



Carlos S. Baradello, Ph.D.

USF: Associate Dean

Carlos S. Baradello combines unique business and academic credentials as an entrepreneurial technology executive, with hands-on experience in the USA and global markets, including Europe and Latin America.

Currently, Carlos is the Associate Dean of the University of San Francisco's School of Business and Management where he manages the corporate and international programs and teaches in the areas of Globalization, Risks and Opportunities of a Networked World, Global Product Management, Global Marketing, Social Entrepreneurship, the Growing Importance of the USA Hispanic Market and its Role in the Economic Development and Integration of the Americas; and leads transnational entrepreneurship research projects. He is also a Mentor of the Global Social Benefit Incubator at the Center for Science, Technology, and Society of Santa Clara University (USA), and a Global Academic Leader of Monterey Tec (Instituto Tecnológico de Estudios Superiores de Monterrey) in Mexico.

His current interests include the fast-growing US Hispanic market and its relationship with the respective communities of origin in Latin America. He is an opinion leader in Northern California on the "Hispanicization of the USA" and its impact throughout the US and Latin America. Utilizing Mexico/ California as a case study, he has performed field research in transnational entrepreneurship and its economic impact, and has documented the socio/cultural, political, and economic transformation caused by the arrival of this minority ethnic group acquiring majority status.

Carlos has a track record across wired and wireless telecommunications and software sectors in both start-ups and large global companies, providing products and/or services, as well as related advanced technologies. He has participated in the creation and renewal of businesses through advanced technology-based products and services.

In particular, he has developed multiple opportunities that optimize technology with indigenous market needs, and the potential impact of Information and Communications Technologies (ICTs) to increase the competitiveness of emerging economies. Among his areas of expertise are wealth creation and entrepreneurship by empowering small/medium enterprises and increasing the efficiency of the entire value chain through ICTs.

Carlos has built high-performance teams, and accumulated rich management experience both nationally and overseas working in positions of increased responsibility in Technical and General Management roles with Motorola, Advanced Fibre Communications, Hubbell, Digital Equipment Corporation, NYNEX and ITT. His most recent corporate assignments include Corporate VP and GM for Motorola Latin America & Caribbean as Chief Business Development and Strategist, and CTO, and VP of Engineering of AFC—one of successful IPOs in 1996 which was recently acquired by Tellabs. He was co-founder and General Partner of the Sienna 2006 Hispanic Fund, a growth capital venture fund focused on the US Hispanic market.

As an advisor and international consultant to several prestigious NGOs, universities, and governmental development agencies, Carlos works at the intersection of Technology, Social Impact, and Economic Development in Latin America and the European Union. He serves on multiple business, academic and non-profit boards supporting areas such corporate and business development, management of technology, and strategic planning. He is currently an international consultant for multinational corporations (DOW Chemical, Clorox, etc.), international NGOs, and Canadian, Chilean, and Mexican government agencies devoted to the promotion of entrepreneurship and small and medium enterprises. He is a distinguished visiting professor at the Monterrey Tec.

Carlos has been a commencement, keynote, panel speaker, and guest lecturer at international conferences and universities on Global Technology

Businesses, Digital Convergence, Disruptive Technologies, the New Economy, and the impact of the ICTs in Emerging Economies to bridge the Digital Divide and improve educational and employment opportunities. He has authored over 50 technical and management papers and has received US and EU patents for six of his inventions.

Carlos' academic background includes an Electrical-Electronic Engineering Degree from the Universidad Católica de Córdoba, Argentina, a Masters Degree in Electronic Engineering from the Eindhoven University of Technology in the Netherlands, and a Ph.D. in Electrical Engineering from Carnegie-Mellon University in the US. Carlos is a senior member of the IEEE and a member of ACM. He is fluent in English, Spanish and Italian.