

## EXTENDED CURRICULUM VITAE

# Ignacio Chávez Melgoza



Educator · Researcher · Author · Consultant · Speaker

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## — PROFESSIONAL PROFILE

Educator, consultant and researcher with over 25 years of experience in educational innovation, business training and human development. Doctoral candidate in Education, author of five published books and creator of a digital platform with over 100,000 followers. Cambridge ICELT certified with Merit in Teaching and Harvard Business Publishing certified in Management Skills.

**25+**

Years of experience

**5**

Published books

**100K+**

Digital followers

**50+**

Companies served

**2M+**

Social media views

**1998**

Year founded

## — MY PHILOSOPHY

### Practical Ethical Symbiosis — Simbiótica Ética Práctica

Everything I do — as an educator, researcher, consultant and author — stems from a fundamental conviction: the individual does not exist in isolation. Everything we are is woven into a network of relationships, environments and bonds that precede and constitute us. Growing does not mean becoming self-sufficient — it means flourishing in connection. What strengthens you ultimately strengthens the ecosystem you belong to.

## — EDUCATION & CERTIFICATIONS

### EDUCATION

#### Doctoral Candidate in Education

UNICLA — Universidad Contemporánea de las Américas

#### Master's in Education

Tecnológico de Monterrey

#### B.S. in Graphic Design

Universidad Don Vasco / UNAM

#### Diploma in Management Skills

Harvard Business Publishing

#### Diploma in Clinical Psychology

CAPLYA / AMPE

#### PBL Certification

Marist Province / UMQ

### CERTIFICATIONS

- ▶ ICELT — University of Cambridge · Merit in Teaching
- ▶ English Proficiency — University of Michigan
- ▶ Ethics Certificate — Tec de Monterrey / U. of Deusto
- ▶ Certified Facilitator EC0217 — CONOCER
- ▶ Registered External Training Agent — STPS

## — PUBLICATIONS

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### Simbiótica Ética Práctica

*Foundations for a philosophy of shared well-being*

The complete philosophical treatise. Ten principles in dialogue with Mill, Rawls, Sen, Levinas and Honneth — rising from concrete experience toward theoretical foundations and returning to practice with greater clarity.

### Aulas que laten

*Integrative Collaborative Learning and ILC*

A pedagogical architecture that transforms classroom diversity into its greatest strength, built from over 20 years of real teaching practice.

### Más allá de mí

*Ideals and dreams grounded in reality and optimism*

The accessible, narrative version of Practical Ethical Symbiosis. Ten principles brought to everyday life: how much is enough, how to grow from the inside out — and truly mean it.

### Aulas (virtuales) que laten

*The model's evolution toward digital education*

Technology and pedagogy do not compete — they nourish each other. The model brought to the digital environment where learner autonomy expresses itself most purely.

### El principio del fin

*Philosophical novel*

A collection of narratives, poems and reflections on love, death, solitude, faith and time. If every beginning carries within it its own ending, what do we do with that?

### @TeacherIgnacioChavez

Digital Project · Since 2018

**100,000+** followers · **2,000,000+** views

English teaching with generative AI  
· Jake Anderson and Emily Carter, AI characters for conversational practice

## — CAREER TIMELINE

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### **Instituto Morelos de Uruapan** 2012 — present

*English Teacher · Educational Innovation*

Marist institution where, beyond language teaching, close accompaniment of students is practiced through the Marist presence model. Active participation in institutional event planning, digital communications and the communication committee.

- ▶ Instructional design and facilitation in technical councils and teacher training programs
- ▶ Implementation of Project-Based Learning with Research Methodology at middle school level
- ▶ Research, implementation and documentation of ILC (Intentional Learning Communities)
- ▶ Integration of Artificial Intelligence and social media as strategic classroom tools
- ▶ Active participation in Champagnat Global — international Marist educational innovation network
- ▶ Implementation of the New Mexican School with emphasis on pedagogical narrative

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### **Diestra Consultores** 1998 — present

*General Director*

Consulting firm specialized in human, organizational and strategic development. Over 50 companies and institutions served across the agro-industrial, manufacturing, educational and services sectors.

