



Rogelio Zambrana

Philosopher · MBA · MAIT · PhD(c)

Technology strategy and governance of artificial intelligence in higher education.

Costa Rica · Mexico

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zambrana.me/en

◆ Profile

Technology strategy executive for the education sector and researcher in the governance of generative AI. Co-founder of Pupitres EdTech, where he carries out technology modernisation projects and researches and develops new products. He is pursuing a PhD in Education at the University of Costa Rica.

◆ Education

2024 – present

PhD in Education

University of Costa Rica · Costa Rica

Doctoral thesis: the AIM-HE model (see Research).

2020 – 2022

Master in Information Technology Management

Tecnológico de Monterrey · Mexico

2014 – 2015

Master of Business Administration (MBA)

INCAE Business School · Costa Rica and Nicaragua

Concentration in Finance and Sustainable Development.

2004 – 2012

Licentiate in Philosophy and Humanities

Catholic University and Central American University · Nicaragua

2007 – 2011

Jesuit formation in the Society of Jesus in Central America

Panama, Honduras, El Salvador and Guatemala

◆ Professional experience

2020 – present

Co-founder · Technology and Innovation

Pupitres EdTech · Mexico, Costa Rica, Guatemala and Nicaragua · pupitres-edtech.com

Consulting, development and integration of technology solutions for higher education institutions: academic and enterprise systems, automation, data analytics and AI. Development of six products and brands; clients in Mexico and Costa Rica, with platforms serving more than 60,000 users.

2022 – 2024

Business Architect · Business architecture and technology partnerships

Valutec · Mexico, Guatemala and Costa Rica

Strategic partnerships with cloud and contact-centre providers, technical proposals for the financial, commercial and services sectors, and implementation of Odoo and Moodle.

2019

Senior Consultant, Education Systems Implementation

Addvantit · Mexico

Implementation of Ellucian PowerCampus at ICEL, UNIVER and Universidad Hipócrates: process adaptation, configuration and change management.

2015 – 2018

Director of Projects and Director of Technology

Central American University (UCA) · Nicaragua

Led the MI-UCA 3.0 project and managed about USD 2 million across nearly 30 projects funded by the European Union, UNDP and SDC.

◆ Research

2024 – present

AIM-HE · Artificial Intelligence Management for Higher Education

Doctoral research, University of Costa Rica · aim-he.com

A management model that guides higher education institutions in identifying, formulating, evaluating, prioritising and governing generative AI use cases. It comes with a web application, available in version 1.0.0.

◆ Teaching and training

2015 – present

Training and knowledge transfer

Higher education institutions in Mexico and Central America

2012 – 2013

Social Studies, Philosophy and English Teacher

Colegio Angloamericano · Nicaragua

2013

Sociology Lecturer

Catholic University of Nicaragua · Nicaragua

2011 – 2012

Philosophy and Religion Teacher

Externado San José · El Salvador

Academic and professional references are available on request.

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