

## Silvana Navarro Hoyos

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### Professional profile

ADVISOR, RESEARCHER AND TEACHER, Phd. In society and culture, complementing my training I have studies in Strategic Marketing Management, MBA, Master of Latin American Studies and a degree in Industrial Design.

I have more than 18 years of work experience. My role as a consultant is especially linked to the formulation and management of projects. I have experience creating and offering marketing and communication programs. In new technologies I have worked on content optimization for social media, content writing and community management. In production areas I have worked as a product designer.

I have worked on projects with character, social - cultural, as a cultural manager and as a developer of programs for the benefit of small businesses and productive chains. In addition to this, I have more than four years of experience in international relations. As a researcher and teacher I have addressed to historical, cultural, social development, heritage and economic issues, among others, with various publications.

The great strength of my profile is the versatility to address issues having different points of view, which generates a high degree of resolution and action. I have great knowledge of the social reality of Iberoamerica and I have experience in social work. I work with creative capacity, in search of the best answers and actions to the daily problems. I am aware of the importance of teamwork. I like to lead, listen and reflect. My work is characterized by being proactive, effective and efficient.

### Education

#### Ph.D. Society and Culture

*University:* University of Barcelona, 2014

#### Master's degree in Latin American Studies

*University:* University of Barcelona, 2010

#### MBA for Companies and Cultural Institutions

*University:* University of Salamanca, 2009

#### Specialization in Strategic Marketing and Management

*University:* Universidad Piloto de Colombia, 2008

#### Industrial Designer

*University:* Pontificia Universidad Javeriana, 2001

## Languages

- Spanish (Native or bilingual proficiency)
- English (Full professional proficiency)
- Catalan (Full professional proficiency)

## Affiliations

Spanish Federation of Sociology (FES)  
Federated partner, Research Committees No. 86, Sociology of Culture and the Arts

## Skills and Knowledge

Customer Service, Negotiation, Editing, Team Building, Project Management, Social Media, Event Planning, Accounting, Teamwork, Management, Public Relations, Event Management, Product Design, Research, marketing.

Advanced computer skills in Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Corel Draw, Photoshop, Adobe Conect Pro, SOP, Adobe Acrobat.  
Media computer skills in Autocad, Page Maker , SolidWorks.

## Courses and seminars

- **Course of Commercial Spaces**, Pontificia Universidad Javeriana, 1999.
- Assistance to the first **International Seminar on Trends in the design of jewels**, organized by Minercol, Chamber of Industry and Commerce Colombo- Alemana and the government of Cundinamarca, November 2001.
- Assistance to, **Seminar - Workshop International Management of Political campaigns**, organized by the Colombian Conservative Party, 15 and 16 November 2001.
- **Course Costs for SMEs**, organized by Fundes and Foundation Aid to Artisans Colombia, 23 to 25 September 2003.
- **The Design and the Innovation in Spain**, Scholarship granted by the General Direction of Cultural and Scientific relations of Spain and the Carolina Foundation, October to December, 2003.
- **Business management, marketing and design for small craft industry in Colombia with projection to the AGndean countries**, conducted by La Spanish Foundation for the Craftsmanship, The Spanish Agency for International Cooperation and the Ministry of Foreign Affairs of the Spanish Government. Cartagena de Indias, May 31 to June 5, 2004.
- **Training to business Creative Counselors**, by Corona Foundation and CIDA ( Creative Industries Development Agency), November 2004.
- **" Grow experimenting: Value and challenge of the cultural projects "** Barcelona, September 17 and 18, 2009. University of Barcelona.
- **Literature and cinema, are incompatible when trying to combined as languages?** by Lissandro Duque. 6th Diaspora Colombia - Barcelona, Imago Foundation - SGAE. October 13, 2009.

