

Eduardo Enrique Aguiñaga Maldonado

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Circular Economy professional and researcher with teaching experience on business strategy

Work Experience

Program Director

EGADE Business School
Oct 2019 – Present

- National Director of the Master in Business Management (*Monterrey, Santa Fe & Guadalajara*)
- Professor of Corporate Sustainability at Master Level Courses (*Presential and Online*)
- Researcher on circular economy

Circular Economy Leader

HEINEKEN Mexico
May 2017 – Oct 2019

- Leader of the strategic transition towards a Circular Economy (Planning and Deployment)
- Communicating results from Circular Economy projects to Executive Committee
- Responsible for multilevel, cross-functional and multi-stakeholder Circular Economy projects regarding CO2, water, renewable energy and zero waste
- Developing and managing relation with external stakeholders i.e. academy, government and NGOs
- Create the vision and lead the Circular Value Ecosystem creation at Meoqui, Brewery

Full time Professor

Universidad Autónoma de Nuevo León, México
Sept 2017 – Present

- Professor at Master Level Courses: Strategy & New products and service development
- Researcher on circular economy with published academic papers and book chapters

Full time Professor

Universidad de las Américas Puebla, Mexico
Jan 2017 – May 2017

- Professor at Bachelor and Online Master Level Courses: Entrepreneurship & Project Management
- Researcher on circular economy and business strategy with published academic papers

Research Assistant

EGADE Business School
Aug 2011 - Dec 2016

- Developed a conceptual framework able to circularize linear production value chains into circular value ecosystems (Doctoral Dissertation)
- Market research analysis of byproduct valorization (Ecodiesel, Colombia)
- Business model development and value chain analysis (CEMEX, Mexico)

Instructor

EGADE Business School
Sept 2016 – Dec 2016

- Instructor of the “Designing Circular Economy Business Models” Executive Education Program of the EGADE Business School in collaboration with the Ellen MacArthur Foundation (UK)

Instructional Developer

Universidad Autónoma de Coahuila, Virtual Campus
Sept-2015 - Dec 2015

- Developer of “Project Evaluation and Investment” virtual course for the Bachelor in Business Administration

Education

EGADE Business School
Aug 2011 - Dec 2016

PhD. Business Administration (*Full Academic Scholarship*)
Dissertation title: “Creating Circular Value Ecosystems: A Regenerative Conceptual Framework Moving from Products to Systems Based on Internalizing Externalities”

London Business School
Feb 2015 - Feb 2016

Schmidt-MacArthur Fellowship & Circular Economy Summer School
Coursework included: Entrepreneurship, Innovation, Business Models, & Industrial Symbiosis

EGADE Business School
Jan 2010 – Apr 2011

Master Degree in Business Administration (*Full Academic Scholarship*)
Project Management Specialization

INSEEC, Paris
Dec 2007 – Jul 2008

Exchange Student
Coursework included: International Finance, Strategic Management & French

ITESM
Aug 2005 – Dec 2009

B.S. Finance and Accounting (*Cum Laude*)
Coursework included: Cost, Financial, Managerial and International Accounting

Achievements

- National System of Researchers (SNI Candidate), National Council of Science and Technology (CONACYT), Mexico, September 2017

- *Summa Cum Laude* Award in Research “Arturo Díaz Alonso” UNAM México, June 2013 for best paper

- Best paper award at XXVI ACACIA International conference

Publications

Journals

- Scheel, C., Aguiñaga, E., & Bello, B. (2020). Decoupling Economic Growth from Natural Resource Use Efficiency Based on a Circular Economy Framework, *Sustainability*, 12(4), 1291.
- Aguiñaga, E. (2020). Sinergias industriales de “estructuras invisibles” de conocimiento. Hacia la fundación de ecosistemas industriales. *Revista Latinoamericana de Investigación en Organizaciones, Ambiente y Sociedad*, 11(16), 91-110.
- Briseño, A., Leal, A., Aguiñaga, E., & Lopez-Lira, A. (2019). Lost in Translation: Lessons Learned from Instrument Translation on the Entrepreneurial Learning Versatility in Mexico. *Management Research*, 17(1), 2-23. (JCR)
- Aguiñaga, E., Henriques, I., Scheel, C., & Scheel, A. (2018). Building resilience- A self-sustainable community approach to the triple bottom line. *Journal of Cleaner Production*, 173, 186-196. (Q1) ISSN: 0959-6526 Impact Factor: 5.71 (JCR)
- Vázquez Zacarías, M.A., Aguiñaga, E., & Lagunas, E.A. (2017) ‘Sustainable entrepreneurship in industrial ecology: the cheese case in México’, *International Journal of Trade and Global Markets*, 10(1), 19–27 (Q3). DOI:10.1504/IJTGM.2017.10002797 ISSN: 1742-755X (Scopus)
- Vázquez, M., Aguiñaga, E., & Alvarado E. (2016). The principles of diversity and geographical proximity in an industrial ecosystem: Social network analysis in the Toluca- Lerma region. *Innovaciones de Negocios*, 12(24): 153 – 175. ISSN: 2007-1191

