

**Gilberto Marvez, Ph.D**  
(e-mail: [gmarvez@unimet.edu.ve](mailto:gmarvez@unimet.edu.ve))  
+58 0414 3103147

---

Dr. Marvez is a bilingual professor at Universidad Metropolitana in Caracas, Venezuela. He has a Master's Degree in Business Administration (MBA) and holds a Ph.D., in Business Administration, with a major in Entrepreneurship and Family Business. During the concluding five years he had been the Chairman of the Entrepreneurship Department, accounting for the major programs in entrepreneurship sustained by the University in undergraduate and graduate studies, and for outreach programs as well. He has excellent competencies and a large experience in teaching and doing research, also in academic management.

---

---

## PROFESSIONAL EXPERIENCE

Institution	<b>Universidad Metropolitana</b>	Caracas, Venezuela	January 1999– Current
Industry	Higher Education		
Position	<b>Entrepreneurship Department's Chair</b>		
Specific purpose	Supervising 20 professors of 5 courses at the undergrad level and four courses at the grad level.		
Major	<ul style="list-style-type: none"><li>• Responsible for planning and implementing new courses and programs in subjects directly or indirectly linked to entrepreneurship, and family clientele</li></ul>		
Contributions	<ul style="list-style-type: none"><li>• Accountable for planning, extending out and organizing outreach programs for entrepreneurs</li><li>• Director and co-author research in entrepreneurial and family business fields</li><li>• Coach students to formulate their Business Plan to create new ventures</li><li>• Research tutor</li><li>• Co-author of the Doctorate on Business Administration program</li></ul>		
Institution	<b>Innova, C.A.</b>	Caracas, Venezuela	January 2010– Current
Industry	Family Business Consulting		
Position	<b>Executive Director and CEO</b>		
Specific purpose	Offering consulting and training to Venezuelan family businesses.		
Major	<ul style="list-style-type: none"><li>• Assist family enterprises to identify current and potential conflicts</li></ul>		
Contributions	<ul style="list-style-type: none"><li>• Support firms to establish a family business constitution, the family council, and the succession program</li></ul>		
Institution	<b>Universidad Metropolitana</b>	Caracas, Venezuela	Oct 1994 – Dec1998
Industry	Higher Education		
Position	<b>General Management and Strategic Planning Department's Chair</b>		
Specific purpose	Supervising 20 professors of 8 management courses		
Major	<ul style="list-style-type: none"><li>• Responsible for designing and implementing a new major in management for non-management students</li></ul>		
Contributions	<ul style="list-style-type: none"><li>• Accountable for planning and carrying out an improvement program in insurance</li><li>• Promote the incorporation of Negotiation, Decision Theory and Organizational Development into the curriculum of the School of Business</li><li>• Teach negotiation and strategic planning courses</li></ul>		
Institution	<b>Universidad Metropolitana</b>	Caracas, Venezuela,	Dic. 1990 – Sept1994
Industry	Higher Education		
Position	<b>Full-time professor</b>		
Specific role	Teaching legal management, management, and strategic planning		
Major	<ul style="list-style-type: none"><li>• Founder of the Law School and designed the curriculum for the Law School, with emphasis on corporate law</li></ul>		
Contributions	<ul style="list-style-type: none"><li>• Lobby before Education Ministry for the approval of the Law School</li></ul>		
Institution	<b>Hispana de Seguros</b>	Caracas, Venezuela	Dic. 1990- Dic. 2011
Industry			

---

**Gilberto Marvez, Ph.D**  
(e-mail: [gmarvez@unimet.edu.ve](mailto:gmarvez@unimet.edu.ve))  
+58 0414 3103147

---

Position	<b>CEO and President of the Board of Directors</b>		
Specific role	Responsible for overseeing the full company, headquarter and 12 branches, 700 employees, and 250 insurance agents		
Major Contributions	<ul style="list-style-type: none"><li>• Taking on the major redesign of the fellowship</li><li>• Assess the state of the operations of the society</li><li>• Negotiate the selling of the company to Liberty Mutual</li><li>• Act on behalf of the company before the Insurance Superintendency</li></ul>		
Institution	<b>Seguros Caracas</b>	Caracas, Venezuela	<i>Feb 1988 – Nov1990</i>
Industry	Insurance business		
Position	<b>CEO and Chairman of the Board of Directors</b>		
Specific role	Responsible for overseeing the full company, headquarter and 12 branches, 700 employees, and 250 insurance agents		
Major Contributions	<ul style="list-style-type: none"><li>• Undertake the major redesign of the company</li><li>• Appraise the value of the company and work out the valuation account</li><li>• Negotiate the selling of the company to Liberty Mutual</li></ul>		

**CAREER NOTE:** The experience prior to 1985 is not on this resume. **The same includes** mainly information about my prior Lawyer and Managerial career. I was a Deputy Superintendent of Insurance, and the Chief of the Superintendency's Legal Department, as well.

## EDUCATION & CREDENTIALS

**Doctoral Program in Administrative Science, major in entrepreneurship and family business,** Universidad Antonio de Nebrija, Madrid, Spain

**Master in Business Administration,** Ball State University, Muncie, Indiana, USA.

**Human Development Specialization,** Universidad Simón Bolívar, Caracas, Venezuela

**Higher Education Curriculum, Design and Didactic Specialization,** Universidad Central de Venezuela, Caracas

**Law,** Universidad Central de Venezuela, Caracas

## Business and Leadership Training

Project Management and Strategic Management, IESA, Caracas.

