

FEBRUARY 2025

# GRADUATION BOOK

**4th & 5th GRADUATING CLASSES**



Evidentia University  
of Behavioral & Forensic Sciences



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# A message from Evidentia University President



To the Graduating Class of Evidentia University of Behavioral and Forensic Sciences,

In the annals of academia, there come defining moments that shape the course of history. Today, we immortalize one such moment—the graduation of our inaugural class, a group of extraordinary individuals who have embraced the vision of Evidentia University and illuminated our path with brilliance and fortitude.

As the President of this esteemed institution, I stand in awe of the resilience, dedication, and unwavering spirit demonstrated by each and every one of you. You are the pioneers, the torch bearers, and the change-makers who have set the tone for generations to come. From the first step you took within our classrooms, you embarked on a journey of intellect, curiosity, and compassion.

This dedication is a tribute to your countless hours of hard work, to the sacrifices you made, and to the dreams you dared to pursue. It is a celebration of your achievements, both big and small, that have culminated in this extraordinary milestone. Your intellectual curiosity, your drive for knowledge, and your commitment to the ethical practice of behavioral and forensic sciences are a testament to the high standards we hold dear at Evidentia University.

As you turn the pages of this book and revisit the memories captured within, may you find inspiration in the trials you overcame, the lessons you learned, and the triumphs you celebrated. May these pages serve as a reminder of the boundless potential that resides within you, urging you to keep pushing the boundaries of what is known, to seek justice and truth, and to put humanity at the forefront of all your endeavors.

On behalf of the faculty, staff, and administration of Evidentia University, I extend our heartfelt congratulations to you, the trailblazers of our academic community. Your indelible mark on our university will forever be cherished, and your legacy will guide future generations toward a brighter, more compassionate world.

With deepest admiration and pride,

A handwritten signature in blue ink, which appears to read 'Rafael Lopez'.

Dr. Rafael Lopez  
President & Provost  
Evidentia University of Behavioral & Forensic Sciences

## Mission

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Evidentia University of Behavioral and Forensic Sciences offers online graduate-level degree programs and non-degree courses in the areas of behavioral and forensic sciences. The university provides a scientific evidence-based and student-centered learning environment, that bridges academia with professional development, through highly credentialed faculty.

## Vision

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Evidentia University of Behavioral and Forensic Sciences will lead the global change in society by transforming people's understanding of human behavior through research and innovation in education.

# A message from our CEO



Dear Graduates,

Congratulations on reaching this significant milestone in your educational journey! As the CEO of Evidentia University of Behavioral and Forensic Sciences, I am immensely proud of each and every one of you who is graduating today. Your hard work, dedication, and perseverance have brought you to this moment, and I have no doubt that you are well-equipped to face the challenges and opportunities that lie ahead.

At our university, we envisioned a place where students from all walks of life could access high-quality education, regardless of their geographical location or personal circumstances, putting always the human being at the center. Seeing the second and third cohorts of graduates is a testament to the power of online learning and the immense potential it holds. You have not only gained knowledge in your chosen fields but also developed essential skills such as critical thinking, adaptability, and collaboration, which are invaluable in today's rapidly changing world.

As you embark on the next chapter of your lives, I encourage you to continue your pursuit of knowledge and excellence. Stay curious, be open to new experiences, and never stop learning. Your success is a reflection of your determination and the support of our world-class faculty, your enthusiastic peers, and the entire university community. Remember, this is not just a commencement; it is a new beginning. Embrace it with confidence and enthusiasm, and I have no doubt that each of you will make remarkable impact on society in the years to come.

Warm regards,

Ignacio Tolosa  
CEO

Evidentia University of Behavioral & Forensic Sciences

# University core values

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- We respect each individual's uniqueness.
- We are passionate about human growth and learning.
- We foster academic and professional research.
- We contribute to social change and meaning in our community.

## Institutional objectives

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- Offer programs and courses through teaching modalities that can be accessed anytime, everywhere.
- Train a specialized workforce in the fields of behavioral and forensic sciences.
- Hire, develop and retain student-centered human capital with the required academic preparation and professional experience to support the attainment of each program goal.
- Offer out-of-the box learning experiences that combine applied knowledge and improve critical thinking skills.
- Provide funding opportunities through scholarships, grants, and partnerships.
- Aim to achieve excellence in academic and applied research through publications, workshops, and cyber dialog.
- Promote life-long learning through alumni networks and continuing education courses.
- Build a university family by supporting student learning through academic and personalized services.

