

# Dr. Simón Pedro Deffendini Silva, Ph. D.

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## Abstract:

Over 30 years of professional success, leading world-class businesses and achieving top-tier results in terms of profitability, volume, and market share growth. The previous results have been attained through a long-term strategic vision, comprehensive risk management practices, and the effective management of high-performing teams in a result's oriented culture with the highest ethical values. In addition, a solid academic background at Ph.D. level, in the fields of International Law, International Relations, and Business Administration has allowed Dr. Deffendini to pursue a successful academic career in the top tier universities in different countries, areas, and languages.

## Education:

Universidad Rey Juan Carlos (España):	Doctor in International Law “Cum Laude” (2015)
Instituto Universitario Ortega y Gasset (España):	Master in International Law (2013)
Universidad Católica Andrés Bello (Venezuela):	Master in Business Administration (1990)
University of Georgia (USA):	Bachelor of Science Physics & Mathematics (1986)
Georgetown University (Advance Education Center):	Energy from Transatlantic Perspective (2012)

## Professional Experience:

Tuscany Trading SL (España):	CEO / Share holder (2012-current)
S. P. Deffendini C. A. (Venezuela):	CEO / Share holder (2000-current)
Rikensy SA (Uruguay):	CEO / Share holder (2004-current)
La Venezolana de Seguros y Vida:	Board Member (2006-current)
C. A. Venezolana de Pinturas:	CEO - Venezuela (2006-2007)
Bimbo de Argentina S. A.:	CEO - Argentina (2003-2005)
Bimbo de Venezuela C. A.:	CEO - Venezuela (2001-2003)
Cargill de Venezuela C. A.:	General Manager – Wheat business (1997-2001)
Coca-Cola Company:	Director Strategic Marketing (1996-1997)
Kimberly Clark Corporation:	Director Marketing and Sales ( 1994-1997)
Quaker Oats Company:	Director Total Customer Development (1993-1994)
	Marketing Manager (1992-1993)
	Group Manager (1991-1992)
	Senior Brand Manager (1990-1991)
	Brand Manager (1989 -1990)
Heinz Company:	Assistant Brand Manager (1988- 1989)

Academic Experience:

Escuela Diplomática - Ministry of Foreign Affairs (Spain).	Author / Professor Master International Relations - International Digital Business (2020 - current)
Universidad Complutense de Madrid	Author / Professor Master International Trade (2021 - current)
Universidad Carlos III Madrid	Author / Professor Master “Dirección de Empresas” (2021-current)
Universidad Carlos III Madrid	Author / Professor Master “Dirección Comercial” (2021-current)
Universidad Carlos III (Madrid)	Associate Professor ( 2018 - current)
Universidad Rey Juan Carlos (Madrid)	Associate Professor ( 2018 - current)
Universidad Rey Juan Carlos/ Georgetown University:	Professor, Program “Relaciones Energéticas Internacionales” (2015 - current)
Universidad Rey Juan Carlos:	Researcher International Law (2012-current)
Universidad Católica Andrés Bello:	Professor, Marketing – M. B. A. (1992 - 2010)
Instituto de Estudios Superiores de Administración:	Professor, Management Development (1994 -1997)

Professional Associations:

Venezuelan - Mexican Chamber of Commerce:	President (2000-2003)
Argentine -Venezuelan Chamber of Commerce (Buenos Aires):	President Agri-Business comm. (2003-2007)
FEDELATINA:	1er. VICEPRESIDENT (2000-2003)
Venezuelan-American Chamber of Commerce:	VICEPRESIDENT – Food sector (2000-2001)
Confederation of Industrialist of Venezuela	Director (2001-2003)
Wheat importers Association	President (1998-2001)

Native Languages: Spanish & English