

Lina Zuluaga Ocampo
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Career Summary

Lina believes in the transformative power of education and her passion is to connect talent with economic opportunity. She has 18 years of experience bringing innovation to traditional sectors. She has held advisory and managerial positions in the government; news media; international development banking; higher education; and non-profit organizations.

Lina is a recognized leader and a frequent speaker at international conferences on the connection between education and technology and its impact on economic development, including: the [impact of technology](#) in education and the future of jobs, at the Organization of American States Ambassadors session, in Washington, D.C.; the [60th Anniversary celebration of the Fulbright Commission in Colombia](#), where she explained the impact of international cooperation in the higher education sector to reignite economic development; at the [International Summit of Closing the Skills Gap](#) (participants included USA, Nigeria, India, England, and Uzbekistan) in D.C.; at the [International Conference on Interconnected Learning](#), in Malta; and, on the current opportunity of a global labor market and the economic return of digital talent at the [Mision TIC 2022](#) (target audience: 100.000 Colombian students).

Lina has a decade of direct experience managing intercultural teams of academics, journalists, advocates, technologists, researchers, and economists to mainstream and disseminate practical knowledge with an audience of millions of viewers, including educators, civil society, business leaders and policy makers.

In 2018, the US Department of Education recognized the methodology designed by her *TalentoLab* at Georgetown University as one of the top 25 global innovations that will reshape the higher education ecosystem and workforce development.

Since 2020, Lina has advised the knowledge network, [Digital Learning For All](#), created by the European Commission to transform European research and innovation initiatives in the area of digital enhanced learning to ensure knowledge and value is injected into the broader New Generation of Internet initiative.

Currently, Lina is leading the Latin American Course Series to *Rebuild Human Capital Post-Covid* at Georgetown University.

Georgetown University, Center for New Designs for Learning and Scholarship
Post Graduate Fellow for Applied Research -Washington, D.C.,USA, 2020-present

Designed a framework (the *TalentoLab* methodology) to support universities seeking to improve quality education, promote international mobility and employability for students (using transferable and stackable credentials) through skills-credit courses. [She authored a paper on the use of technology to optimize the relation between education and employment.](#) Her mentor and co-author is Phillip Long (former ed tech architect at MIT and vice provost of innovation at Texas University). She is currently designing an agreement for international collaboration between universities, cities and the creative cultural industry to close students' communications and digital skills gap to mitigate fake news and to reignite job creation in the news media industry.

INGENIA

Washington D.C., USA, Bogotá, Colombia. 2018-present

Lina created her own consultancy on knowledge transfer and applied research, INGENIA. She advises C-Suite, boards and leadership teams on the use of data and technology to improve results. Among her clients, **Digital Government Cluster**, (July - December, 2021), designed “Funcionario 4.0”, a capacity building program for local government cabinets to support their first steps on digital transformation by adopting data culture and data analytic tools. Articulated funding and expertise from the Data Cluster and Digital Government division at the IDB, the Colombian Ministry of TIC, University Sergio Arboleda and experts on data mining, culture and change management; **the Panama government** (July 20, 2021); **Laspau/ Harvard in Brazil** (April- May 2021), advising on Digital skills to Rebuild Human Capital Post Covid to 53 universities in Brazil. **Center for Connected Learning in the European Union** (April 2020-Today), advising the European Commission initiative on Digital Learning for All, focused on the use of industry certifications and blockchain to reactivate the economy Post Covid. **IDB, Inter-American Development Bank**, in Washington, D.C., USA (April- December 2019) advising on the use of the Meeting Wise method. She also worked with a data analytical tool based on machine learning to merge national household surveys with labor market data to update the education portfolio of “welfare houses”, which are publicly supported organizations that specialize in outplacement, education, health and housing services. **Universidad Área Andina** en Bogotá, Colombia, (2018-2019), provided strategic advice to the president of the board, Diego Molano, former Minister of Technology, Information and Communications, on the future of emerging technologies and its impact on the strategic plan and portfolio of services of the university.