# A message from our Vice-provost



Students are the soul of our university. Evidentia University's philosophy is based on a purpose shared by our entire team. Without you we do not exist. We want that, with each student who receives a degree from us, your voice is heard in organizations, forums and spaces of the academic, business, political and social world, so that you know that we are contributing to a world where human behavior is nothing theoretical but a reality expressed in each of the actions that you and we, fused in a single belief, make reality with our actions and behaviors.

We do not want to give titles. We wish and strive so that each signature we stamp on a certificate makes the diploma worthy of being placed on a wall. So that the history of the world remembers where that student comes from who one day dared to enter our university, to be persuaded by our convictions and to continue fighting for that world where knowledge must be part of the rights of every citizen.

If indeed among the most powerful human pleasures is that of overcoming obstacles, we are participants in it. Now it is up to each one of you to assume the commitment. But if at any time there is doubt or lack of strength, remember that we are not content to participate in a graduation. We remain attentive to your destinies and ready to accompany you on the road ahead. Let us say, always, welcome to Evidentia University.

Dr. Yesid Barrera

Vice-provost

Evidentia University of Behavioral & Forensic Sciences

# Schools & Programs

## School of Crime Science

**Director: Prof. Jorge Jimenez**

- Master of Science in Criminal Profiling
- Master of Science in Anti-fraud Behavioral Analysis
- Master of Science in Behavioral Cybersecurity & Cybercrime

## School of Business & Behavior

**Director: Prof. Mercedes Dieguez**

- Master of Science in Behavioral Economics
- Master of Science in Psychology of Negotiation

## School of Behavioral Sciences

**Director: Prof. Jorge Jimenez**

- Master of Science in Nonverbal & Deceptive Behavior

## School of Sustainability

**Director: Prof. Mercedes Dieguez**

- Master of Science in Sustainability

# School of Crime Science

# School of Crime Science Director

## Prof. Jorge Jimenez



Can there be anything more praiseworthy for Science than fighting crime? Crime is a great disturber of society and of the development of the Human Being. It creates victims, pain, suffering, death, fear and shows us, with its existence, the worst of the human being.

If Science wants to improve people's lives, if it really serves to help and understand us better, our School of Crime Sciences is, without a doubt, something inevitable within the values and mission of Evidentia University. To train professionals who understand Criminal Behavior, to generate tools and knowledge to fight crime is a task to which we can dedicate ourselves with passion and pride.

As academics we are prepared, our School of Crime Sciences has the best possible weapons for that fight, the best and most competent professionals, and also the best and most committed students for this noble cause. Following the words of the writer Edmund Burke, for evil to triumph, it is only necessary that good men do nothing. From Evidentia University and our School of Crime Sciences, we are more than willing to ensure that the final triumph is that of those good people.

# Schools of Crimen Science Graduates

(in alphabetical order by program)

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## Master of Science in Criminal Profiling

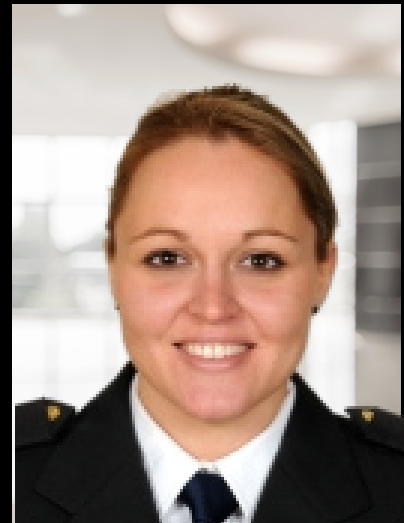


Amar Kacen, Nabila

Guardia Civil y psicóloga. Apasionada por la investigación criminal, uniendo metodología policial y análisis psicológico en busca de la justicia.

García del Cerro, Leticia

Soy Inspectora de la Policía Nacional, con experiencia en el análisis de la conducta criminal. Trabajo en la identificación de patrones de comportamiento para ayudar en la resolución de delitos. Mi enfoque está en contribuir a la seguridad y bienestar de la comunidad.





