



## CORPORATIVE PROFILE



## ¿WHO ARE WE?

**INTRACORP**, is a broad-based consulting firm that addresses the following fundamental corporate elements: technology, strategy, processes and human resources in terms of its clients, the market and the factors that have an environmental impact.

**INTRACORP**, is able to provide services ranging from the general to the specific as they apply to the corporation.

## VISSION

To be the consulting, research and development firm that provides solutions based on our clients' needs, surpassing expectations.

## MISSION

Teamwork and collaboration to integrate knowledge, tools and experiences based on our clients' needs with efficient and effective responses.

## ¿WHAT WE CAN DO FOR YOU?

- Macroeconomic, Regional and Sectorials Studies
- Business Plan, Feasibility and Market Studies
- Corporate Restructuring
- Strategic Alignment Program (SAP): A New Way to Make Strategic Plans
- Financial Studies

## ¿HOW CONTACT US?

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## CONSULTANTS

### ❑ Rubén Lachman Varela

Partner and President of **INTRACORP**. Ph.D. in Economics, Grenoble Academy, France. Specialist in macroeconomic analysis, market studies and the development of strategic competitive advantages for companies. Specialist in measurement of external impacts and social costs. Advisor to the private sector during negotiations regarding Panama's participation in the World Trade Organization; served as observer for the private sector during negotiations regarding the Panamanian commercial debt; advisor to the Council on Foreign Trade; consultant to international organizations, such as the Interamerican Development Bank, the United Nations, the Japanese International Agency. Advisor to national and international companies. Author of numerous books and papers.

### ❑ Melissa Vallarino Bernat

Partner and Executive Director of **INTRACORP**. Economist; M.A. in International and Development Economics, Yale University, Connecticut. Experience in strategic planning, financial analysis with emphasis on increased productivity. Specialist in organization and methods for the development and execution of market strategies, the launching of new products and productivity systems. Experience in projects for measuring customer satisfaction, market segmentation, emerging technologies and process reengineering. Considerable experience in the application and analysis of surveys. Consultant to such international organizations as the Interamerican Development Bank. Advisor to national and international companies. Representative of the corporate sector in international congresses. Recognized by the Panamanian Association of Professional and Business Women in their program "Women Who Make a Difference".

### ❑ Agueda Alina Murgas

Administrator of **INTRACORP**. Bachelor's in Accounting, *Universidad Autónoma de Chiriquí*. Experience in corporate accounting and project management in the private sector. Coordination and management of suppliers and accounts payable and accounts receivable. Experience in the control of consultant's schedules and providing support in the development and presentation of projects.

### ❑ Shirley Fuentes Lescure

Associate Consultant of **INTRACORP**. Bachelors Degree in Computer Science with Emphasis in Networks and Telecommunications, *Universidad Tecnológica Oteima*. Specialist in analysis, development and presentation projects of consultancy for the private and public sectors and companies and international organisms. In computing and networking area,

installation, maintenance, administration, network security and computer support. Sales experience, organization and administration of events, management and customer service. Arts and graphic designs, web development and programming.

□ **David Jiménez**

Projects Assistant in **INTRACORP**. Bachelor's in Economics, *Universidad de Panamá*. Technical attendance in analysis, development and presentation of projects of consultancy for the private and public sectors and companies and international organisms.

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