IDB, Inter-American Development Bank, Education Division

Advisor/consultant the Chief of the Education Division - Washington, D.C., USA. 2016-2018

Analyzed and integrated different types of data (loan portfolio, knowledge production and legal framework) of the education division to deliver an actionable multi-country communications strategy.

Researched and produced four case studies (Brazil, Mexico, Chile, and Colombia) on social entrepreneurs impacting the education agenda in Latin America. Adapted the cases for online learning and instructional purposes in the form of a Small and Private Online Course (SPOC) on the edX platform (Harvard and MIT platform for online courses, MOOC and SPOC). As an example of impact: Claudio X. Gonzalez, a prominent business leader and philanthropist, led a campaign to recover \$80 million dollars from corrupt practices regarding teachers' salaries, which led to a cultural and digital transformation of the teacher wage payment process in Mexico.

Engaged key education stakeholders from 16 countries during 8 weeks in the online course. The participants included presidents of universities, philanthropists, policy makers, and journalists from Latin America. They agreed on a call to action for a regional partnership on smart investment in teacher training throughout the Americas, stated in the document: [300 Voices for Education](#).

Developed the dialogue methodology for the 2017 Re-thinking TVET (Technical Vocational Education and Training) workshop, a conversation with labor and education governmental authorities in the Americas to improve workforce development and innovative approaches to prepare youth for the future of jobs.

Co-organized the Americas Policy Dialogue: "Bridging the Public and Private Sector in Education". This brought together CEOs, Ministers of Education, non-governmental organizations to foster collaboration and promote quality education in Latin America and the Caribbean. Participants included: Carlos Rodriguez Pastor (Owner-Interbank), Roberto Zamora y María Josefina Terán (Owner-LAFISE Bancentro), Moises Naim (former World Bank's CEO and Carnegie Endowment for International Peace Fellow).

Semana Educación, Semana News Media Publishing Group

Founder and Managing Director - Bogotá, Colombia. 2013 - 2015

Collaborated effectively across internal divisions at the company to launch the education news section at Semana.com (11 million online readers), to establish education as a national priority. Developed a sustainable business model including e-commerce and digital advertising strategy. Managed the sales team, which doubled sales every year.

Engaged key external clients who bought annual subscriptions to *Semana Educación*, a monthly digital magazine with data and interactive content on educational issues in the region and its connections across different fields, such as science, technology, skills, labor market and public policy.

Foros Semana, Semana News Media Publishing Group

Managing Director - Bogotá, Colombia. 2006 - 2013

Created and led a new business division based on creating communities of knowledge. Curated conversations, articles, conferences and annual meetings with experts, policy

and decision-makers in technology, smart cities, education, energy, financial services, digital economy, and entrepreneurship.

Managed the sales team. Sold over 300 multi-stakeholder forums. Engaged policy decision makers to address political transition challenges that impact the business community. Facilitated conversations among ministries, CEOs, universities, and public opinion leaders and disseminated their recommendations to decision-makers in a timely manner. Authored and edited weekly articles for the magazine to cover forum conclusions related to the national agenda.

Presidential Ministry-Treasury Ministry-USAID (Colombia Productiva)

Consultant - Bogotá, Colombia. 2006

Worked in the design and implementation of the transformative Opportunity Banking Public Policy. This policy benefits millions of Colombians that today are allowed to use non-bank networks for monetary transactions. Worked with multiple stakeholders including CEOs of national banks to partner with a technology company to expand access and inclusion to financially vulnerable citizens, and to promote entrepreneurship.

Republic of Colombia, Presidential Ministry, Casa de Nariño

Advisor, Bogotá, Colombia. 2005 – 2006

Facilitated and strategized inter-agency collaboration within the national government. Utilized CRM and accountability meetings to accomplish government plan outputs on Education, Environment, Communications, Technology, Social Services, Science and the *Program for Returning Demobilized Paramilitary Combatants to Civil Life*.

Honorable mention: Appointed as the delegate for the Republic of Colombia (President) at the National Commission for Policy and Information Management at the Public Service.