**García Téllez, África**

Llevo 28 años enamorada de la vida. Siempre con ganas de aprender y de superarme. Amo viajar, hacer deporte y la gastronomía. Mi trabajo es mi pasión y me siento muy afortunada de pertenecer a la Policía Nacional de España. Pero sobre todo, soy madre de un niño (Lucas) y dentro de muy poquito de una niña (Elsa). Gracias a ellos y a mi marido he sacado las fuerzas para llegar hasta aquí. Siempre hacia delante.

**Pérez Bocanegra, Vanesa**

Psicóloga y analista de la Sección de Análisis de la Conducta de la Policía Nacional en España. Apasionada del análisis del comportamiento y de la mente humana. Comprometida y fiel con aquello que me enriquece.



**Saavedra Mejía, Paula Ximena**

Psicóloga con especialización en Gerencia del Talento Humano y Psicología Jurídica. Actualmente, estoy culminando mi Máster en Perfilación Criminal. Con más de 9 años de experiencia como investigadora del CTI de la Fiscalía General de la Nación de Colombia, he desarrollado habilidades en análisis de comportamiento, perfilación criminal y gestión de información. Mi pasión por la justicia y la psicología me ha llevado a especializarme en la investigación y análisis de casos criminales. Estoy comprometida con la aplicación de la psicología en la investigación criminal para contribuir a la justicia y la seguridad en Colombia.

# School of Business & Behavior

# School of Business & Behavior Director Prof. Mercedes Dieguez



A lot of effort invested, and very well achieved. Congratulations because you are and always will be among the first behavioral economists of Evidentia.

But remember, the real adventure has just begun: you already have the key to see the world from another perspective and you are ready... so, go ahead!

Connect what you have learned with your projects and your life, take advantage of it, spread it, squeeze it, and experiment... it's your moment.

I wish you much success!

# Schools of Business & Behavior graduates

(in alphabetical order by program)

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## Master of Science in Behavioral Economics



Arcelus de Diego, Josune

Experta en gobierno digital, simplificación de procesos, implementación de proyectos y evaluación de programas, en busca de nuevas experiencias

Arias Calderón, Yesenia

Aventurera, apasionada por el conocimiento, con una gran motivación por conquistar nuevos retos y superar límites.





**Azad, Shagun**

**A content Marketer, Author and a Behavioral Economist!**

**Cabrita Félix, Carolina Cristina**

I am a Brazilian economist, with a Ph.D. in Economics from Emory University and an M.Sc. in Behavioral Economics from Evidentia University. I am passionate about economics science and its use for social impact and development. Most of my professional experience has been in international and multilateral organizations, especially in the areas of pensions, labor and health economics. I hope to be able to apply behavioral economics to keep improving lives, especially in the Latin America and Caribbean region!



**Castaño Gómez, Diana Marcela**

Soy una líder poderosa, amorosa y feliz, enfocada en ser una mejor versión de mí cada día para impactar positivamente a los que me rodean. Disfruto leer, viajar y compartir con mi familia y amigos. Me siento orgullosa de mis logros profesionales y de todo lo que he alcanzado a lo largo de mi vida.



Crespo Rodríguez, María Amparo

Mi curiosidad, carácter analítico y empatía me guiaron hacia la investigación de mercados. Gracias a las ciencias del comportamiento he dado un paso más no solo en la comprensión de la naturaleza humana sino también en la transformación positiva de conductas.

Gaitán, Sofía

Diseñadora de experiencia apasionada por la psicología y el comportamiento. Soy una persona curiosa, apasionada y muy entregada a mi profesión y al nuevo conocimiento



Gallego Chica, Daniela

Daniela Gallego Chica, un ser humano en construcción constante. Economista de profesión y trabajando hace 10 años para el sector bancario y financiero. Daniela disfruta pasar tiempo con su familia y hacer deporte.

### Gómez Ruíz, Juan David

Soy Juan David, Apasionado por entender el comportamiento humano, la estrategia y las finanzas. Cuento con 10 años de experiencia en el sector financiero y busco aplicar este conocimiento para transformar decisiones económicas y sociales.



### Guzmán Navarro, Laura

Economista por la UPB y LSE enfocada en temas de desarrollo con una gran pasión por el medio ambiente.

### Isaza Jiménez, Anyela Bibiana

Soy Anyela Isaza, profesional en Administración de Empresas con experiencia en experimentación y un creciente interés en las ciencias conductuales aplicadas al sector financiero. Me gustan los temas que me permiten contribuir al bienestar de las personas. Soy soñadora y siempre busco nuevas oportunidades para crecer. Actualmente, trabajo en BBVA Colombia.



