Hon. Dr. Rosa Nelly Trevinyo-Rodríguez

Nationalities: Spanish and Mexican

Languages: Spanish, English, French, Italian.



FOUNDING PARTER & CEO OF TREVINYO-RODRIGUEZ & ASSOCIATES

- ✓ Wealth Management Program, STANFORD Graduate School of Business, USA.
- ✓ PhD in Family Business Management, IESE Business School, SPAIN.
- ✓ Master in Family Business Management and Internationalization, EAE Business School-Universitat Politècnica de Catalunya (UPC), SPAIN.
- ✓ MBA, EGADE Tec de Monterrey, MÉXICO.
- ✓ Bachelor of Business Administration, ITESM Monterrey, MEXICO.

The Honourable Doctor Rosa Nelly Trevinyo-Rodríguez, is an expert in family business governance and wealth management. She has been contributing to the family enterprise practice, knowledge creation and dissemination over the last 25 years. An outstanding international researcher, lecturer and consultant, she is CEO of Trevinyo-Rodríguez & Associates, a global consulting firm advising multigenerational enterprising families on succession planning, next generation members' wealth management education, family dynamics and family business governance.

Dr. Trevinyo-Rodríguez worked for Cuatrecasas (Barcelona, Spain), a leading law firm, operating in 12 countries, as a family business specialist in the civil and tax litigation department. After graduating from her PhD (IESE Business School, Barcelona, Spain), she moved to Mexico as a Tenured Professor in General Management at EGADE Business School (Tec de Monterrey). Due to her scholarly achievements, she became the Endowed Chair of the first nationwide ITESM Family Business Research Chair and later on, the Founding Director of the countrywide Tec de Monterrey (ITESM) Family Business Center. Her research interests include good-governance and wealth management in family business contexts (ESG practices & investing), as well as business families' next generation members financial training (especially women). Her most cited scholarly paper is: Business model innovation through trial-and-error learning: The Naturhouse case. Long range planning 43 (2-3), 383-407. (Cited by 1690).

Prof. Trevinyo-Rodríguez is the author of four (4) books, among them the bestseller "Family Business: A Latin-American Perspective" (in Spanish) which has been adopted as textbook in most Latin American

Universities. Additionally, she writes for "El Financiero-Bloomberg"; serves on the Editorial Board of a number of international research journals, collaborates with philanthropic foundations, and teaches executive courses on family firms around the world.

She currently is/was Visiting Professor in the Tuck School of Business, Dartmouth College, the University of San Diego, the University of San Francisco and Babson College, in the USA; IESE Business School, University of Barcelona and Pompeu Fabra University in Spain; the University of Liechtenstein in the Principality of Liechtenstein, the University of New Castle in the United Kingdom, and the SMU in Singapore. Additionally, he has been a speaker at international executive and senior management events in different countries, highlighting the USA, Canada, Mexico, the United Kingdom, Spain, France, Austria, Denmark, Finland, China and Japan, among others.

Prof. Trevinyo-Rodríguez became the first Hispanic President of the Academy of Management (AOM) International Theme Committee worldwide, as well as Program Chair and Board Member of the Management Consulting Division (USA). And, in 2018, the AOM named her an Emeritus Member, honoring and recognizing her outstanding contribution of service and leadership. The Academy of Management (AOM) is an almost 100-year-old scholarly organization, composed of over 18,000 members from nearly 120 nations.

In 2022 Dr. Trevinyo-Rodríguez was inducted as a Member of the Royal Academy of Economic and Financial Sciences of Spain becoming its youngest member, and the first and only Mexican woman accepted in this long-lasting institution whose origins date back to 1758 and which counts among its members 10 Nobel prize winners. She also received the honorific title of “Ilustrísima” or “The Honourable”.

Prof. Trevinyo-Rodríguez has been invited to serve as Board Member in leading family-owned companies and single-family offices in México and Spain, adding significant value within the Strategy Committee and/or the Executive Evaluation and Compensation Committee of the Board of Directors. Moreover, she acts as Mexico's country representative in the UK-based Global Women's Entrepreneurship Policy Project (Global WEP)—collaborating with the OECD in the creation of international policies on entrepreneurship. She is also fellow of the International Women's Forum (IWF), an invitation-only network of the most accomplished women in the world.

Throughout her career, she has received national and international awards such as the Emerald Literari Network Highly Commended Award; the Academy of Management Recognition for Outstanding Service and Leadership; the Journal of Business Venturing Outstanding Reviewer Award; the 6th Annual Chinese Family Business Forum Outstanding Speaker Recognition; the María Elena Chapa Hernandez’s Medal—a governmental award stressing her activism in favor of women's business inclusion and the **Family Wealth Report Awards 2024**, for her excellence and leadership in providing advisory services to high-net-worth business families around the world.

Her most recent book “The Power of Inclusion in Family Business”, has been considered a landmark in the field of family business: *“…a new reference in the family business field. Truly insightful and impactful, this is a must-read for members of business families, advisors, and scholars alike*.” (Prof. John Davis, MIT Sloan School of Management). The book is a guide for grooming the next generation of responsible women owners, so they can thrive, achieve, and become leaders and wealth stewards in their multigenerational family businesses and family offices.