

GIULIANA CANESSA
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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY **Washington DC, USA**
Master of Business Administration, Strategic Management and Finance *May 2009*
• President, GW Net Impact 2008
• GPA: 3.8

UNIVERSITY OF THE PACIFIC **Lima, Peru**
Post Graduate Certification Business Administration *December 2004*
• Magna cum Laude
Bachelor of Science, Business Administration *August 1997 – December 2002*
• Exchange Student Program in Uppsala University, Sweden. International Business courses. Fall 2002.

EXPERIENCE

PERU 2021, an entrepreneur-led, non-profit CSR market leader since 1994 **Lima, Peru**
Corporate Social Responsibility (CSR) and Development Projects Consultant *December 2006 – July 2007*
• Created a community project plan for Condor Travel (tour operator) in Cuzco, Peru resulting in improved quality of community life and company image.
• Assessed social and environmental issues for several corporations including Aceros Arequipa (steel company), BIF (bank), Condor Travel (tour operator), Belcorp (cosmetics) and Ferreyros (Caterpillar). Developed individual CSR strategy plans to deliver better quality services to clients, increase employees' satisfaction level and optimize the use of natural resources.

Knowledge Creation and Management Director *May – November 2006*
• Implemented and monitored a quality management system in Peru 2021 which improved the organization's efficiency by 20% and increased client's satisfaction by 25% in the first year.
• Developed a business plan for the new advisory and training unit which created a stronger method to develop economic sustainability for the organization. Trained 140+ persons in six 20 hour workshops in CSR strategies; increased total revenues in \$40 000 the first year.
• Authored and edited the sustainable report for Aceros Arequipa (steel company) enhancing its image with its stakeholders; used the GRI Guidelines.

Project Director *October 2004 – April 2006*
• Designed a project using the IADB Logical Framework to create awareness and implement CSR strategies in SMEs resulting in the improvement of their competitiveness; involved 80 SMEs.
• Co-authored, edited and published the Peruvian Social Responsibility Indicators Guide and The ABC of Corporate Social Responsibility.
• Planned and coordinated a monthly workshop for Peru 2021 members, increasing the satisfaction level from 50% to 90%.

Project Coordinator *January – September 2004*
• Partnered with the Inter-American Development Bank to evaluate and execute an environmental management system (EMS) project for small and medium-sized enterprises; improved the competitiveness of 62 SMEs and strengthened the relationship between Peru 2021 and the IADB.
• Represented Peru 2021 members before UNICEF, UN Global Compact, ILO, and IADB to voice viewpoints and concerns on the role of business in sustainable development issues.

INTERNSHIPS

• Bayer: Marketing and Trade Marketing Assistant in the Consumer Care Unit, Lima – Peru *2002*
• Scotiabank: Personal Services Assistant in the Recovery Unit, Lima – Peru *2001*

OTHER

Leadership: MBA Assistant to Project Principal, Bureau of Economic, Energy and Business Affairs
Languages: Spanish, English and conversational in French.
Affiliations: Member, Consulting Club and Finance Club; Organization of Women in Trade (OWIT).
Interests: Traveling (over 25 countries in America and Europe) and listening to music because they are the most dynamic and fun way to learn about history, geography and cultures.