### Jiménez Upegui, Mariana

¡Hola! soy Mari Jiménez diseñadora de servicios. Mi pasión reside en comprender el comportamiento humano y de esta forma diseñar productos y servicios que mejoren significativamente la calidad de vida de las personas y generen valor a las organizaciones. Me motiva la innovación social y los proyectos con propósito, estoy completamente convencida de que la empatía es una herramienta fundamental para crear experiencias significativas y transformadoras. Me gusta crear vínculos con las personas y aprender de otros.



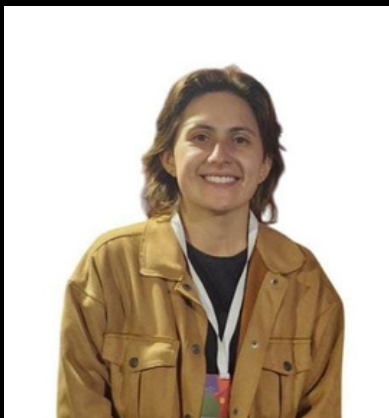
### León Moncada, Santiago

Colombiano. Economista y Magíster en Economía. Mis intereses profesionales incluyen la investigación, microeconomía aplicada, coyuntura macroeconómica y el análisis de políticas públicas

### Lugo Pérez, Laura Isabel

Formación como Arquitecta Diseñadora, Especialista en Diseño Estratégico en Innovación. Actual Diseñadora de Servicios Senior para Bancolombia.





Mañozca Betancourth, María Camila

Diseñadora de servicios y comportamental, Mi enfoque se centra en la creación de experiencias que no solo sean funcionales, sino que también respondan a las motivaciones y comportamientos humanos, integrando el diseño con los principios de las ciencias del comportamiento.

Maturana, Fernando

Fernando es Ingeniero Comercial y MBA, con más de 15 años de experiencia en distintos roles y sectores de la industria, ejerciendo hace 5 años como Gerente General de Gtd en Colombia, empresa del sector TIC en la que ha liderado su crecimiento y transformación. Su pasión por la innovación y las personas lo llevó a cursar el Master en Economía del Comportamiento, reflejando su compromiso con entender y aplicar el comportamiento humano para tomar mejores decisiones personales y empresariales.



Noreña Bustamante, Heliana

Soy Heliana Noreña, una economista con especialización en Inteligencia de Negocios y y acabo de culminar mi maestría es Behavioral Economics. Con más de 10 años de experiencia en Bancolombia, actualmente me desempeño como Product Owner del equipo de transformación de productos de la cartera comercial. Mi pasión radica en gestionar y evolucionar la visión futura de la estrategia organizativa, impulsando la transformación, la innovación y el uso de datos para la toma de decisiones. Fuera del trabajo, disfruto del arte, la lectura y el deporte, enriqueciendo así cada aspecto de mi vida.

### Orozco Zuluaga, Natalia Andrea

Soy una persona apasionada por el diseño de experiencia y el entendimiento del comportamiento humano. Mi vida profesional ha estado encaminada en el mercadeo, la comunicación y a partir de esto de la creación de estrategias para llegar mejor a nuestros consumidores.



### Ramírez Sierra, Isabel Cristina

Creative manager con experiencia en el desarrollo y lanzamiento de nuevos negocios en entornos corporativos, especialmente en la industria financiera. Apasionada por resolver problemas, conectar ideas y diseñar soluciones centradas en las personas.

### Riaño González, Mariana

Soy Mariana, Ingeniera Industrial con máster en Business Intelligence y Behavioral Economics. Apasionada por la creatividad y la innovación, con experiencia en el sector financiero impulsando la venta de productos a través de terceros.



### Sardan Matijasevic, Solange

Consultora en Mercados Laborales en UpSkills LATAM y economista especializada en políticas públicas y sociales. Tiene más de cinco años de experiencia en investigación y proyectos de desarrollo en América Latina, con estudios de maestría en LSE y Evidentia University. Su trabajo se centra en protección social y mercado laboral en contextos de alta informalidad.



### Taboada Manzano, Alexandra

Soy una persona alegre, apasionada, orientada al resultado y siempre tengo la mejor disposición para colaborar y formar equipos. Soy Ingeniera Industrial y Magíster en Administración Financiera con experiencia en Estrategia, Propuesta de Valor, Negocio Bancario Corporativo, Sostenibilidad y Formas de Trabajo Ágiles.