Effective Communication and Leadership at the Center for Leadership, Greensboro, SC, USA..

Statistic for Research, UCAB, Caracas.

### Papers<sup>1</sup>

- La iniciativa emprensarial en el contexto de las instituciones de Educación Superior en Venezuela.
- Cómo son las Juntas Directivas de las empresas familiares venezolanas.
- ¿Tienen las empresas venezolanas un clima favorable al emprendimiento corporativo: estudio exploratorio?
- Retos y estrategias de la empresa familiar en Venezuela. Una aproximación estadística

### Research<sup>2</sup>

---

<sup>1</sup> These papers can be found at Research Gate: <https://www.researchgate.net/home>

---

### Doctoral Dissertation

“Level of professionalism and business institutionalization. The case of Venezuelan family businesses in the city of Caracas.” Nebrija, Spain, 2016.

Within the seminar held at the School of Business Administration in Universidad Metropolitana, I have got two lines of research: one in entrepreneurship, and other in the family business field. The titles researches that I have directed and coordinated are listed hereinbelow:

#### **A. - Entrepreneurship and Business Plans**

##### **1. General Entrepreneurship**

- Strategic actions in entrepreneurship of young entrepreneurs of Metropolitan District
- Strategies for small and medium family businesses in the plastics industry facing the new economic scenarios in Venezuela
- Organizational Model for a family SME
- Entrepreneurial intention associated with the creation of companies in active students of Universidad Metropolitana, in Caracas
- Strategies used by nascent entrepreneurs to overcome obstacles in the process of creating five (5) businesses: Case studies
- Factors influencing the entrepreneurial development in Venezuela and Japan in 2005 and 2007: A conceptual comparison

##### **2. Organizational Culture and Corporate Entrepreneurship**

- Dimensions of organizational culture of Bloque de Armas in relation to the succession process and entrepreneurship
- Perception of organizational culture and corporate entrepreneurship in Siemens Venezuela
- Factors of the organizational culture of Novartis Venezuela, S.A., favoring corporate entrepreneurship
- Factors of the organizational culture in a family line of work in services related to corporate entrepreneurship
- Factors of the corporate culture in a family business related to entrepreneurship
- Factors of the organizational culture promoting corporate entrepreneurship in Venezuelan family businesses
- Level of corporate venture in Polar Enterprises
- Corporate Entrepreneurship in subsidiaries of multinational companies working in Venezuela
- Organizational climate factors that favor or inhibit corporate entrepreneurship in Banesco Banco Universal, C.

---

<sup>2</sup> All these researches can be consulted at <http://biblioteca.unimet.edu.ve/> catálogo en línea-búsqueda libre-Gilberto Marvez-Autor

---

- Organizational culture factors associated to corporate entrepreneurship in family and non-family business in the Metropolitan Area of Caracas
- Conditions for corporate entrepreneurship in Ponche Crema, Inc.
- Internal conditions of corporate entrepreneurship in the Venezuelan subsidiary of Plumrose International

### **3. Business Plans (Entrepreneurial Projects)**

- Designing a business plan for a virtual computer store aimed at the consumers' requirements
- Entrepreneurial project to implement a farm piscic wave of Tilapia in Zulia State, Venezuela, to be hunted down by a family business
- Creation of a company of manufacturing and marketing typical European sweets
- Business Plan for the launch of a nascent venture of a product called 2Fit Whey Protein
- Launch of a corporate product case: Woven labels for bottles of rum produced in Venezuela

## **B. Family Business**

### **1. Succession**

- Transgenerational potential of a Venezuelan family business case: Aston Group
- Strategic Plan for the family business succession of a pipe distributor operating in Venezuela, for the succession of the next generation 2009-2014
- Factors contributing to the transgenerational continuity of the family concern in the long term

### **2. Commitment and organizational trust**

- The formalization of strategic planning and the level of family involvement in Venezuelan family businesses located in the Metropolitan area of Caracas
- Organizational commitment and trust in a multinational company of familiar type: Case Study
- Comparison between levels of organizational commitment and trust in family and non-family businesses
- Climate and organizational commitment of a shipping company: Case of Lilo Transport, C.A.

### **3. Corporate Governance**

- Design of an instrument to identify the behavior of the Board of Directors in Venezuelan family businesses
- Features of corporate governance in family businesses in Venezuela, specifically in the Capital District

### **4. A review of the recent literature**

- Development of research on family businesses in academic journals of the major Venezuelan universities in the period 2006 and 2011

### **5. Professionalization of family businesses**

---

**Gilberto Marvez, Ph.D**  
(e-mail: [gmarvez@unimet.edu.ve](mailto:gmarvez@unimet.edu.ve))  
**+58 0414 3103147**

---

- Professional practices of management of human resources and levels of organizational commitment in family and non-family businesses
  - Business professionalization in family and non-family businesses
  - Enterprise professionalization of family and non-family businesses in Baruta county, in Venezuela
-