Book Chapters

- Aguiñaga, E., & Leal, A. (2020). Supply Chain Management, Humanistic Management and Circular Economy- Fostering Industry Innovation and Decent Work through Responsible Consumption and Production Through Partnerships, *Manuscript submitted for publication*.
- Scheel, C., & Aguiñaga E. (2017). Economía circular, una alternativa a los límites del crecimiento lineal. Invited chapter in "Responsabilidad, ética y sostenibilidad empresarial", 2nd Ed. Pearson ISBN: 9786073241625
- Scheel, C. & Aguiñaga, E. (2015). A systemic approach to innovation: breaking the rules of conventional regional development: the cases of México, Colombia, India and Brazil, in *International Cases on Innovation, Knowledge and Technology Transfer* by D. Trzmielak and D.V. Gibson (eds.) Invited chapter. ISBN: 978-83-922375-8-7

Technical Reports

- Aguiñaga, E. (2016). Developing a Regional Circular Value Ecosystem Based on Residues and Wastes: The Case of Higuera Village, México. Ellen MacArthur Foundation CEIP Reports, DOI:10.13140/RG.2.2.34939.92962. Retrieved from: https://www.ellenmacarthurfoundation.org/assets/downloads/schmidt/CEIP_Report_Developing-a-Regional-Circular-Value-Ecosystem-1.pdf
- Scheel, C., Aguiñaga, E. (2016). Desarrollo de Clúster de Ecología Industrial para la Región de Sierra Picachos N.L. con Sede en Higuera. EGAD Business School Internal Report.
- Scheel, C., Aguiñaga, E. (2015). Análisis de Mercado para el 1-3 Propanodiol. EGAD Business School Internal Report.
- Del Alto, M. C., Maldonado, M., Aguiñaga, E., Portillo, I., Garza, D., Issa, G., & Rodriguez, L. (2009). Reportes financieros Tec de Monterrey, Bunkeroad Latinoamerica. México, Retrieved from: http://www.latinburkenroad.com/reports_2009.html

Conference Proceedings

- Aguiñaga, E. (2020). Successes and Failures of Implementing Circular Economy in Latin America: The experience of Mexico, Colombia, Ecuador and Guyana. Presented at the International Society for the Circular Economy (IS4CE). July 6-7 in London, UK
- Cantú, A., Aguiñaga, E., & Scheel, C. (2020). Learning from failure and success: The challenges for Circular Economy implementation in an emerging economy. Presented at the International Society for the Circular Economy (IS4CE). July 6-7 in London, UK
- Aguiñaga, E., Henriques, I., Scheel, C. & Scheel, A. (2017). Building Resilience: A Self-sustainable Community Approach to the Triple Bottom Line. Presented in a Divisional Paper session at the 2017 Academy of Management Meeting August 4-8 in Atlanta, Georgia, USA Retrieved from: <http://proceedings.aom.org/content/2017/1/14058.abstract?sid=b51e8cf6-0a3e-485e-865d-14977591ffff>
- Aguiñaga, E. & Scheel, C. (2015). Developing a Regional Circular Value Ecosystem: The Case of Higuera, México. Proceedings from The 13rd Latinoamerican Conference of the System Dynamics Society. Cartagena de Indias, Colombia. ISBN: 978-958-46-8355-7
- Aguiñaga, E. & Scheel, C. (2015). Developing a regional circular value ecosystem based on residues and wastes: The case of Higuera village, México. Proceedings from The 33rd International Conference of the System Dynamics Society. Cambridge, MA, USA Retrieved from: <http://conference.systemdynamics.org/students/>

