

Escuela Superior Politécnica del Litoral

RESUME

PERSONAL INFORMATION

LAST NAME:	Veloz de la Torre
NAME:	Freddy Ronald
EMAIL:	fveloz@espol.edu.ec

EDUCATION

DEGREE	LEVEL	INSTITUTION	FIELD OF STUDY	COUNTRY
Master's in Management Information Systems	Fourth Level	Escuela Superior Politécnica del Litoral	Social Sciences, Commercial Education, and Law	Ecuador
Bachelor's in Systems Engineering	Fourth Level	Escuela Superior Politécnica del Litoral	Sciences	Ecuador
Systems Analyst	Third Level	Escuela Superior Politécnica del Litoral	Sciences	Ecuador

ACADEMIC EXPERIENCE

INSTITUTION	EXPERIENCE	START DATE	END DATE	EMPLOYMENT TYPE
Escuela Superior Politécnica del Litoral	DIRECTOR OF ACADEMIC TECHNICAL SECRETARIAT	2017	Present	Tiempo Completo
Escuela Superior Politécnica del Litoral	ASSOCIATE PROFESSOR (TP) 2	2021	Present	Tiempo Parcial
Escuela Superior Politécnica del Litoral	ASSOCIATE PROFESSOR (TP) 1	2017	2021	
Escuela Superior Politécnica del Litoral	ASSOCIATE PROFESSOR (TC) 1	2014		
Escuela Superior Politécnica del Litoral	SUBDIRECTOR	2014	2017	
Escuela Superior Politécnica del Litoral	ASSOCIATE PROFESSOR (TC)	2013	2014	

Escuela Superior Politécnica del Litoral	ASSISTANT PROFESSOR	2011	2014	
Escuela Superior Politécnica del Litoral	UNDERGRADUATE PROFESSOR	2011		

ACADEMIC EVENTS / PROFESSIONAL DEVELOPMENT

EVENT	TYPE	INVOLVEMENT	START DATE	END DATE	TIME SPAN	CERTIFIED BY
OPERATOR OF THE NATIONAL PUBLIC PROCUREMENT SYSTEM			03/02/2024	03/02/2024	1 hour	SERCOP
OPERATOR OF THE NATIONAL PUBLIC PROCUREMENT SYSTEM			25/09/2021	25/09/2021	1 hour	SERVICIO NACIONAL DE CONTRATACIÓN PUBLICA

PUBLICATIONS / PRESENTATIONS / EXHIBITIONS AND CREATIVE WORKS

TITLE	TYPE	YEAR	TYPE OF INVOLVEMENT
CONTRIBUTION OF SECTORIAL BRANDS TO THE COMPETITIVENESS OF THE REGIONS AND THE EMERGING BRANDS; MARKETING AND BRANDING RESEARCH		2020	
CONTRIBUTION OF SECTORIAL BRANDS (SECTORIAL BRANDS) TO THE COMPETITIVENESS OF THE REGIONS AND THE EMERGING BRANDS; MARKETING AND BRANDING RESEARCH		2020	
COVID-19: STUDY OF ONLINE TEACHING, AVAILABILITY AND USE OF TECHNOLOGICAL RESOURCES		2020	
MARCAS UNIVERSITARIAS, CAMBIOS Y MODERNIDAD: IMPACTO DEL CAMBIO DE MARCA UNIVERSITARIA EN LAS REDES SOCIALES		2021	
INTRODUCTION: ACADEMIC E-BRANDING FOR IMPROVING UNIVERSITY REPUTATION		2020	
HAT THE BRAND BRANDS: A READING FROM THE		2019	

CONTRIBUTION OF SECTORAL BRANDS TO THE COMPETITIVENESS OF THE REGIONS			
--	--	--	--