

Ingrid Paola Marín Cabezas

## **Ingrid Paola Marín Cabezas**

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### **WORK EXPERIENCE**

**Staff Scientist** in the research group Social Sustainable Transformation I Institute for Advanced Studies (IHS) | 01-08-2025 - Ongoing

**Student Research Assistant** in the research group Science, Technology and Social Transformation I Institute for Advanced Studies (IHS) | 26.02.2024 – 31.07.2025

- Develop a conceptual framework for the Interreg Project AI Catalyst for SMEs.
- Promote awareness of AI ethical considerations in cross-border events.
- Conduct literature review.
- Support preparation of questionnaires and documents regarding to the project.

**Professional of the Body of Administration and Decision** | Ministry of Science, Technology and Innovation | 10.03.2021 – 30.09.2021 | Colombia

- Support planning, communication, dialogue, and convocation for the sessions of the collegiate body.
- Prepare and share minutes, agreements, and reports for the sessions.
- Support the dissemination, management, and compliance of projects.
- Respond citizen requests about projects.

**Change Management Analyst for a Technological Transformation Project** | University Escuela Colombiana de Ingeniería Julio Garavito | 18.02.2018 – 30.11.2020 | Colombia

- Perform impact analysis of processes, tools, and people to define change management strategies and budget.
- Training managers, professors, and students on how to use new systems.
- Serve as a liaison between project management and the institutional board.
- Coordinate and develop a communication plan for the project.
- Elaborate reports and measurements of communication strategy, change management, and training.
- Write news about the project for internal communication broadcasting.

**Support of a Senior Consultant | United Nation Development Programme |**  
31.03.2019 – 29.11.2019 | Colombia

- Produce reports of the UNDP's consultancy for the implementation of the *Sustainable Development Goals* (SDGs) in the private sector in Honduras.
- Produce questionnaires to collect data of contributions from the private sector on the Global Goals based on *GRI Sustainability Reporting Standards (GRI Standards) and SDG Compass*.

**Public Relations and Journalism Volunteer | Econocom Foods |** 09.09.2017 – 05.12.2017 | South Africa

- Analyse communication and reputation factors of the company.
- Establish competitive benchmarking of bio-available nutrition sector in South Africa.
- Write a funding proposal with real prospects for investors.

**Strategic Communications Professional | Telefónica Movistar Colombia and Telefónica Foundation |** 23.08.2014 – 22.03.2017 | Colombia

- Manage a staff of 4 project managers from social media, PR and video agencies.
- Coordinate and execute communication and positioning plan.
- Generate synergies between public affairs and communication departments of the allied NGOs and the government sector.
- Produce written material for digital and visual content.
- Coordinate updating of the website and internal channels.
- Responsible for the communication of VIP events

**Communications Professional | University Escuela Colombiana de Ingeniería Julio Garavito |** 30.08.2010 – 20.08.2014 | Colombia

- Internal and external dissemination of scientific research.
- Coordinate and implement an internal communication plan, social media strategy, and supporting marketing plan.
- Administer communication channels (Bulletin, Newsletter, digital portfolio, and social media).
- Write, edit, and proofread content for internal and external communicational pieces, and merchandising.
- Support external communication with press release content.
- Responsible for training and evaluation of internships.

**EVENTS**

- Global Sales Science Institute Conference 2025 (GSSI) | Indian Institute of Management | Shillong, India | Presentation: Framework for SMEs to Adopt AI from Managerial, Technological and Ethical Perspective.

- Cross – Cultural Business Conference 2025 (CCBC) | University of Applied Sciences Upper Austria | Panelist in the discussion: Real- World Challenges in the Classroom in the Context of AI.
- OÖ Exporttag 2024 | Linz, Austria | Presentation: Ethical Use of AI Applications.
- Forum “Using AI Sustainably” - Österreichische Gesellschaft für Umwelt und Technik (ÖGUT) 2024 | Vienna, Austria | Presentation: AI Applications Useful for SMEs – Neuroflash and ChatGPT - Ethical and Legal Responsibility.
- REvaluation 2022 | Austrian Platform for Research and Technology Policy Evaluation (fteval) | Vienna, Austria | Panelist in Research Evaluation: Perspectives of the Next Generation.

## **EDUCATION AND TRAINING**

**Master of Science, Technology and Society (MA)** | University of Vienna.  
04.10.2021 – 30.06.2025

### Thesis topic

- Empirically understanding high-risk AI: case study

**Specialisation in Social Management** | University Escuela Superior de Administración Pública ESAP | 01.02.2013 – 24.04.2014

### Main subjects / occupational skills covered

- Knowledge of public administration and its economic and social context.
- Formulation and financing of projects in social development.
- Social management (strategic thinking, global and institutional networks, sectoral and territorial vision, sustainability, and leadership).

**BA in Social Communication** | Fundación Universitaria UNINPAHU |  
01.02.2005 – 09.12.2010

### Main subjects / occupational skills covered

- Drafting skills
- Investigation techniques
- Public relations
- Political institutions
- Communication for negotiation and crisis
- Mass media and social media

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## **LANGUAGE SKILLS**

Spanish (Native)

English (Fluent)

German (Basic)