



**Central American Regional Meeting**

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**Antigua Guatemala**  
**Hotel Casa Santo Domingo**

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**November 15-16, 2013**

**Hosted By:**



Quiñones, Ibargüen, Luján & Mata, S.C.



## Central American Regional Meeting Antigua, Guatemala

### FRIDAY, NOVEMBER 15

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- 5:00 p.m.**                      **Welcome Cocktails at Hotel El Convento**  
**Hosted by Quiñones, Ibargüen, Luján & Mata, S.C.**  
<http://www.elconventoantigua.com/en/restaurant-lounge>  
**Meet in hotel lobby at 5:00 p.m.**
- 8:00 p.m.**                      **Welcome Dinner at Mesón Panza Verde**  
**Hosted by Quiñones, Ibargüen, Luján & Mata, S.C.**  
<http://www.panzaverde.com/>

### SATURDAY, NOVEMBER 16

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- 7:00 – 8:15 a.m.**            **Breakfast**
- 8:30 – 8:40 a.m.**            **Welcome to La Antigua**  
Marcos Ibarguen (QIL Abogados)
- 8:40 – 9:20 a.m.**            **Brief Firms Introductions (Maximum 3 Minutes Per Firm)**
- 9:20 – 10:30 a.m.**        **Session 1: Best Practices Panel**
- Moderator: Roberto Guerrero (Guerrero, Olivos, Novoa y Errázuriz - Chile)
- Panel: Diego Herrera (GALA - Panama)  
José Quiñones (QIL Abogados - Guatemala)  
Santiago Jaramillo (Gómez-Pinzón Zuleta Abogados - Colombia)
- Panelists will describe some of the best practices that have contributed to the growth of their firms. Topics will include lawyer selection and training, industry expertise, client industry and financial knowledge, engagement letters, marketing programs, finding new clients, retaining clients, best client service practices and project management
- 10:30 – 10:50 a.m.**    **Break**



## **Central American Regional Meeting Antigua, Guatemala**

**10:50 – 11:30 a.m. Session 2: Making The Most Of Your TAGLaw Membership**  
Peter Appleton Jones (The Appleton Group Inc.)

**11:30 – 12:45 p.m. Session 3: Innovation and its Application to Professional Services Firms**

Speaker: Mr. Benjamin Sywulka  
Director of Innovation – Private Competitiveness Council of  
Guatemala

In this session Mr. Benjamin Sywulka will discuss the topic of innovation and how it can be applied to the management of professional services firms in our region.

**12:45 – 1:30 p.m. Future Plans and Close**

**1:30 – 3:00 pm. Lunch at Casa Santo Domingo**

**3:30 – 6:00 pm. Optional Tour**

Tour of Antigua Guatemala with Roberto Spillari who offers the best cultural tours of Antigua and surrounding areas.



## Central American Regional Meeting Antigua, Guatemala

### COSTS PER PERSON

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Conference Attendance ..... \$70 USD

Transportation on Friday within Antigua, and Saturday coffee breaks and lunch

*If you have any food restrictions or allergies let us know*

(Charged to your room)

Guest to Welcome Cocktail/Dinner and Saturday Lunch ..... \$60 USD

Transportation on Friday within Antigua, and Saturday lunch

*If your guest has any food restrictions or allergies let us know*

(Charged to your room)

Breakfast ..... \$15 USD

(Charged to your room)

Airport – Hotel Transportation (one person/each way) ..... \$50 USD

You must communicate your arrival time directly to the hotel

(Charged to your room)

Airport – Hotel Transportation (2 or more persons/each way) ..... \$30 USD

You must communicate your arrival time directly to the hotel

(Charged to your room)

Guided Walking Tour of La Antigua ..... \$25 USD

*IMPORTANT: If you want to take the tour, you must confirm to us by November 7<sup>th</sup>*

(To be paid in cash directly to the tour company)

### Guided Antigua Cultural Walking Tour



By far the best tour of Antigua.

Tour Guide: Roberto Spillari  
Time: 3:30 p.m. to 6:00 p.m.