University Leaders and Entrepreneurs Foundation,

Board member and President, Bogotá, Colombia. 2002- present Director 2002-2004

Participated on a civic movement of students to improve learning outcomes in higher education focused on developing mentoring networks and co-curricular activities.

PUBLICATIONS AND DISSEMINATION

As a recognized leader in education, Lina's op-eds are published in mass media outlets (for example ["The School is the Best Home"](#) and others can be found in [Semana.com](#)). As general editor of the monthly digital magazine *Semana Education*, Lina edited a monthly collection of analytical work and applied research from experts in education infrastructure, public policy, early childhood, skills, ed-tech, career readiness, student loans, learning and teaching.

Her conferences on the future of work and education to the ambassadors of the Organization of American States (OAS) and on Learning Analytics to boards of higher education institutions can be found [here](#).

The standard methodology created by her and Phil Long, the former Academic Technology Strategist at MIT, provides a common language (framework) to assess and certify skills to support talent mobility between education and employment in the news media industry. The model increases student engagement and career readiness, which in turn allows employers and entrepreneurs to access student talent trained in their specific industry needs. Their forthcoming paper is at the cutting edge of linking an industry (in this case, mass media) to work based learning to increase the digital and communications skills of students. This methodology was recognized by the U.S. Department of Education as one of the 25 innovations reshaping the higher education and employment training ecosystem. Currently, this methodology is being used to redesign a learning management system in Medellin. The goal is to use this now standard methodology across other cities in Colombia and elsewhere in Latin America. The paper details some components of the methodology: Zuluaga, L. and Long, P.D. (2021), "It Is Time for Journalists to Save Journalism", Grech, A. (Ed.) *Media, Technology and Education in a Post-Truth Society (Digital Activism and Society: Politics, Economy And Culture In Network Communication)*, Emerald Publishing Limited, Bingley, pp. 203-221. <https://doi.org/10.1108/978-1-80043-906-120211015>

In the field of learning analytics, Lina published a paper co-authored with a Professor of Government and Public Policy and others at McCourt School of Public Policy at Georgetown University. It demonstrates the importance of experiential learning, using a data based strategy to assess different types of engagement activities and their relationship to student outcomes. The paper shows a path to improve teaching and learning, which is central to the mission of Center for New Designs in Learning and Scholarship, her current academic home. The paper: *Engaging Students in American Politics: Effort and Accomplishment* will appear in the Journal of Political Science Education, USA later this year.

At the IDB, Lina collaborated on the research for the book *Profesión: Profesor en América Latina ¿Por qué se perdió el prestigio docente y cómo recuperarlo?*. See page 19 in the pdf and 17 of the book, [Acknowledgments](#). She co-authored with the Chief of the Education Division, [Teachers without borders](#).

During her tenure as presidential advisor she attended the bi-weekly meetings of CONPES (Consejo Nacional de Política Económica y Social República de Colombia) organized by the Departamento Nacional de Planeación and hosted at the Presidential palace. She produced briefs, governmental working papers among other presidential documents related to those meetings. For example, see contributed to [“La Banca De Las Oportunidades Una Política Para Promover El Acceso Al Crédito Y A Los Demás Servicios Financieros Buscando Equidad Social”](#).

Lina is the Spanish editor of the main book of the [Data Wise Methodology 2021 \(Harvard Graduate School of Education\)](#) and currently she is co-leading the implementation of this methodology in Latin America, starting with Brazil, Chile and Colombia.

EDUCATION

Professional Education

Georgetown University, Washington, DC, USA.
Master Learning Design & Technology, 2017-2019

Universidad Externado de Colombia, Bogotá, Colombia.
Finances and Foreign Affairs (BS) 1998-2002

Executive Education

Harvard University, Business and Education School
Data Wise Coach Certificate, Cambridge, Massachusetts, USA, 2020-2021
University of Miami
New Business Strategy for the Americas, Miami, Florida, USA, 2015

Spanish (native), English (fluent), French and Portuguese (Basic)