FOR IMMEDIATE RELEASE

FLORIDA INTERNATIONAL UNIVERSITY’S COLLEGE OF BUSINESS ADMINISTRATION APPOINTS MIGUEL REY DIRECTOR OF LATIN AMERICAN PARTNERSHIP PROGRAMS

MIAMI – (July 3, 2001) – Florida International University’s (FIU) College of Business Administration (CBA) has named Miguel Rey director of Latin American Partnership Programs.

In his new post, Rey will work with select Latin American business schools to develop joint projects in teaching, research, and executive education; develop and coordinate faculty exchange and case writing projects, and co-develop executive education programs with select Latin American business schools geared toward the multinational South Florida community.

“Miguel Rey’s proficiency in strategic international marketing and management and his extensive knowledge of Latin America will help the College forge new relationships with some of the top business schools in the region,” said Joyce Elam, dean of the CBA. “I look forward to working with him to strengthen in yet another way our College’s focus on and expertise in international business— particularly in The Americas.”

A native Colombian, Rey brings a strong academic background to the position. His degrees include a BA in Computer Science Engineering from the Universidad de los Andes in Bogotá, Colombia and an MBA from the Harvard Business School.

From 1990-2000, Rey taught strategic management, industry analysis, and competitive positioning at the Universidad de la Sabana in Bogotá, where he was awarded the distinction of being the first part-time professor to be named the Teacher of the Year in 1998.

Rey’s professional experience is equally impressive. Until last year, Rey was the president of Econta, S.A., a business-to-business master distributor of office products in Bogotá, Colombia—a position he assumed in 1988 after serving as the firm’s director sales and marketing for four years.
During his tenure at Econata S.A., Rey transformed the $2 million family business into a $21 million industry leader, capturing the nation’s second largest market share and earning him the Hewlett-Packard Recognition Award for best business practices in Latin America.

Rey also holds directorships with the Atrion Corporation in Somerville, NJ, which is among the top 10 percent of Compaq’s enterprise resellers in the U.S. and with Kambas S.A. in Bogotá, Colombia, the nation’s exclusive representative for Nitsuko, Samsung, Rolm and Interdigital.

Florida International University’s College of Business Administration (CBA), South Florida’s business education leader with unique expertise in international business and information technology (IT), is the second largest of FIU’s 16 schools and colleges, enrolling approximately 3,800 undergraduate and more than 900 graduate students each year. One of only 405 business schools in the world accredited by the AACSB--International, the College offers the 8th largest part-time MBA program among this group and its IT faculty has been ranked among the top 20 (11th) in the U.S. in terms of research productivity. It is one of only 28 business schools to have received a Department of Education grant to establish and support a Center for International Business Education and Research.

For more information about the CBA, call (305) 348-6631 or visit the College’s website at www.fiu.edu/~cba.

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