

## Education and Training

- 2016 Facilitator in The Lego Serious Play Method
- 2012 Design Thinking Executive Course, D-School Hasso Plattner, University of Potsdam
- 2011 Silicon Valley Immersion Program, University of San Francisco
- 2008 – 2009 Master of Humanities / International Studies, Universidad del Desarrollo
- 2002 Management Tools for Executives and Entrepreneurs, Instituto de Formación Empresarial
- 1984 – 1998 Industrial Designer, Instituto Profesional de Santiago (Universidad de Chile)

## Work Experience

- 2014– Present **Founder and Director of Valuepartner**  
Consulting and Training in Innovation for academia, business and industry.  
[www.valuepartner.cl](http://www.valuepartner.cl)
- 2012 – Present **Design Thinking and Innovation – Creativity and Entrepreneurship**  
University Professor at School of Engineering, Faculty of Economics, MBA Program  
Universidad del Desarrollo, Executive Education in Universidad Adolfo Ibañez and  
Master Programs in Universidad Mayor
- 2012 – Present **Open Design Thinking Workshops**  
Organizing and running workshops for executives and entrepreneurs
- 2011 – 2015 **Founder and Director of Au|Designthinking**  
Consulting and Training in Design Thinking and Strategic Innovation  
[www.allanurban.cl](http://www.allanurban.cl)
- 2009 – 2013 **Founder and Director of Alusystem**  
Modular aluminum system (DIY product)  
Sold in Chile throughout the retail stores of Homecenter Sodimac  
[www.alusystem.cl](http://www.alusystem.cl)
- 1990 – 2010 **Founder and Director of Designfactory**  
Corporate equipment design and manufacturing company  
Design and implementation of retail spaces, corporate signage system and P.O.P.

## Professional Activities

- 2016 Consulting and design workshop for an implementation strategy for the Regional Water Platform. Ceitsaza (Technological investigation center for water in the desert), Universidad Católica del Norte, Antofagasta.
- 2016 Closing Class and Lecture: "Entrepreneurship with Sense" Female Entrepreneurship Program, Sernameg (National Women's Service and gender equality) and Universidad Arturo Prat, Iquique, Chile
- 2016 Master Class for "Focatecmin" program (Strengthening technological capabilities for mining suppliers) Univesrisdad Santo Tomas – Corfo, Iquique, Chile
- 2016 Innovation seminar and workshop for interdisciplinary education, Universidad Santo Tomas, Iquique. (Valuepartner Consulting)
- 2016 Design Thinking and Business Model Canvas workshop Ceitsaza (Technological investigation center for water in the desert) Universidad Católica del Norte (Valuepartner Consulting)
- 2015 Keynote Speaker "Co creating the business in the 21st Century" Gecon Day, Aguas Andinas, Santiago de Chile
- 2015 "Trainer of trainers" program at Universidad Arturo Prat – Corfo, Workshop for teachers: Design Thinking, Product System Modeling and Lego Serious Play
- 2014 – 2016 Customer Loyalty Workshops for Banco Santander
- 2014 Workshop for Innovation and Dth for Laboratorio Davis
- 2014 Customer Loyalty Workshops for Banco Itaú
- 2014 Keynote Speaker in Chile Va ! Program, Explora Atacama - Conicyt
- 2013 Keynote Speaker in Sercotec seminar for entrepreneurs "How to add value to my products" , Rivers Region .
- 2013 Keynote Speaker in "Innovation Meeting" Rivers Region Injuv Program - U. San Sebastian, Valdivia
- 2013 Motivational Workshops for entrepreneurship for vulnerable schools. Program "I Can" U. St. Thomas - BHP Billiton - CORFO, Iquique (Movegroup Project)
- 2013 Workshop for Innovation and Dth for German- Chilean Chamber of Commerce. (Movegroup Project)

- 2013 Seminar and Workshop, Innovation in interdisciplinary education  
U. Arturo Prat - CORFO - UnoCrea , Iquique. ( Movegroup Project )
- 2013 Workshop and mentoring for innovation in media and magazines,  
ANP project - CORFO ( Movegroup Project )
- 2013 Open Design Thinking Workshop for Entrepreneurs, executives and professionals,  
Radisson Petra Hotel Santiago. ( Movegroup Project )
- 2013 Design Thinking Seminar and workshop for MEC Program in Iquique,  
Consultant Unocrea / CORFO
- 2012 – 2013 Tutor, Wayra Startup Accelerator, Telefónica
- 2012 Speaker in " Chilebranding " CORFO / Udd, National Program
- 2012 Open Design Thinking Workshop for Entrepreneurs , executives and professionals  
auldesignthinking ,Radisson Petra Hotel ,Santiago

### Academic Activities

- 2016 Innovation Course, Master in Strategic Communication and Branding  
Universidad Mayor
- 2015 – 2016 Design Thinking and Business Model Canvas, Master of Technology  
Entrepreneurship, Universidad Adolfo Ibañez
- 2015 – 2016 Creativity, Customer Observation and Empathy Map for Corporate  
Education Program, Universidad Adolfo Ibañez
- 2014 Open Workshop "Innovation in Education" for academics  
Radisson Petra Hotel, Santiago. (Movegroup Project)
- 2013 – 2014 Innovation and Design Thinking Workshop for engineers  
Universidad de Tarapacá, Iquique
- 2014 – Present Innovation Management, Faculty of Economics,  
Universidad del Desarrollo
- 2013 – 2015 Creativity and Innovation Management, Faculty of Economics, International Course,  
Universidad del Desarrollo
- 2013 – 2015 Entrepreneurship, Master in Applied Marketing, Faculty of Economics,  
Universidad del Desarrollo

- 2013 – Present Customer Behavior, Master in Applied Marketing, Faculty of Economics, Universidad del Desarrollo
- 2011 – Present Creativity and Entrepreneurship, Faculty of Economics, MBA Program Universidad del Desarrollo
- 2009 – Present Design Workshop, Faculty of Engineering, Universidad del Desarrollo
- 2007 – 2010 Design Thinking / Innovation, Faculty of Economics, Universidad Adolfo Ibáñez
- 2005 – 2015 Tutor, Faculty of Design, Universidad del Desarrollo

### Guild Activities

- 2014 International Jury, 4ta. Bienal Iberoamericana de Diseño, Madrid, Spain
- 2000 – 2011 Member of The Chilean Association of Design Companies
- 2003 – 2006 Director of The Chilean Association of Design Companies
- 2005 & 2007 Jury Chairman of the Chilean Design Prize