Meet your Antigua Tour guide at the lobby of Hotel Casa Santo Domingo for a leisurely walk around this World Heritage Site. The tour focuses on the city's history, cultural trends and restoration efforts. We visit the City Hall Palace, Palace of the Captain's General, the Cathedral with its majestic ruins, Antigua's unique cultural lifestyle, Maya archeology through the spiritual stone of jade, and the best museums in town at Paseo de los Museos. The city comes to life.



## Central American Regional Meeting Antigua, Guatemala

### HOTEL INFORMATION

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#### **Hotel Casa Santo Domingo**

3a Calle Oriente No. 28 "A"

La Antigua Guatemala

Tel: +502 7820-1220 | Fax : +502 7820-1221

Contact: Melania Diaz Villadeleon

Email: [mdiaz@casasantodomingo.com.gt](mailto:mdiaz@casasantodomingo.com.gt)





## Central American Regional Meeting Antigua, Guatemala

### ATTENDEES

#### Belize

Arguelles & Company LLC  
Emil Arguelles  
info@belizelawyer.com

#### Chile

Guerrero, Olivos, Novoa y Errázuriz  
Roberto Guerrero  
rguerrero@guerrero.cl

#### Colombia

Gómez-Pinzón Zuleta Abogados S.A.  
Santiago Jaramillo  
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#### Costa Rica

Oller Abogados  
Pedro Oller  
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#### Dominican Republic

Headrick Rizik Alvarez & Fernandez  
Marisol Vicens  
mvicens@hraftdom.com

#### El Salvador

Guerrero & Guerrero  
Tanya de Arce  
gg@guerrero lawyers.com

#### Guatemala

QIL Abogados  
(Quiñones, Ibargüen, Luján & Mata, S.C.)  
Marcos Ibargüen  
mibarguen@qilsc.com  
José Quiñones  
jquinones@qilsc.com

#### Guatemala

QIL Abogados  
(Quiñones, Ibargüen, Luján & Mata, S.C.)  
*Dinner Guests:*  
*Ana Alfaro*  
*Eva Cacacho*  
*Alejandro Del Valle*  
*Andres Lowenthal*  
*María Isabel Luján*  
*Estuardo Mata*  
*Evelyn Rebuli*  
*Carolina Diab de Mata*  
*María Neuweiler de Quiñones*  
*Ana Ponce de Ibargüen*

#### Honduras

Bufete Rosa  
Leonidas Rosa Suazo  
Irosas@bufeterosa.com  
*Dinner Guest: Fabiola Ráquel de Rosa*

#### Nicaragua

Jarquín-García  
Pablo Areas  
pablo.areas@jarquingarcia.com

#### Panama

GALA  
(Galindo, Arias & López)  
Diego Herrera  
dherrera@gala.com.pa

#### United States: Miami

Berger Singerman LLP  
Leonard (Lenny) Samuels  
lsamuels@bergersingerman.com



# BENJAMIN SYWULKA

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## SUMMARY

Innovation consultant and multilingual manager with extensive experience in technology, business innovation and international development. Speaker and professor in innovation management, with expertise in front-end and back-end innovation processes. Professor in Innovation and Management Consulting. Proven success in building technology businesses in emerging markets and strong leadership in diverse and uncertain environments—ranging from small non-profits to large industry leaders.

## EDUCATION

**Master of Finance**, August 2011. With Distinction.  
HULT INTERNATIONAL BUSINESS SCHOOL, Boston, MA

**Master of Business Administration (MBA)**, August 2010. With Distinction.  
HULT INTERNATIONAL BUSINESS SCHOOL, Dubai Campus, Shanghai and London Rotations

**Bachelor of Science** in Symbolic Systems, June 2003  
STANFORD UNIVERSITY, Palo Alto, CA, Concentration in Computer Technology and International Development.

## PROFESSIONAL EXPERIENCE

PRIVATE COMPETITIVENESS COUNCIL OF GUATEMALA, Guatemala 2013-present  
*Council representing Guatemala's main private-sector chambers and universities, focused on increasing competitiveness*

### Director of Innovation

- Lead Guatemala's innovation strategy, working closely with Guatemala's organized private sector, academic sector and public sector.
- Execute Innovation seminars and workshops, and provide innovation coaching to Guatemala's private sector
- In charge of setting up innovation support structures, including initiatives to foster research and development, technology transfer, talent management and investment management.