- ▶ Design and facilitation of training programs in leadership, communication and human development
- ▶ Corporate identity consulting, visual design, advertising and commercial photography
- ▶ Key clients: USDA, CANACINTRA, Tec de Monterrey, Frutival, Essity, Grupo Orhemani

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### **Universidad IUEM** Director, School of Graphic Design

*Academic Director — Instituto Universitario del Estado de México*

Academic and administrative management of approximately 200 students and 60 faculty members. Curriculum redesign, study plan updates and institutional training programs.

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### **Tecnológico de Monterrey** +6 years

*Lecturer — English and Human Development*

Teaching English and Human Development courses — Human Relations, Communication and Professional Orientation — delivered in English. Course coordination, ICT-based redesign and institutional conference participation.

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### **Harmon Hall** Branch Director

*Academic & Administrative Director · Uruapan and Metepec, State of Mexico*

Leadership of a 17-person team in Uruapan. Opening and launch of the Metepec branch — promotion, sales, recruitment, training and faculty supervision. Previously served as English Teacher and Teacher Trainer.

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## — EDUCATIONAL INNOVATION

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### ► Instructional Design

Facilitation in technical councils and teacher training programs to strengthen pedagogical practice.

### ► Curricular Interdisciplinarity

Design and implementation of interdisciplinary academic projects in elementary and middle school education.

### ► PBL with Research Methodology

Updated Project-Based Learning incorporating formal research methodology at middle school level.

### ► Heutagogical Narrative

Development of an alternative to pedagogical narrative to strengthen learner autonomy and self-direction.

### ► ILC — Intentional Learning Communities

Research, implementation and documentation of the ICL model within real classroom practice.

### ► AI and Social Media in the Classroom

Integration of AI and social media as strategic tools for teachers and students.

### ► Champagnat Global

Active participation in the international Marist educational innovation network.

### ► New Mexican School

Collaboration in its implementation with emphasis on pedagogical narrative and peer teaching.

## — CLIENTS — DIESTRA CONSULTORES

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Over 50 companies and institutions served since 1998 across the agro-industrial, manufacturing, educational, services and public sectors.

### AGRO-INDUSTRIAL & FOOD

USDA — United States Department of Agriculture Frutival · AztecAvo · NorMich · Empacadora San Lorenzo Aguacates Chahena · Sazonadores Sazzona · Salsas Habatomic Restaurante Las Gambas · Restaurante Fuego Brasileño

### INDUSTRIAL & MANUFACTURING

Essity · SCA Papelera · Janesville de México · Industrias Marves Constructora Islas · CIU Corporación Industrial Uruapan Integradora de Servicios · Magnit · Ferretería El Roble

### EDUCATION & INSTITUTIONS

Tec de Monterrey · Universidad IUEM · Instituto Morelos CANACINTRA Uruapan · CANACO Uruapan · ITSU Universidad ICEP · Instituto de Psicotrauma México Harmon Hall · Smart People · Facultad CC. Conducta (UAEM)

### COMMERCE & SERVICES

Grupo Orhemani · Grupo Monar · Grupo DiiN · Colectivos Uruapan Ofertapp · Aquadome · Mandala Spa · Cadena Provo Coffee Shop Top Digital Sólo Hits Radio · Guitarras Ochoa · Joyería Jaifer Mueblería Vivai · Es Difusión · Exordio Eventos Exclusivos