### Valencia Henao López, Ana María

Ingeniera de Procesos, especialista en gestión de Proyectos, Líder de Diseño de procesos para La estrategia del segmento empresarial en Bancolombia. Mamá de Amalia y esposa de Sebastián. Apasionada por la familia, las actividades manuales y la naturaleza.



Zapata Castro, Natalia Andrea

Soy una persona que me gusta buscar hacer las cosas de manera diferente, cuanto tengo un reto lo afronto con pasión.



Zapata Guirales, Mónica Andrea

Curiosa, entidiasmada con el conocimiento , enamorada de la vida.

# School of Behavioral Sciences

# School of Behavioral Sciences Director

## Prof. Jorge Jimenez



Behavioral Science is an exciting journey toward understanding the human condition. It helps us to know another, but it also helps us to know ourselves, which has enormous potential to change the world.

Our School of Behavioral Sciences teaches us to be more compassionate, understand human diversity and complexity, resolve conflicts, and improve communication. We pursue Evidentia University's mission in the pursuit of a more just and equitable society through knowledge of human behavior.

But as our students know, this knowledge is not always easy. It requires patience, dedication, and a great effort to explore human behavior. However, each step in this knowledge brings us a little closer to a deeper and more valuable understanding of ourselves and others.

We will continue on this exciting journey together, using the knowledge we gain to create a more compassionate and supportive world.

Behavioral Sciences are guiding us toward a brighter future, toward a better tomorrow.

# Schools of Behavioral Sciences graduates

(in alphabetical order by program)

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## Master of Science in Nonverbal & Deceptive Behavior



**Díaz Grande-Caballero, Pablo Eugenio**

Soy Ingeniero de Caminos por la Politécnica de Madrid, Executive MBA y Project Management Professional (PMP). Trabajo en Madrid en el sector de la ingeniería y Construcción, y he vivido durante doce años fuera de Madrid por el territorio Nacional y en Copenhague (Dinamarca)

**García García, Rebecca**

Emprendedora y aventurera.





**Klaasen, Lizel**

I have been an Intelligence Analyst for 20 years, but the time to obtain an official qualification only came later in my life and career. I am blessed to have walked this journey with my supportive husband and two daughters who believed in me since day 1. Now a new journey starts where I can apply the knowledge obtained from the Masters in Behavioral Science and integrate it with my previous experience to a hopefully exciting and adventurous journey in the world of Intelligence.

**Greeves, Daniel**

Danny is a professional coach, hypnotherapist, author and speaker focused on helping people overcome psychological barriers



**Menacho García, Raquel**

Tengo 47 años y la investigación del ser humano en cualquier ámbito ha sido siempre mi pasión. Me licencia en Historia con orientación a la Contemporánea, Experta en Criminalidad y Seguridad pública de la empresa, Detective Privado y peritación caligráfica y psicografológica. El Máster en CNV y Detección de mentiras me afianza en mi afán de servicio a los demás cuando están en apuros y esto es algo importante para mí y quiero que mis hijas y mi marido, los cuales me apoyan, sepan que es importante ser útil y que después de ellos siempre que consigo ayudar a alguien, mi satisfacción es plena y es también gracias a su esfuerzo y comprensión.

**Our staff and professors  
will always carry you in  
their hearts.**

# Staff

(in alphabetical order)

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**Alcazar Abrio, Belen**  
**Finance Department Director**

Director of Evidentia University of Behavioral & Forensic Science finance department. Although I am in charge of finance, I love teaching. I have a bachelor's degree in business administration and a bachelor's degree in psychology. I have been working in the world of education for the last 25 years in high school and university settings.



**Barrera Santos, Russed Yesid**  
**Vice-provost**

Bachelor's degree in Business Administrator, Universidad Externado de Colombia, Postgraduate Degree in Conciliation and Conflict Resolution, Universidad del Valle, Colombia, Master's Degree in Non Verbal Behavior and Lie Detection, Universidad Miguel Hernández de Elche, Spain and a Doctorate in Political Science and Sociology, Universidad Pontificia de Salamanca, Spain. He has also studied Negotiation at Harvard University, USA. Professor at universities in Colombia, Ecuador, El Salvador, Costa Rica, Guatemala and visiting professor at the Universidad Complutense de Madrid, Spain. Worked for 17 years for international organizations such as the United Nations, Inter-American Development Bank, ILO, IFAD. He was national coordinator of the program of alternative methods of conflict resolution in Colombia. He is an international business coach, press columnist, writer of several books, among which are: Negotiation and Conflict Transformation, Possible not Impossible, Negotiation for Values, The Door and Between Reason and Emotion, Dare The Power of Changing a Habit, The Window of Youth, Negotiation Model, among others.