- **II talk of Cultural diffusion and World Wide Web: usability and user experience**, October 16, 2009. CCCB (Centre de Cultura Contemporània de Barcelona)
- Conference about **European funding for cultural projects**, 28 January 2010. University of Barcelona.
- **2.0 Cultural Institutions** Conference, April 2010. CCCB (Centre of Contemporary Culture of Barcelona)
- **"The 2.0" beyond marketing, online communities, "the public" and digital**, May to June, 2010. Citilab, Cornellà – Barcelona.
- **"International Symposium America: power, conflict and political"** Barcelona, 12, 13 and 14 September 2011. Spanish Association of Americanists, University of Barcelona.
- **Spaces of cultural production. An approach to the study of the role of material culture in the formation of hybrid cultures.** December 2012. University of Barcelona.
- **War, evergetisme and piracy** s. I A.C. January, 2013. University of Barcelona.
- **The general framework of research and support tools.** Plan training for young researchers from the University of Barcelona. 4 to 8 de february 2013
- **The approach and dissemination of results of a research project.** Plan training for young researchers from the University of Barcelona. 18 to 21 March 2013.
- **Research Management: Transfer, Innovation and Entrepreneurship.** Plan training for young researchers from the University of Barcelona. 6 to 9 May 2013.

## Publications and presentations

### ***Cultural diffusion in digital environments***

Workshop: Heroes Fest 2017

November 27, 2017, Pontificia Universidad Javeriana, Bogotá Colombia

### ***Successful experiences in the value chain of the leather industry***

Paper: II National Congress and I International Forum of Leather and Footwear

November 20 and 21 of 2017, Arequipa, Peru

### ***Dynamics of craftsmanship as a Creative and Cultural Industry***

Paper: XXIII Institutional Research Congress, Universidad El Bosque

September 16 to 21 of 2017 Bogotá, Colombia

### ***The user experience is also culture***

Workshop: Heroes Fest 2016

November 24 and 25 of 2016, Pontificia Universidad Javeriana, Bogotá Colombia

### ***Crafts as a cultural industry: challenges and opportunities***

Paper: XII Spanish Congress of Sociology, Great social transformations, new challenges for sociology.

June 30, July 1 and 2, 2016 Gijón, Asturias, Spain

### ***Crafts, innovation and cultural industry***

Lecture: TEDx Pilot University, Positive Creativity  
Bogotá, September 17, 2015

### ***Plans, programs and projects for artisanal autonomy***

Lecture: III Biennial Craft of Boyaca, Boyaca Government, University of Boyacá  
Tunja, Colombia, September 11, 2015

### ***Design and Crafts: intervention criteria for innovation and heritage conservation***

Lecture: Cultural Crisis and artistic change, Committee sociology of culture and arts, Spanish Federation of Sociology  
Barcelona, 12 and 13 June 2015

### ***The vision of the cultural industry in the strongest worldwide craft centers***

Lecture: interactive academic forum "Development and promotion of Colombian handicrafts development of good practice in the craft" Craft Sector Roundtable, SENA  
March 19, 2015

### ***Cultural identity in the Colombian Caribbean. Case of study Barranquilla Carnival***

Paper: XVI International Congress of the Spanish Association of Americanists,  
Alcalá de Henares, September, 2014

### ***Crafts and identity***

Paper: 18th International Conference on Cultural Economics  
Montreal, Canadá, June 24-27, 2014

### ***Cultural manifestations and identity in the colombian caribbean: case of study carnival and crafts***

PhD thesis, University of Barcelona, June 2014

### ***Latin American craft***

Book Chapter: AMERICA POWER, CONFLICT AND POLITICS, Gabriela Dalla-Corte Caballero, Ricardo Céspedes Piqueras, Meritxell Tous Mata (coords), Chapter: State and Society in Contemporary America (XIX - XXI). ISBN: 978-84-15463-84-9, Legal deposit MU-455-2013, University of Murcia, Publishing Service, 2013

### ***Cultural manifestations of the Carnival of Barranquilla on Colombia's Atlantic coast. Changes, constructions, cultural hybridizations, social and economic conditions that have allowed the consolidation of a regional popular culture***

Paper, poster: 54 International Congress of Americanists "Building Dialogues in the Americas" Symposium "Iberoamerican Cultural Heritage: Conservation, Management and Sustainability" Vienna, Austria, 15 to 20 July 2012

### ***Cultural tourism and crafts as part of the development of a region***

Paper: 17th International Conference on Cultural Economics, Chair; Crafts, Arts and Culture. Kioto, Japan, June 21-24, 2012, Association for Cultural Economics International (ACEI)