## — TALKS, COURSES & CONFERENCES

National and international presence — Mexico, Chile, United States

|              |             |                                                                                                                                                                                       |
|--------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2026         | Facilitator | <b>Work Differently: AI for Your Everyday Tasks</b><br><i>Semana de Cultura Laboral · Uruapan, Mich. · Jul 2026</i>                                                                   |
| 2026         | Speaker     | <b>Artificial Intelligence (and) the New Teacher</b><br><i>MEC — Marist English Congress · Querétaro · 2026</i>                                                                       |
| 2026         | Speaker     | <b>The Heartbeat (Virtual) Classroom</b><br><i>MEC — Marist English Congress · Querétaro · 2026</i>                                                                                   |
| 2025         | Speaker     | <b>Leadership and Team Development</b><br><i>Frutival · Uruapan, Mich. · Aug–Dec 2025</i>                                                                                             |
| 2025         | Speaker     | <b>Team Strengthening</b><br><i>USDA — 10th Avocado Program Meeting · Puerto Vallarta · Sep 2025</i>                                                                                  |
| 2025         | Speaker     | <b>Self-care from Neuroeducation</b><br><i>State Directorate of Continuing Education · Morelia · May 2025</i>                                                                         |
| 2025         | Facilitator | <b>The Multiplying Effect of Leadership</b><br><i>Semana de Cultura Laboral · Uruapan · Jul 2025</i>                                                                                  |
| 2024         | Speaker     | <b>Integral Learning Communities</b><br><i>International Language Fair · Guadalajara · May 2024</i>                                                                                   |
| 2024         | Facilitator | <b>The Multiplying Effect of Leadership</b><br><i>Semana de Cultura Laboral · Uruapan · Jul 2024</i>                                                                                  |
| 2024         | Facilitator | <b>Conversational Agility: Unlocking Strategies for Dynamic Interactions</b><br><i>Semana de Cultura Laboral · Uruapan · Jul 2024</i>                                                 |
| 2023         | Speaker     | <b>Integral Learning Communities Applied to Foreign Language Teaching</b><br><i>UNICLA · Uruapan · Nov 2023</i>                                                                       |
| 2023         | Panelist    | <b>Technology and Gamification: Teaching Languages with the New Generations</b><br><i>Recrea Academy · International Language Fair · Guadalajara · Oct 2023</i>                       |
| 2023         | Speaker     | <b>Innovative English Teaching: Social Media and Fun</b><br><i>Recrea Academy · International Language Fair · Guadalajara · Oct 2023</i>                                              |
| 2023         | Speaker     | <b>Virtual Education and Social Media — Before, During and After the Pandemic</b><br><i>IV International Online Education Congress · U. Gabriela Mistral · Santiago, Chile · 2023</i> |
| 2023         | Speaker     | <b>Interdisciplinarity in Curricular Co-design</b><br><i>Marist Province of Central Mexico · Uruapan · Mar 2023</i>                                                                   |
| 2022         | Speaker     | <b>Leadership Competency in the Social and Solidarity Economy</b><br><i>Diploma in Social Innovation · Secretaría de Fomento Económico · Uruapan · Jul 2022</i>                       |
| 2022         | Facilitator | <b>Communication Tools · Team Development</b><br><i>Semana de Cultura Laboral · Uruapan · Jul 2022</i>                                                                                |
| 2022         | Speaker     | <b>Neurodidactics</b><br><i>UNIVA · FAFI · Diocesan Commission of Education · Zamora · Jun 2022</i>                                                                                   |
| 2022         | Speaker     | <b>Global Citizenship Education: Teaching with the Sustainable Development Goals</b><br><i>Macmillan Education · Mexico · May 2022</i>                                                |
| 2021         | Facilitator | <b>Quality in Service · Assertive Communication</b><br><i>Semana de Cultura Laboral · Uruapan · Jul 2021</i>                                                                          |
| 2020         | Facilitator | <b>Strategic Sales · Conflict Resolution and Decision Making</b><br><i>Semana de Cultura Laboral · Uruapan · Jul 2020</i>                                                             |
| 2020         | Speaker     | <b>Neuroeducation · Teaching Micro-practices</b><br><i>UNIVA · Zamora · Jan 2020</i>                                                                                                  |
| 2019         | Facilitator | <b>Negotiation Strategies · Emotional Intelligence in Business</b><br><i>Semana de Cultura Laboral · Uruapan · Jul 2019</i>                                                           |
| 2019         | Speaker     | <b>2nd Congress of Marist English Teachers</b><br><i>Instituto Queretano · Macmillan Education · Querétaro · May 2019</i>                                                             |
| 2013<br>2017 | Facilitator | <b>Harvard Management Skills Diploma (×4 editions)</b><br><i>CANACINTRA Uruapan · 2013 · 2015 · 2016 · 2017</i>                                                                       |
| 2013<br>2014 | Facilitator | <b>Instructor Training · Leadership for Manufacturing · Anatomy of a Sale</b><br><i>Janesville · Industrias Marves · CIU · CANACINTRA</i>                                             |

## — CONTINUING EDUCATION & PROFESSIONAL DEVELOPMENT

Ongoing professional development as attendee and participant in congresses, workshops and training programs.