- Scheel, C. & Aguiñaga, E. (2014). Transforming Residues and Wastes into Economic Value for Zero-waste Communities. Proceedings from the 14th International Conference on Technology Policy and Innovation. Brno, Czech Republic.
- Briseño, A., Leal, A., & Aguiñaga, E. (2013). Changing mindsets: Measuring managers' learning versatility in Mexican entrepreneurs. Proceedings from I XVIII Congreso internacional de Contaduría, Administración e Informática UNAM Ciudad de México. Retrieved from: <http://congreso.investiga.fca.unam.mx/docs/xviii/docs/15.01.pdf>
- Scheel, C., Parra, R., & Aguiñaga, E. (2013). Regional Industrial Ecology System for 0-Residue Water Cluster. Proceedings from Think Green 2013: Economía verde y desarrollo sostenible en México. Ciudad de México.
- Scheel, C., Aguiñaga, E., & Galeano, N. (2012). Zero-Waste communities: Inserting economic increasing returns cycles into a sustainable community. Proceedings from Think Green 2012: Economía verde y desarrollo sostenible en México. Ciudad de México.

Conferences

International

- Aguiñaga E., Henriques, I., Scheel, C., & Scheel, A. (2017). Building resilience: A self-sustainable community approach to the triple bottom line. Proceedings from the 77th Academy of Management (AOM). Atlanta, USA.
- Vázquez, M., Aguiñaga, E., & Alvarado E. (2016). Sustainable Entrepreneurship in Industrial Ecology: The cheese case in México. Proceedings of the SIBR-RDINRRU 2016 Conference on Interdisciplinary Business & Economics Research: Learning from Each Other: Theories and Methodologies Across Disciplines, Osaka Japan.
- Aguiñaga, E., & Scheel, C. (2015). Developing a Regional Circular Value Ecosystem: The Case of Higuera, México. Proceedings of the 13rd Latinoamerican Conference of the System Dynamics Society. Cartagena de Indias, Colombia.
- Scheel, C., & Aguiñaga, E. (2015). Transforming Residues and Wastes into Economic Value for Zero-waste Communities. Proceedings of the 14th International Conference on Technology Policy and Innovation. Brno, Czech Republic.
- Aguiñaga, E., & Scheel, C. (2015). Developing a regional circular value ecosystem based on residues and wastes: The case of Higuera village, México. Proceedings of the 33rd International Conference of the System Dynamics Society. Cambridge, MA, USA.

National

- Aguiñaga E., Henriques, I., Scheel, C., & Scheel, A. (2017). Building resilience: A self-sustainable community approach to the triple bottom line. Proceedings of the Congreso de Investigación y Desarrollo Tecnológico de Monterrey (CIDTEC) 47. Monterrey, Nuevo León.
- Aguiñaga, E., Vázquez, M., Alvarado E. (2017). The Principles of Diversity and Geographical Proximity in an Industrial Ecosystem: Social Network Analysis in the Toluca- Lerma Region. Proceedings of the Congreso de Investigación y Desarrollo Tecnológico de Monterrey (CIDTEC) 47. Monterrey, Nuevo León.
- Scheel, C., & Aguiñaga, E. (2016). Creación de Riqueza Sustentable. Proceedings of the Congreso de Investigación y Desarrollo Tecnológico de Monterrey (CIDTEC) 46. Monterrey, Nuevo León.
- Aguiñaga, E. (2015). Waste as Inputs for Products as Service: Economic Valuation of the Viability of Non-Usual Business Models Based on Residues and Wastes. Doctoral Colloquium at the Congreso de Investigación y Desarrollo Tecnológico de Monterrey (CIDTEC) 45. Monterrey, Nuevo León.
- Scheel, C., & Aguiñaga, E. (2015). Regional Industrial Ecology System for 0-Residue Water Cluster at the Congreso de Investigación y Desarrollo Tecnológico de Monterrey (CIDTEC) 44. Monterrey, Nuevo León.
- Briseño, A., Leal, A., & Aguiñaga, E. (2013). Changing mindsets: Measuring managers' learning versatility in Mexican entrepreneurs. Proceedings of the at the XVIII Congreso internacional de Contaduría, Administración e Informática UNAM México City.
- Scheel, C., & Aguiñaga, E. (2013). Regional Industrial Ecology System for 0-Residue Water Cluster. Proceedings of the Think Green 2013: Economía verde y desarrollo sostenible en México. México City.
- Scheel, C., Galeano, N., & Aguiñaga, E. (2013). Zero-Waste Communities. Proceedings of the Congreso de Investigación y Desarrollo Tecnológico de Monterrey (CIDTEC) 43. Monterrey, Nuevo León.
- Scheel, C., Aguiñaga, E., & Galeano, N., (2012). Zero-Waste communities: Inserting economic increasing returns cycles into a sustainable community. Proceedings of the Think Green 2012: Economía verde y desarrollo sostenible en México. México City México.