### ***Latin-American crafts: folklor and trade***

INTERNATIONAL SYMPOSIUM: POWER, CONFLICT AND POLITICS. Barcelona, 12, 13 and 14 September 2011, Spanish Association of Americanists, University of Barcelona

### ***The transformation of the local product to craft product and consequent changes inside producing society: the case of the Kankuamo indigenous community (Colombia)***

Master Thesis, University of Barcelona, Universitat Autònoma de Barcelona, Universitat Pompeu Fabra, Barcelona, September 2010

### ***Virtual network specializing in professional cultural management***

MBA thesis, University of Salamanca, September 2009

### ***Marketing plan for the commercialization of craft products under the unified brand Boyacá handicrafts***

Thesis, Universidad Piloto de Colombia, Specialization in Strategic Marketing and Management Bogotá D.C, 2008

### ***Project to strengthen the artisan activity in the ranger families. Valencia municipality village of Santodomingo department of Córdoba***

Artesanías de Colombia S.A., 2008

### ***Quality standard, seal handmade, weaving in Palma iraca***

October 2008, Artesanías de Colombia S.A. – ICONTEC (Instituto Colombiano de Normas Técnicas)

### ***Quality standard, seal handmade, wood carving and decoration***

October, 2008, Artesanías de Colombia S.A. – ICONTEC (Instituto Colombiano de Normas Técnicas)

### ***Degree, Colombian crafts movements***

Mesa Seccional de artesanía, Cúcuta, Norte de Santander, 2004. SENA, Servicio Nacional de aprendizaje, Seccional, Cúcuta, Norte de Santander, Colombia

### ***Reviews***

- Concepción Navarro Azcue, Arrigo Amadori y Miguel Luque Talaván (coord.) (2011), **An Atlantic crisis: Spain, America and the events of 1808**, Universidad Complutense de Madrid, Madrid, ISBN: 978-84-96702-38-7. En Revista Navegamerica, Asociación Española de Americanistas, 2012.
- Gabriela Dalla-Corte Caballero (coordinadora), (2011), **Stories, Indigenous, Nation and State in the Bicentennial of Independence of the Republic of Paraguay (1811-2011)**. Barcelona, Publicaciones de la UB / AECID / TEIAA . En Revista Navegamerica, Asociación Española de Americanistas, 2012.
- Pilar García Jordán (ed.). **The State in Latin America: Resources and Imaginary, XIX-XXI centuries** . Barcelona, Publicacions i Edicions de la Universitat de Barcelona / TEIAA, 2011. En Boletín Americanista, Universidad de Barcelona 2012.

## Work experience

### ***Research Coordinator and Coordinator of the Master's Degree in Design for Creative and Cultural Industries.***

The research office develops activities framed in research, creation and development between Faculties and the University. It works on the traditional Research Model, the research-creation model, the training in and for research (training), research in the strict sense and the dissemination and transfer of research. At the same time, I am responsible for the production, consolidation and monitoring of the research groups Design, Image and Communication and Expression, Arts and Creation, classified in B in the latest measurement of Colciencias (Colombian government research office). As coordinator of the Master's Degree in Design for Creative and Cultural Industries, I work on topics related to the management and follow-up of processes, planning activities, research tasks related to the creative and cultural industries and Teaching.

**January 2017 to present.** El Bosque University - Colombia; Faculty of Creation and Communication, Av. Cra 9 No. 131 A - 02 Bogotá, Colombia- Tels: (571) 6489000

### ***Teaching Chair, Faculty of Architecture and Design, Design Department.***

Pontificia Universidad Javeriana Bogotá. End-of-career project management, expert in human, social and cultural aspects. Collaboration in the subject Design management and productive chains. Speaker of the specialization Design and Product Management for export.

**July 2015 to December 2016.** Pontificia Universidad Javeriana - Colombia; School of Architecture and Design, Department of Industrial Design. Cra. 7 No. 40-62 Bogotá, Colombia- Tels: (571) 320 8320 Ext. 2379 - 2428

### ***Business Developer***

promoINGENIO is a platform for management and promotion of innovative projects. The activities developed are: Contact with companies and investors. Innovation management. Participation and development of promotional events. Development of communication strategies. Development of marketing strategies. Patent valuation. Advice on industrial property. Creation of Crowdfunding campaigns. Market research. Quality management. Business Plans.