**D' Agostino, Maru**  
**Director of Admissions**

Bachelor's in business administration from Universidad Nacional de La Plata, Argentina. She balances her professional responsibilities with her role as a loving mother to six wonderful children. Maru also finds time to volunteer at the local elementary, middle-school and high-school.



**Gonzalez Gatica, Rodolfo**  
**Director of Human Resources Department**

Master in Behavioral Economics. Specialist in strategic planning and transition of family businesses. Member of the Advisory Board of Evidentia University in Florida, USA and Director of Human Resources at the same University. Invited professor in Master and Certificate programs in Behavioral Economics at Fundación Universitaria Behavior & Law in Spain and Evidentia University. External director in several family businesses. Certified consultant for Executive Coaching by Lee Hecht Harrison and instructor in leadership development programs and management competencies. International speaker at Global Speakers. Author of the business books "Creando Valor con la Gente", "Ejecutivos Talentosos Empresas Triunfadoras", "Por qué a Mí", "Vale la pena intentarlo", "Por qué es tan difícil" and "Milagros tú verás".



**Rosas, Viri**  
**Librarian**

Viri Rosas is a Librarian with over ten years of experience in libraries. She is currently an Online Instruction Librarian at Evidentia University, where she creates and maintains online tutorials on how to use library e-resources. Viri is passionate about providing students and faculty with access to the resources they need to succeed, and she is committed to continuous professional development. Viri is also an active member of the Florida Library Association and the American Library Association where she participates in professional activities and library committees to learn about new practices and trends.



**Sanz, Javier**  
**Director of Communications**

Criminologist expert in cybercrime and OSINT, is the brain behind the technology at Evidentia University. Passionate about behavioral analysis, he never stops training in the field of behavioral sciences and new technologies and Artificial Intelligence. He also manages as a bilingual Community Manager. Outside of work, Javier is a lover of nature, music and all kinds of shows either as a spectator or as a participant.



**Tolosa, Ignacio**  
**CEO**

Ignacio Tolosa combines over 25 years of strategic and operational experience leading and engaging diverse, high performance teams in Finance, Human Resources, Supply Chain and IT, in several corporations and industries at a global scale. He holds an MBA from UCEMA University and a BA in Accounting from the University of Buenos Aires, where he was also professor of Managerial Accounting and Strategy & Competitiveness, both at the undergrad and graduate schools. Ignacio is also graduated with an Ms. In Behavioral Economics in our first cohort at Evidentia University. He led the Training and Development efforts for the Risk Advisory practice while with KPMG, and conducted several seminars throughout Latin America while with 3M Company. As CEO of Evidentia University, Ignacio combines his strong background in business and in higher education, which has always been characterized by his being optimistic and resourceful, quick to learn, prioritize and execute with integrity and professionalism.

# Faculty

(in alphabetical order)

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**Cabezas Garcia, Silvestre**

Graduated in Criminology and Psychology, and specialized in Criminal Profiling and behavioral sciences, I try to dedicate myself to teach what I have been learning over the years.



**Cuñado, Angel**

PhD in Psychology; Master in Nonverbal Behavior and Lie Detection; Master in Personality Profiling and Negotiation; Lecturer at Evidentia University Member of the Ethics team at Evidentia University Lecturer at the Universidad a Distancia De Madrid (UDIMA). Psychotherapist and Psychodramatic director, expert in Intervention with Women in a situation of Abuse. Technical director at the Fundación Universitaria Behavior and Law, of the Master in Personality Profiling for Latin America, master's degree accredited by the Universidad del Valle de Guatemala (UVG). Technical Director at the Fundación Universitaria Behavior and Law, of the Master in Personality Profiling for Spain, Master accredited by the Universidad de Educación a Distancias (UDIMA). Tutor and Researcher of the Research Team of the Fundación Universitaria Behavior & Law (Madrid).



