

CV LILIANA ORTIZ DE LA CRUZ

Lawyer, with Specialization in Business Administration.

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PROFESSIONAL PROFILE

Directive with experience in the administrative management of organizations. I have held national and international senior management positions in the public and private sector. For 14 years I have been a member of the International Board of Directors of the European Sport and Culture Association (ISCA). With skills to create alliances at national and international level, developing cooperation strategies between the public sector, private sector, NGOs, the European Economic Community, etc.

The emphasis of my job is to promote economic development, environmental sustainability, public health and efficient transportation through active public spaces. I have led a policy of international cooperation in obtaining resources to manage projects.

ACADEMIC TRAINING

- University of Santiago de Cali Law and Political Sciences. (November 1986)
- ICESI (Cali). Specialization Business Administration. (July 1994).
- Universidad Sergio Arboleda Project and cost evaluation. (April 2005)
- Languages. Spanish and English.

ADVISER OF THE OFFICE ALCALDIA MUNICIPAL DE PALMIRA April 4, 2016 to date.

Reporting to the Mayor. Main achievements:

- Advise the executive in the affairs of government, complying with the development plan established for the period 2016-2020.
- Design of the strategic and operational model of the recovery of the city center of street vendors based on knowledge management and community management.
- Development of the parameters for the management of agreements to develop the model of administrative and operational management of the public spaces to be ceded by the city.

INTERNATIONAL SPORT AND CULTURAL ASSOCIATION (ISCA) Honorary Member of the International Executive Committee. Linked from 2001 to date. Main achievements:

- I managed to link ISCA with different programs developed by national and district entities, both public and private. Example: The Seine, Secretariat of District Education, Ibero-American Theater Festival, Compensar, Carulla, Ministry of Social Protection, IDRD, Rotary International among others.
- Negotiates the signing of the framework agreement between ISCA and the Sena of international cooperation.
- I have promoted Colombian experiences at an international level and strengthened ties of cooperation with different countries for the benefit of Colombians.
- I have generated consensus on the importance of international cooperation to contribute to problem solving.
- I have carried out programs of international transfer of knowledge and technology co-financed.
- I have contributed to generate a regional policy that allows international cooperation with various entities in the world, especially between Colombia, Latin America and Europe.
- Accomplishment and management of international and national resources for projects.