**June 2014 to June 2015.** BITDISTRICT TECHNOLOGIES SL. Via laietana 57, Principal, 1ªB 08003. Barcelona, España. phone: (+34) 930 078 740 [www.promoingenio.com](http://www.promoingenio.com)

### ***Design consultant, projects r + d + i (research, development and innovation), collection development, technical improvement, development of promotional strategies, catalogues of product.***

Technical Advisor. International cooperation project with the Kingdom of Morocco and the Spanish Government, developed by Innovarte SL. Specialized consulting in R + D + I (Research, Development and Innovation) which aims to promote economic development and improve the competitiveness of small businesses through technology transfer and innovative management models. Participation in different projects of social intervention, empowerment of women, and development of SMEs from the years 2008 to 2014.

**October 2008 to August 2014;** Innovarte S.L. ; C/Sagasta 1, 1C 28004 Madrid – España, phone: + 34 91 4485604; Contact: Marga Crespo –[www.innovarte.net](http://www.innovarte.net)

### ***International relations – researcher- professor***

Management of the International Relations Office of the Faculty of Geography and History from the University of Barcelona. Managing exchanges, international agreements, information and documentation tasks. Optimizing content for social media (Social Media Optimization); Writing Connection with Social Media (Social Media Editor), managers of communities (Community Managers). Researcher on topics related to contemporary Latin American reality, especially in areas like history, economics, social development, nation building, heritage, culture, among others.

**September 2009 to July 2014** Universidad de Barcelona; Facultad de Geografía e Historia; C/montealegre 6, 08001; Barcelona – España; Contact: Prof. Dr. Gabriela Dalla – Corte Caballero, dallacorte@ub.edu

### ***Cultural Management in Barcelona Work Box, 2.0 event and communication development***

Collaboration in the implementation of the project. Barcelona Work Box is a physical platform (Work Box) and virtual (Virtual Box) for the creation, diffusion and production of art, thinking and multidisciplinary activities linked to the various expressions of contemporary creativity. The platform allows broadcast anywhere in the world related to the project, thanks to an innovative set of telematics systems that allow public participation and interaction through Internet activities.

**September 2009 - August 2010;** info@barcelonaworkbox.com - www.barcelonaworkbox.com  
Barcelona – España, contact: Pere Soldevila – Director

### ***Cultural management, communication activities, marketing and promotion***

Collaboration in the department of Communication of the Theatre of Madrid realizing all kinds of tasks related to the Marketing and promotion of programmed spectacles. Tasks includes the management of databases of public to present all the activities that take place in this space, as well as working on finding new audiences through the use of new technologies.

**May, 2009 to July, 2009;** Teatro de Madrid; Avenida de la Ilustración, s/n, La Vaguada 28029 Madrid – España, Phone: 917 405 274

### ***Researcher, cooperation for development***

Research Group Cooperation for Development, Faculty of Architecture and Design, Department of Industrial Design at the Pontificia Universidad Javeriana. This research group aims to conception and development of design projects in the crafts area as an alternative for regional development.

**March to November 2008;** Pontificia Universidad Javeriana – Colombia; Facultad de Arquitectura y Diseño, Departamento de Diseño Industrial; Contact: Cielo Quiñones Directora departamento de Diseño; phone: 317 4043726

### ***Consultant, development of quality standards***

Project to improve quality and make certification of products of artisans from 13 communities in the departments of Atlántico, Antioquia, Boyacá, Caldas, Cauca, Choco, Santander, Sucre and Valle del Cauca. Writing quality standard "Seal Handmade" and developing product lines. Iraca weaver community in the town of Usiacurí, Department of the Atlantic and wood shaper community in the town of Galapa, Atlántico Department, Colombia.

