



# Adolfo Ramírez Corona

## Contact

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## Professional Summary

- Design, development and execution of plans and formation of teams from zero to one in research and operational areas.
- Broad knowledge in information and communications technologies.
- Passion for research and study of human behaviour in the broad sense of the term, based on facts and data.
- Specialized in the measurement and research of audiences and costumers oriented to decision making.
- Intelligence and creativity applied to the optimization of methods and processes as well as the design of new ones.

## Areas of expertise

Executive and Operative • Media and Audience Specialist • Corporative Communication • Development of Systems and Processes • Information and Communication Technologies • Content Author and Producer • Coaching and Psychotherapy

## Professional experience

- 2016 to date • **Universidad Innova** • Consultant and adviser in IT and digital marketing.
- 2013 to date • **HN Consultores Educativos** • Consultant, adviser and researcher in IT for Higher Education.
- 2015-17 • **Nyx, Software y Tecnología** • Project Manager; Operations Manager

- 2014 • **Sistema Público de Radiodifusión del Estado Mexicano** • TV Audiences Consultant
- 2003-2012 • **TV Azteca - Proyecto 40** • Audience Manager; Director of Programming and Audience
- 2001-04 • **Audience Research and Measurement** • Training Manager; Chief process Officer
- 1999-2002 • **Math & Tech** • Executive Officer and Partner
- 1997-99 • **Consultora Milenio Tres, S.A. de C.V.** • Project Manager in Systems Development and Software Audits
- 1993-1996 • Freelance in Communication Services • Customers: **Profesional Desk, Funsalud, Amway de México, Creare**
- 1992-93 • **Editorial Oli-Gar** • Photographer and Photography Coordinator for *México al Día* and *Tome Una!* magazines
- 1994-95 • **Aluvisa** • Store Manager for aluminium and crystal wholesaler and retailer
- 1990-91 • **P&O Princess Cruises** • Assistant Storekeeper on-board Sky Princess cruise ship

## Teaching experience

- 2001 • **MAR, Centro de Investigación y Estudios Superiores** • Market Research for Marketing Degree
- 1996-97 • **Instituto Científico Técnico y Educativo. A.C.** • Basic Photography for Bachelor in Interior Design
- 1995-96 • **Columbia College Panamericano** • Photography and Image Composition for Technical High School, TV and Radio Production, Photography Degree
- 1095-96 • **Centro de Estudios Universitarios del Distrito Federal** • Photography I y II for Bachelor in Journalism
- 1988-90 • **Instituto Don Bosco, A.C.** • Logic, Ethics, Aesthetics, and Philosophy History

## Psychoterapist

- 2010 to date • Private Practice

## Education

### Higher Education

- 2010-12 • **Centro Ericksoniano de México** • MC in Psychotherapy
- 2010 • **Centro Ericksoniano de México** • Psychology Propadeutic

- 2002-05 • **Universidad Privada del Estado de México** • Bachelor in Informatics Engineer
- 1988-89 • **Facultad de Filosofía y Letras de la UNAM** • Four Semesters in Bachelor in Philosophy

## Image and Photography Education

- 1993-94 • **Imagen Latente** • Artistic Photography Workshop
- 1993 • **Galería Estudio Saúl Serrano** • The Creative Process in Photography
- 1993-94 • **Centro Cultural Arte Contemporáneo** • Artistic Photography
- 1992-93 • **Ateneo Mexicano de Fotografía** • Basic Photography and Image and Composition Analysis
- 1988 • **Centro Universitario Cultural** • Photography Course

## Volunteering

- 2012-03 • **Yo soy creciendo** • Psychotherapist
- 2010-12 • **Fundación Azteca** • Operative Support
- 1986-87 • **Comunidad Salesiana** in San Cristóbal de las Casas, Chiapas and Totontepec, Oaxaca
- 1986-07 • **Hogares Providencia**
- 1985 • **Día Nacional de Vacunación**

## Publications and collaborations

- 2001 to date • **adolforamirez.com** • Blog, podcast and articles about media, audience research, philosophy, art, culture, science and technology
- 2012 a la fecha • **meditacionpsicoterapeutica.com** • Podcast and articles about psychotherapy, neuroscience, mindfulness and psychology
- 2012 • **La Carta Dialéctica** • Essays and Short Stories (ISBN 9781476440958)
- 2012 • **Radio Trece Noticias con Allan Nahum** • Weekly collaborator in social psychology and psychotherapy issues
- 2007 • **El Gran Salto** • Jury in a TV reality show in *TV Azteca*
- 2002-2004 • **Revista Encuesta** • *Dios Rating* column

## Conferences and courses

- 2014 • **Medición de Audiencia: El rating según Shakespeare** to the **SPREM**

- 2013 • **Uso Pedagógico de los Medios y Tecnologías de la Información y Comunicación** at the **III Congreso Iberoamericano por una Educación de Calidad** organized by **ODAE** at Barranquilla, Colombia
- 2013 • **El Contenido: La única brújula efectiva de la labor televisiva**
- 2012 • **Tecnología en Educación** to the Congreso Permanente of **Fundación por Una Educación de Calidad**, Barranquilla, Colombia
- 2012 • **Ciencia y Tecnología: viaje al futuro inmediato** in the Congreso Permanente of **Fundación por Una Educación de Calidad**, Barranquilla, Colombia
- 2011 • **El Contenido: producción y escritura en televisión**
- 2002 • **Los Malentendidos del Rating** in **II Simposium Internacional de Radio**, Cuernavaca, Morelos
- 2001 • **¿Cómo influye el rating en el diseño de las programaciones televisivas y demás medios?** in **1a Semana de la Comunicación** at **UAM, Unidad Xochimilco**

## Art Shows

- 1994 • **Centro Cultural Arte Contemporáneo** • Collective Art Show of the *Artistic Photography Workshop*
- 1994 • **Centro de la Imagen** • VI Photography Biennial
- 1993-94 • **Instituto de Artes Gráficas de Oaxaca** • VI Photography Biennial
- 1993 • **Centro Cultural Arte Contemporáneo** • Collective Art Show of the *Artistic Photography Workshop*

## Awards and Mentions

- 1993 • **Conaculta** • Selected for the *VI Photography Biennial*

## Interviews

- 2003 • **Noticias con Sergio Almazán** • In **MVS Radio** about TV ratings and audiences.
- 2007 • **El Debate** • About TV ratings and audiences with Andrés Roemer.
- 2002 • **Revista etcétera** • In the article *La disputa por el rating*.

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