

Sonia Roca

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Professional Profile

A highly motivated and successful leader, with extensive legal expertise, who is comfortable operating at senior levels, demonstrating strong business acumen, advanced interpersonal skills and a record of achieving all objectives. Displays the ability to hold full financial responsibility with confidence and is a skilled decision maker who takes required actions promptly in order to accomplish set goals and implement a strategic long term vision. Possesses proven risk assessment and staff management skills and enjoys embracing new challenges, identifying potential improvements and implementing changes which maximise efficiency and effectiveness.

Objective

Keen to undertake challenging and rewarding opportunities which will utilise existing expertise and provide scope for a continuous process of professional development and growth in the future.

Career Summary

1997 – Present Chancellor & Founder, Universidad Del Pacifico

- Undertaking the role of legal representative of the organisation with responsibility for the planning and development of academic programs
- Overseeing and controlling overall organisational structure, rules and regulations in the long term
- Administering income, holding budgetary responsibility and authorising expenses
- Leading major projects related to the construction of university campuses
- Obtaining grants and bids for programs and projects from The World Bank and BID (Interamerican Development Bank)

1979 – 2000 Owner A Law Buffet, Maritime Law

- Specialising in Maritime Law and serving as principal representative of P&I (Protection & Indemnity) Clubs in Ecuador in addition to across other countries in the region

1987 – 1993 Representative for Ecuador of INCAE, Costa Rica

- Fulfilling the role of chief of office, organising training and executive program and working to maintain consistently positive public and diplomatic relations

1986 - 1988 National Director, PREMI (Programa de la Reducción de la Morbimortalidad Infantil) Program

1984 - 1986 General Secretary to Vice Presidency of Ecuador

1972 – 1976 General Secretariat, Organisation of American States

- Responsible for preparing programs and projects related to gender issues, including The Commission for Women, which were to be applied and implemented in developing countries
- Accountable for the organisation of both regional and international assembly meetings

1971 – 1979 Director, Legal Office of Merchant Marine Navy

- Providing legal assistant to all maritime cases, firstly at the Merchant Marine (1971 – 1973) and then at the Office for Maritime Development (1976 – 1979)
- Drawing up laws for maritime development within Ecuador in addition to serving as diplomatic representative at both regional and international level for the organisation of maritime law
- Attending international meetings and delegate for Ecuador

Additional Roles:

- Active member of CLADEA since 1998 and Co-Chair of the XLIV Assembly 2009 in Guayaquil, Ecuador. Hosted by Universidad Del Pacifico.
- Intendant of Corporation at the Superintendencia de Companias-Quito: Serving as 2nd in command to the Government authorities for all corporate activities within Ecuador
- Member of the Advisory Board to the Cancilleria Del Ecuador (Ministry of Foreign Affairs); 2003 – 2007
- National Representative of UMAP (University Mobility Asia Pacific) for Ecuador
- Academic Director PECC – Ecuador 2001

Education and Qualifications

2013	Executive Program: Higher Education & Accreditation
2002	Executive Program: Tools for Competitiveness
2000	Executive Program: Maritime Law
1999	PhD Honoris Cause, Asia-Pacific Internacional, University of San Francisco
1999	Master's Degree: Human Development, Asuza Pacific University
1984	Top Management Program: Developing Leaders
1977	Economic for Development, LA Studies Program
1972	Diplomacy Studies, University of Guayaquil
1970	Political Science & Law Degree, Universidad Católica Santiago de Guayaquil
1964	Secondary Education Diploma: Accounting & Administration

Additional Information

Languages:	Fluent English
Driving:	Full clean licence
Interests:	Travel & Yoga

REFERENCES ARE AVAILABLE ON REQUEST