of final projects for undergraduate and postgraduate programs

Professional Experience

- Strategic Planning & CSR Advisor

ECOPETROL, Colombia | Jan. 2011 – Jan. 2017

- Integrated GRI sustainability indicators into supplier performance systems
- Developed and implemented KPIs across corporate functions using SAP
- Coordinated quarterly strategic reviews with executive leadership
- Led internal engagement through workshops, e-learning, and storytelling initiatives
- Achievement: Aligned 3,500 suppliers and 9,000 employees with corporate sustainability strategy

- Business Strategy Coordinator

INDUPALMA (Agro-industrial sector), Colombia | Jan. 2008 – Jan. 2011

- Developed and monitored Balanced Scorecards (BSC) with area leaders

- Facilitated internal alignment with the corporate strategy for 500+ employees
- CSR Coordinator

OXY (Oil & Energy), Colombia | Jan. 2004 – Nov. 2004

- Directed CSR programs impacting 4,000+ rural stakeholders
- Coordinated agricultural development support with the Dutch Government
- Achievement: Facilitated Dutch technical training for 200+ local farmers

Languages

- Spanish (Native)
- English (C1 – Advanced)
- Catalan (B2 – Intermediate, ongoing)

Technical Skills

- SAP
- Microsoft Office (Excel, Access)
- SCORM
- SMOWL