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| 2025         | Education  | <b>Self-care from Neuroeducation</b><br><i>State Directorate of Continuing Education · Morelia</i>                                                                                                              |
| 2023         | Education  | <b>Interdisciplinarity in Curricular Co-design</b><br><i>Marist Province of Central Mexico · Uruapan</i>                                                                                                        |
| 2022         | Education  | <b>Neurodidactics</b><br><i>UNIVA · FAFI · Diocesan Commission of Education · Zamora</i>                                                                                                                        |
| 2022         | Education  | <b>Global Citizenship Education: Teaching with the Sustainable Development Goals</b><br><i>Macmillan Education · Mexico</i>                                                                                     |
| 2019         | Education  | <b>2nd Congress of Marist English Teachers</b><br><i>Instituto Queretano · Macmillan Education · Querétaro</i>                                                                                                  |
| 2017         | Education  | <b>Humanist Social Cognitive Model</b><br><i>Marist Province of Central Mexico</i>                                                                                                                              |
| 2010         | Education  | <b>Use of ICT in Education</b><br><i>Colegio Argos · Uruapan</i>                                                                                                                                                |
| 2009<br>2010 | Education  | <b>Competency-Based Curriculum Design · Academic Administration · Quality in Service</b><br><i>ANUIES · Universidad IUEM</i>                                                                                    |
| 2007         | Education  | <b>Teaching Methodology and Strategies · Learning Environment Design</b><br><i>ITESM Campus Estado de México · Campus Toluca</i>                                                                                |
| 2002<br>2004 | Education  | <b>Collaborative Learning · Group Management · 5th International Congress on Virtual Education · AsesOrE Diploma</b><br><i>ITESM Campus Toluca</i>                                                              |
| 2008         | Ethics     | <b>Ethics and Society: A Social Responsibility</b><br><i>ITESM Campus Toluca</i>                                                                                                                                |
| 2003         | Ethics     | <b>Fundamental, Social and Professional Ethics (Certification)</b><br><i>Universidad de Deusto / ITESM Campus Toluca</i>                                                                                        |
| 2007         | Languages  | <b>Business English: Corporate World and Management Skills</b><br><i>Berlitz</i>                                                                                                                                |
| 2003         | Languages  | <b>Keeping in Contact with English for International Communication</b><br><i>Cambridge University Press / Faculty of Behavioral Sciences · UAEM</i>                                                             |
| 2012         | Leadership | <b>Strategic Vision · Results Orientation · Strategic Sales · Teamwork · Sales Management</b><br><i>Harmon Hall · The Friedman Group · Uruapan</i>                                                              |
| 2003         | Leadership | <b>Motivation: Because Being Better is Possible</b><br><i>HR Consulting · Faculty of Behavioral Sciences · UAEM</i>                                                                                             |
| 2001         | Leadership | <b>Pre-Service Training Seminar · National Convention of Directors and Franchisees</b><br><i>Harmon Hall · Taxco, Gro. · Puebla, Pue.</i>                                                                       |
| 2000         | Design     | <b>Creative Typography Workshop</b><br><i>Félix Beltrán · Universidad Don Vasco · Uruapan</i>                                                                                                                   |
| 1999         | Design     | <b>First Graphic Design Forum Integraf</b><br><i>Universidad Don Vasco · Uruapan</i>                                                                                                                            |
| 1998         | Design     | <b>The Creative Process in Editorial Design</b><br><i>René Azcuy · Universidad Don Vasco · Uruapan</i>                                                                                                          |
| 1994<br>1997 | Design     | <b>6th–9th Graphic Design Weeks · Watercolor · Plastic Arts · Printmaking · Commercial and 35mm Photography</b><br><i>Universidad Don Vasco · Taller Mapeco · Kodak Mexicana · Casa de la Cultura · Uruapan</i> |