**April to October 2008;** Artesanías de Colombia S.A.; Carrera 3 N. 18ª – 58; Phone: 2861766; Contact: Leila Marcela Molina Caro

#### ***Advisor, technical improvement***

Project "forest-guard families". se desarrollaron actividades para el mejoramiento técnico productivo de la tejeduría tradicional en caña flecha. Vereda de Santo domingo, Municipio de Valencia, departamento de Córdoba, Colombia

**January to April 2008;** Artesanías de Colombia S.A.; Carrera 3 N. 18ª – 58; Phone: 2861766; Contact: María Consuelo Toquica, Departamento de Desarrollo

#### ***Adviser on technical improvement, and development of promotional strategies***

Project for the Improvement of offices and production in the artisanal sector. Developed activities, technical improvement of the productive chain of sisal and design of product collections according to market trends. Municipality of Cota Cundinamarca (sisal)

**August 2007 to October 2007;** Organisation of Iberoamerican States- OEI - Colombia; Carrera 3 N. 18ª – 58, pone : 2861766; Contact: Neve Herrera, Departamento de Desarrollo.

#### ***Project Coordinator "Designing Boyacá".Product development, technical improvement, development of promotional and communication tools , print and multimedia, development of promotional events, development of craft fairs.***

Project whose objective was make accompaniment and productive improvement of craft associations established in the department of Boyacá to strengthen the network of artisans. With a coverage of 32 municipalities, 28 artisanal production chains and more than 950 direct beneficiaries. Some of the activities carried out are, the project approach and its technical and financial coordination. Design and development of workshops of training, coordination of the multidisciplinary group of work, directives of intervention for the development of products, technical improvement, activities of logistics, communication and promotion.

**October 2006 to December 2007,** Government of Boyacá - Secretary of economic development - Colombia; Proyecto Diseñando a Boyacá; phone: (8) 7 42 2299, Tunja Boyacá; Contact: Secretaria de Desarrollo Económico

#### ***Advisor, technological innovation in the craft sector***

Cooperation Project between Artesanías de Colombia S.A., SENA and FONADE " Design and technological innovation applied in the process of development of the handcrafted Colombian sector "

Assisted communities were: Municipality of Coyaima, Chenche Amayarco Indian Reservation, Department of Tolima (Soap of the Earth). Natagaima Municipality, Department of Tolima, (Ceramics). Sutatenza Municipality, Department of Boyacá, (Basketry in Chin or cane of Castile). Tenza Municipality, Department of Boyacá, (Basketry in Chin or cane of Castile). Ibaguè, Tolima (Hard fibers and wood)

**September 2006 to November 2006;** Artesanías de Colombia S.A.; Carrera 3 N. 18ª - 58 phone: 2861766; Contact: Área de Diseño

#### ***Design and development of curricular structure***

Drafting and validation of the educational offer: Degree in handmade product innovation

**September 2005 to March 2006;** Mesa Seccional de artesanía, Cúcuta, Norte de Santander – Colombia; SENA, Servicio Nacional de aprendizaje; Seccional, Cúcuta, Norte de Santander



***Product design, development of marketing and communication tools. Development of promotional and commercial events.***

Development of website. Organization of international competition in gold and silver filigree. Development of the first international week of gold and silver filigree, coordination of international conferences and planning a craft fair.

Project: gold chain in the Department of Bolívar. Traditional jewelry and gold and silver filigree.

**September 2005 to June 2006;** Fondo de Desarrollo Empresarial - Fundación Corona – Colombia; Carrera 11 A N. 69 – 75 phone: 6062940; Contact: Rogelio Gutiérrez, coordinador de proyectos

***Counseling and coordination of projects to strengthen the Colombian handicraft sector. Development of strategies for promotion and marketing***

Project with artisanal Community of Coal Carvers in Jagua de Ibirico department of Cesar.

**2005;** Fondo de Desarrollo Empresarial; Fundación Corona; Programa de Las Naciones Unidas para el Desarrollo – PNUD – Colombia

***Development of functional maps and competency standards for artisans in the project of consecration of the seal of quality, handmade***

Activities developed in the following communities: Productive Chain tissues and hammocks in the departments of Bolivar and Sucre. Production chain jewelry, Department of Antioquia. Guadua production chain in the departments of Quindio, Risaralda and Caldas. Sericulture production chain in the Department of Cauca. Iraca production chain in the Department of Nariño. Production chain of the resin of Mopa- Mopa, in the Department of Nariño. Ceramic production chain in the Department of Huila. Wicker production chain in the departments of Cundinamarca and Tolima. Production chain weaving in "mat palm" in the departments of Cesar and Magdalena. Production chain weaving hammocks in the Wayuú indigenous community, Department of La Guajira.