**Diegues de la Mata, Mercedes**

Director of the School of Business and Behavior. Director of the Master in Behavioral Economics at Evidentia University. Expert in Behavioral UX. Researcher and expert in Neuromarketing. Board of Directors of SOCEC (Scientific Society of Behavioral Economics). Member of the Observatory of Behavioral Economics. Bachelor and Master in Law. Currently pursuing a PhD in Behavioral Economics. Manager of Value Proposition in the Marketing and Business Development area at Telefónica Corporate.

# Faculty

(in alphabetical order)

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**Feijoo Fernandez, Maria Carmen**

First Corporal with 34 years of experience working as Guardia Civil. Currently working in the Madrid Airport Unit (Guardia Civil Customs Police and Borders Unit). Head of the Guardia Civil Behaviour Detection Group in the Airport Unit and responsible for ICARO project (Identification of Anomalous Behaviour and Operative Response) by developing and implementing a behaviour detection program. Negotiator for crisis situations. AVSEC trainer certified by Civil Aviation Authority in Spain (AESA). Five Year University degree in Clinical Psychology. Master's degree in Forensic Psychology. PhD in Psychology with the thesis "The criminal behaviour analysis and the deception detection in the airport context."



**Fernandez, Gonzalo**

Behavioral Science Leader at BeWay, tackling projects that include the application of behavioral sciences to communications, digital environments, and methodology development, with special emphasis on experimentation. He is currently leading different projects related to digitalization, sustainability and behavioral segmentation and hyperpersonalization methodologies. Gonzalo's main interest is to delve into the role of context in our perceptions and behaviors to design innovative methodologies and interventions that benefit clients and users in areas such as digital, environmental or the application of behavioral sciences to Big Data. Gonzalo holds a degree in Psychology from the University of Santiago de Compostela and a Master in Environmental Management and Intervention from the University of Barcelona.



**Gonzalez Barcelo, Nestor**

Doctor in Psychology. Criminologist. Master in Criminal Investigation and Criminal Profiling. He is a professor in different Spanish and international Universities. During the last years he has worked as a researcher-collaborator of the National Center of Missing Persons of the State Secretariat of Security of the Ministry of the Interior. His lines of research are focused on Criminology and his interests are centered on the application of behavioral sciences to criminal investigation, especially in the field of disappearances and homicides. He has published several books, book chapters, scientific research articles, as well as participated in different national and international scientific congresses. He has also coordinated and participated as a researcher in various competitive research projects funded by the Ministry of Interior on the subject of the assessment of the risk of violence in the field of disappearances of persons and gender violence in Spain.

# Faculty

(in alphabetical order)

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**Garrido Anton, Maria Jose**

She is also a European Cum Laude Doctor (PhD) in Psychology (Mitt Sweden University -Universidad Autónoma de Madrid), with master's degree in Forensic Science, in Criminal Profiling, Gender based Violence, as well, she has a diploma in Criminology. She has written three books. Her novel "About people and monsters" describes real cases where she has worked applying psychology in criminal investigations. She has received different awards both civil and military. The silver cross of police merit, the great cross of Santiago and, recently, the honorary doctorate recognition Summa Cum Laude from the Mexican Institute of Victimology. Finally, María José is an outstanding and energetic person, with brilliant professional skills oriented towards teamwork, discipline and responsibility.



**Hickey, Eric W.**

Dr. Eric Hickey is a senior core faculty member in Walden University's Forensic Psychology graduate program. As the former Dean of the California School of Forensic Studies at Alliant International University and Professor Emeritus at California State University, Fresno, Dr. Hickey has taught many courses involving the psychology of crime, criminal paraphilia, sexual predators, crime scene investigation, psychopathy, threat assessment, and violence prevention. An international survey (2014) identified Dr. Hickey as one of the top 15 active forensic experts in the world. He has conducted seminars in countries throughout Europe, Asia and North and South America. His expertise is chronicled in dozens of television documentaries. He consults with private agencies and testifies as an expert witness in both criminal and civil cases involving sex crimes against children and adults, criminal paraphilia, stalking, homicide, domestic violence and serial crimes. He also consults for the U.S. Department of Defense.

