



**NO + QUEJAS
PÁLIDAS
EXCUSAS**



ENRIQUE BALIÑO

**IBM Argentina and
Paraguay's President and
General Manager**

CONFERENCIANTES **BCC**
INTERNATIONAL SPEAKERS

Enrique Baliño is a Systems Engineer graduated from the University of the Republic, in Uruguay.

He complemented his managerial/technical education in the United States by obtaining a degree in Accounting and Finance and Management, from the Columbia University, New York, and by completing a Program for Executives, at the Graduate School of Industrial Administration, Carnegie Mellon University, Pittsburgh, Pennsylvania.

In 1976, Enrique Baliño started working as Systems Analyst for the IT Department of the University of the Republic of Uruguay and, in 1977, he combined this job with a position as Systems analyst at NCR, also in Uruguay.

In 1979, he joined IBM Uruguay as Systems Engineer; this was the beginning of his career at the Company. He first became Marketing Manager, General Territory, and in 1983 he became Latin America General Territory Manager for BM Latin America, in New York, USA. In 1986 he went back to IBM Uruguay and occupied several managerial positions (Public Sector Branch, General Sales, General Manager Assistant). From 1992 to 1997 he worked as IBM Uruguay's President and General Manager.





From 1997 to 1999 Enrique Baliño was once again assigned to work at IBM Latin America, In New York, as the Latin America Customer Service Director, and Latin American Public Sector General Manager. From 1999 to 2001 Enrique Baliño was IBM Argentina and Paraguay's President and General Manager, residing in Buenos Aires. Last May he was transferred to IBM Latin America's Business Development.

Mr. Baliño has given a large number of lectures to business leaders, governmental organizations and other institutions in areas such as Management, Leadership, Total Quality, E-business, Business Social Responsibility, etc. He has been a guest speaker at different international events and forums (Forum for the promotion of Investment - Uruguay XXI, Youth Forum - IDB, etc.), and he is the author of articles such as: "La Nueva Cultura Empresaria" (The New Business Culture), published in several management publications.

Nowadays he is the director of companies such as DESEM, Junior Achievement; ZONAMERICA, JETMAR and AVATECH. He is also a member of the Business Consulting Council for the Presidency of Uruguay and provides Consulting services on Strategy and Management for several companies.

Topics

- ❖ Strategic Architecture
- ❖ **Leadership Management**
- ❖ Motivation
- ❖ **Change Management**
- ❖ Talent Management