Video & Podcasts

- Aguiñaga, E. (Tec Sounds) (2020, November 17). Regenerando al Mundo. *Territorio Negocios* Podcast retrieved from: <http://territorionegocios.tecsounds.libsynpro.com/website/ep-15-regenerando-al-mundo>
- Aguiñaga, E. & Scheel C. (Ellen MacArthur Foundation) (2016, November 14). Prosperity for Local Communities: Are Circular Principles the Answer [Open Mic Session]. *Disruptive Innovation Festival* Podcast retrieved from: <http://thinkdif-staging.ellenmacarthurfoundation.org/open-mic/developing-a-regional-circular-value-ecosystem-based-on-residues-and-wastes-the-case-of-higuera-village-México>

Aguinaga, E. & Scheel C. (Ellen MacArthur Foundation) (2016, November 21). Questions & Answers - Prosperity for Local Communities: Are Circular Principles the Answer? [Open Mic Session]. *Disruptive Innovation Festival* Podcast retrieved from: <http://thinkdif-staging.ellenmacarthurfoundation.org/open-mic/q-a-prosperity-for-local-communities-are-circular-principles-the-answer>

Short Courses Instructor

- Instructor of Workshop “Creating a Circular Value Ecosystem at Meoqui, Brewery”, September 20th, 2018
- Instructor “Managing Non-usual Business Models”, February 16th, 2017
- Instructor “Administración y Evaluación de Proyectos” of the EGADE Business School impulsando el desarrollo de las OSC, February 25, 2016
- Instructor at the Semana i. “Circularización de Comunidades: Caso de Higuera Nuevo León” ITESM Campus Monterrey September 22th, 2015.

Skills and Competences

Skills

- Effective communication oral and written
- Excellent multi-stakeholder management
- Project management
- Systems thinking

Courses

- Yellow Belt Six Sigma - HEINEKEN Mexico August 2017
- Blue Entrepreneurs three-day workshop given by Gunter Pauli May 2013

Languages

- Spanish (Native)
- English (Highly proficient both spoken and written)
- French (Basic communication skills/working knowledge)

Software

- MS Office
 - MS Project 2007
 - VENSIM© System Dynamics Modelling Software
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Extracurricular Activities

Academic

- Alumni Board member at the Ellen MacArthur Foundation for Circular Economy Learning (2018)
- Conference Volunteer on Circular Economy topics for the Cluster Agroalim, Mexico (2017-Present)
- Member of the Beta Gamma Sigma Honor Society (2016-Present)
- Submission reviewer volunteer for the annual conference of the Academy of Management (2017-Present)
- Submission reviewer volunteer for the Journal of Business Ethics (2017-Present)
- Submission evaluator volunteer for the annual conference of the International Research Congress at the Universidad Autónoma de Nuevo León (2017-Present)
- Submission reviewer volunteer for the annual conference of the System Dynamics Society (2015-Present)
- Invited reviewer for Revista Luna Azul de la Universidad de Caldas (ISSN 1909-2474) (2016)

Personal

- Auxiliary guide for outdoor activities (scuba diving, canyoning, rappelling, etc.) (2013-2017)
- Hydroponic Greenhouse Assistant - Summers (2011-2013)
- Treasurer at the Franco-Mexican Youth Association Tec (2009-2010)
- Volunteer as Rural Teacher at the Rural México Program (2007)
- Member of the Scouts Association of México (1994 – 1998)



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