IXL CENTER, Boston, MA 2010-2013  
*Leading Innovation Management Consulting Firm*

### Innovation Consultant and Director of Technology

- Designed and developed innovation software tools, overseeing a team of software developers and building the software business within the company
- Taught university-level courses on innovation and management consulting
- Facilitated business innovation workshops that lead to breakthrough results among a variety of clients including Fortune 500 companies, small businesses and non-profit organizations
- Lead action-learning programs at University campuses that deliver growth platforms for client companies
- Drove innovation consulting and innovation software business globally

### Major Achievements:

- Rolled out a software platform that enabled us run a complex innovation program at global scale, empowering thousands of students worldwide to deliver great innovation and business intelligence results to clients

ALEXIUS INTERNATIONAL, Washington, DC, Guatemala City, Guatemala 2005-2009  
*Boutique Consulting Firm specializing in Information and Communication Technologies for International Development.*

### Information and Communication Technology Consultant

- **Enterprise Resource Planning (ERP)** software implementation for a catalogue sales company, including functional requirements design, installation and customization, data migration, and support.
- **CAFTA-DR Regional Labor Modernization Program.** Country manager for Guatemala and Honduras on USAID-funded project to increase the technological capacity of the Ministries of Labor of the countries subscribed to the Central American Free Trade Agreement. Created an institutional diagnostic and technology strategy, implemented new web-portals, back-office systems, networks, and training systems.
- **Last Mile Initiative.** Country manager for Paraguay and Guatemala on USAID-funded project to increase rural Internet access. Designed the projects, built and managed partnerships with telcos, governments and non-profits, and deployed Internet service provision benefiting hundreds of families.

### Major Achievements:

- Developed sustainable and effective technology strategies for government and non-profit organizations, resulting in software cost savings, reduced security risks, and increased effectiveness.
- Streamlined information management for a catalogue-sales company by implementing an open-source ERP in 8 months, saving tens of thousands of dollars in software licenses and lost productivity.

PLANETA EN LINEA, Guatemala City, Guatemala

2003-2005

*A small non-profit focused on rural technology development in Guatemala.*

### **Executive Director**

Founded and managed the organization with support from the eBay Foundation and US-based non-profit PlanetOutreach. Continued on as pro-bono Executive Director after 2005. Created and spun off telecenters, a web-design company, a TV-production company and two Internet Service Providers in rural Guatemala.

### **Major Achievements**

- Incubated TV-production Company that now has its own channel reaching 20,000 people on local cable network.
- Incubated Internet Service Providers that benefited over 2,000 people in rural Guatemalan communities, and provided free Internet access to schools, hospitals and local government entities.

BOEING, INC., Sunnyvale, CA. **Network Security Consultant.** *Boeing also provides network-related services.*

2004

GOOGLE, INC., Mountain View, CA. **Content Analyst.** *The world's leading search engine*

2002-2003

EPA.NET, East Palo Alto, CA. **Researcher.** *A community-based organization focused on technology*

2002-2003

BAOTOU JIANGHAI SCHOOL, Baotou, Inner Mongolia, China. **English Teacher and Supervisor.**

2002

ALTA VISTA, INC., Palo Alto, CA. **Intern.** *One of the top search engines in the world at that time*

2001

CAPETOWN-RIO, Redmond, WA. **Intern.** *A small web-design and application service-provider*

2000

EHEALTHINUSRANCE.COM, Sunnyvale, CA. **Intern.** *The leading online health insurance broker in USA*

1999

### **OTHER SKILLS**

**Languages** Native English and Spanish speaker, fluent in German, intermediate French. Beginning Mandarin.

**Technologies** Software Development, Enterprise Resource Planning (ERP) software, CRM deployment, Graphic Design, Web Development, Content Management systems, Back-office systems, Network security deployment, Video Production

**Hobbies** Beat boxing, Travelling, Reading business, history & theology, composing & singing, playing piano.