



Jacobo Rubinstein

Professor at Instituto de Estudios Superiores de Administración (IESA).

Education

Ph.D. in Infrastructure Planning and Management

Stanford University. Stanford, CA-U.S. (1980-1982)

Awarded the Academic Achievement Award from the American Water Works Association for best doctoral dissertation.

Master of Science in Civil Engineering

Stanford University. Stanford, CA-U.S. (1978-1980)

Worked as Teaching Assistant and as Research Assistant

B.S. Civil Engineering

Universidad Católica Andrés Bello. Caracas, Venezuela (1972-1977)

Graduated with honors (Cum Laude)

Awarded the Augusto León Award from the Venezuelan Society of Hydraulic Engineers for best thesis.

Academic experience

Professor. Instituto de Estudios Superiores en Administración (IESA). Caracas, Venezuela (1983-present)

Professor of Information Technology and Strategic Management for MBA program and Executive Education programs.

Professor of Digital Marketing and CRM courses for Executive Education programs.

Professor. Escuela Politécnica del Litoral. Guayaquil, Ecuador (2001-present)

Professor of e-marketing for Master programs.

Professor. IESE – Business School New York, USA
2012-present

Professor of Internet-Based Business Models.



Professional experience

Coordinator - Special Projects. Hudson Valley Cerebral Palsy Association. Paterson, NYC-U.S. (2004-2012)

- Coordinated the construction of a 71,000 sq ft \$12.5 million facility to house the programs provided by HVCPA to individuals who experience disabilities.
- Implemented a half-million dollar grant to set up a primary health care facility to provide access to primary health care to an estimated population of 15,000 individuals who are underserved, underinsured and uninsured. This project was financed through a grant provided by NYS Department of Health.

Executive Director. Interfase C.A. Caracas, Venezuela (1992-2004) (2012-present)

- Management Consulting Firm focused on strategic use of technology.
- Responsible for reviewing and approving a \$ 48 million budget for Technology Capex for a large pharmaceutical retailer in Venezuela and Colombia.
- Developed the Strategic Technology Plan the largest privately held steel group in Venezuela. Subsequently lead the selection, negotiation and implementation of an Enterprise Resource Planning (ERP) system for the group.
- The project involved eight plants at different locations, 3000+ people impacted, three-year effort, \$ 2.5 million.
- Led the group responsible for the operation of the area dealing with the commercial claims of the Caracas water utility. More than 30.000 claims were resolved, with more than \$100 million recovered.
- Managed the tariff increases, allowing it to cover in three years up to 80% of its Operation and Maintenance costs with revenues from water sales (less than 20% prior to the implementation of the tariff).



- Designed Venezuela's water rate structure and coordinated the write up and approval of the law passed to bill water consumption by all water utilities in Venezuela.

Senior Consultant. ARTHUR D. LITTLE, INC. Caracas, Venezuela & Cambridge, MA-U.S. (1987-1992)

- Managed the project to design and implement the Executive Information System for the Board of Directors of the second largest bank in Venezuela. Lead an 18-month Strategic Information Value Analysis to formulate technology long-term plan.

- Led the teams that designed and implemented the Corporate Information System for the two major paper mills and their subsidiaries in Venezuela. One-year effort - \$0.3 million.

- Assessed the operations of the Colombian and Bolivian branches of a medium sized bank from Brazil. The recommendations improved the coordination and more efficient business development of the bank's system with the international offices.

- Developed Power Info, a proprietary methodology to display top-management information. This methodology was added to the Strategic Information Value Analysis projects sold to banks, paper mills and manufacturing companies.

- Honored with the Presidential Award in Arthur D. Little for outstanding case-management.

Member of Technical Missions. MULTILATERAL DEVELOPMENT INSTITUTIONS. Washington, DC-U.S. (1991-2004)

Participated in technical missions to evaluate policy and infrastructure projects in Colombia, Peru, Nicaragua, Mexico and Angola.



Recent publications

Haggadah for the Seder for Yom HaShoah. 2010

Public Clocks in New York- I. Manhattan. 2007.

The Commuter's Guide to Time Travel. 2006.

Tecnología de Información al Alcance de la Mano. 2005.