**February to June 2005;** Artesanías de Colombia S.A.; Carrera 3 N. 18ª – 58, phone: 2861766 Contact: Área de Diseño

***Design and training to indigenous and artisan communities in: quality of crafts, handmade product innovation, production techniques, development of new designs, business and promotional management. Installation of exhibitions and fairs***

Project with the Artisan Community of the department of Norte de Santander, Various Techniques. (Wood carving, pottery, weaving, basketry) - Cucuta, Norte de Santander - Colombia.

**June 2004 to December 2004;** Fondo de Desarrollo Empresarial, Fundación Corona; Programa de Las Naciones Unidas para el Desarrollo – PNUD – Colombia

***Technical assistance, handmade product development and research on traditional techniques and materials***

Project with Kankuamos Indigenous Community (Sierra Nevada de Santa Marta, Department of Cesar)

**2003;** Foundation Aid to Artisans – Colombia; Calle 87 N. 11ª – 64 phone: 2568280.

***Design and training to indigenous and artisan communities in: quality of crafts, handmade product innovation, production techniques, development of new designs, communication and business management***

Intervened communities are: Kankuamo Indigenous Community, weavers sisal (Sierra Nevada de Santa Marta, Cesar). Community artisan weavers of mat palm (Chimichagua, Cesar). Artisan community carvers in carbon (Jagua de Ibirico, Cesar). Wayúu indigenous community, weavers in cotton (Guajira). Ráquira artisan community, Ceramics (Ráquira, Boyacá). Zenú Indigenous community, Weavers in "Caña flecha" (Tuchín, Córdoba). Artisan community of Villavicencio, woodwork (Villavicencio, Meta). Artisan community of Bogotá DC, various techniques (locality Uribe Uribe). Yukpa indigenous community in Venezuela, palm Weavers (Serrania del Perija, The Totuko, Venezuela)

**November 2002 to June 2004;** Fundación BIMA, Proyecto col 01044 PNUD; Programa de las Naciones Unidas para el Desarrollo – PNUD, Colombia

***Design, installation coordination and museum exhibition in the National Museum of Colombia, museology area. Installation of temporary exhibitions***

The most important exhibitions in which I participated were: museum exhibition "treasures of European, RAU painting collection" exhibition organized by the National Museum and held at Casa de Moneda in Bogotá. June 27 to September 15, 2002. Design, installation and organization of the educational room for children and young people, "Pictures of Doctor RAU" conducted by the National Museum at Casa de Moneda July to September 2002. The museum exhibition "TORNER" the human condition, exhibition sponsored by the Embassy of Spain and carried out in the National Museum, July 16 to August 11, 2002. The exhibition "Rembrandt in Colombia. Engravings" exhibition at the National Museum of Colombia from August 29 to October 27, 2002.

**June 2001 to September 2002;** Museo Nacional de Colombia; Cr 7 # 28 – 76; phone: 3348366 ext 504, 305; Contact: División de Museografía

***Professional Practice at the National Museum of Colombia, conservation and history area***

Activities such as conservation works in the collection, installation of reserves, installation of the permanent collection rooms and assembly of temporary exhibitions were developed. I also develop the corporate image of the Conservation Area of the museum and a manual for preventive conservation of works of art from the collection.

The most important exhibitions in which I participated were: "Picasso in Bogota," Mayo 13 August 11, 2000. Picasso & cia "three books handmade by Picasso and his friends, 1 to 28 September 2000. Exhibition from the workshop to the collector (meeting of Colombian contemporary artists), 2000. Organization of the auction of the Association of Friends of the National Museum "from the workshop to the Collector", with the advice of the auction house Christies in New York and for the benefit of the fund acquisitions of the National Museum of Colombia, 2000. "Funerary offerings and erotic art in ancient Peru", 5 December 2000 to 4 February 2001 original pieces from the Archaeological museum Rafael Larco Herrera

**June 2000 to February 2001.** Museo Nacional de Colombia; Cr 7 # 28 – 76; phone: 3348366, Extensión 309; Contact: Ángela María Montoya Encargada del área de conservación e Historia