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## **Isaac, Sara**

A behavioral scientist and veteran behavior change marketer, Sara is an expert in leveraging insights from behavioral science to create breakthrough behavior change campaigns that work in the real world. As Chief Strategist at behavior change agency Marketing for Change, Sara has overseen behavior change programs to spark climate action planning, support baby brain development, reduce mental health stigma to encourage help-seeking, and reduce the use of fertilizer to protect water quality. Her clients include the Centers for Disease Control and Prevention, AARP, the Charles Margery Barancik Foundation, and Behavioral Health System Baltimore. Sara serves as an adjunct professor for Evidentia University and the George Washington University Milken Institute School of Public Health. Sara holds a bachelor of arts in International Relations from the University of California at Davis, a master of arts in International Relations from Johns Hopkins University, and a master of science in Behavioral Science from the London School of Economics and Political Science.



## **Jimenez Serrano, Jorge**

At the academic level, I have been trained in the area of Psychology in relation to Behavior and Criminal Analysis. Degree in Psychology from the University of Seville, starting from here training related to Criminology. I have studied at two prestigious universities in the study of crime, such as University College London and its Jill Dando Institute of Crime Science and Security, where I studied a postgraduate degree in Criminal Analyst and the Simon Fraser of Canada and its Mental Health, Law, and Policy Institute, where I obtained a Master of Specialist in Criminal and Forensic Psychopathology. This same Master's degree was recognized in Spain by the Universidad Camilo José Cela. I also have a Master's in Criminology and Juvenile Delinquency from the University of Castilla la Mancha (Spain) and a University Expert in Crime Scene Investigation from the University of Valencia (Spain). Since the birth of Evidentia University (USA), I have been in charge of the academic direction, in addition to directing the School of Crime Science. Also, I'm the director of the Masters of Science in Criminal Profiling and the Master of Science in Nonverbal and Deceptive Behavior and Antifraud Behavioral Analysis. Previously, since 2016 I have been the Director of Behavior and Law in Spain.

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**Lazaro Perea, Cristina**

Biologist by training and vocation; When I was 8 years old, I told the world for the first time that I wanted to be a biologist and, after many years and many turns of script in my life, it is still how I prefer to define myself. After obtaining my degree at the Universidad Autónoma de Madrid, I continued my postgraduate studies (MsC and PhD) at the University of Wisconsin-Madison (USA), in what was my passion: primate behavior. Over time, and probably related to my work during the last 20 years in a corporate environment (Client Services, Gartner), my interest has been derived from animal behavior to human behavior, psychology and neuroscience, topics in which I have continued to train. Reading about these topics I "met" a few years ago Daniel Kahneman and his "Thinking Fast and Slow" and a little later, and completely by chance, Richard Thaler's "Misbehaving" fell into my hands. And since then I have continued to be linked to Behavioral Economics, first as a student (Master in Behavioral Economics, Behavior & Law – UDIMA) and for a couple of years as a professor (Evidentia University). In my classes I try to convey my limited knowledge but enormous fascination with the complex mechanisms underlying human behavior. I am convinced, and so I try to share it, that a basic understanding of the main psychological processes and their biological and evolutionary foundations has much to contribute to the behavioral sciences.



**Lopez, Rafael**

President and Chancellor of Evidentia University of Behavioral & Forensic Sciences. Ph.D. in Psychology (cum laude). Ph.D. in Economics (cum laude). MBA. Ms in Emotion, Cognition and Health. Bachelor in Business Administration. BA in Psychology. B.A. in Criminal Justice. President of the Behavior & Law Research Foundation (Madrid, Spain). President of the Scientific Society of Behavioral Economics. Regular guest speaker for police and army agencies on nonverbal communication and investigative interviewing. He has published more than 30 scientific articles and several books and book chapters in different areas of behavior analysis. Honored with the Order of Merit of the Civil Guard (medal with white badge) and the Order of Merit of Spanish National Police (medal with white badge).



**Nasser, Henry**

Henry es Behavioral Leader en BeWay. Profesor de la asignatura de Gestion de Proyectos y UX en Evidentia University. Henry es Economista (USP-Brasil) y Master en Economía y Finanzas con enfoque en Ciencias del Comportamiento (FGV-Brasil). Tiene Posgrado en Gestión de Ciudades y Emprendimientos Creativos (UNC - Argentina). Coordina proyectos de intervenciones conductuales en diferentes países de Latinoamérica enfocados en desarrollar behaviorally-driven organizations. Ha coordinado proyectos destinados al bien-estar financiero de largo-plazo, ayudado a humanizar la relación de ventas en el sector inmobiliario y a optimizar plataformas educativas. Aplica las Ciencias del Comportamiento para generar mejores productos y servicios disponibles al público por instituciones privadas y públicas alrededor del mundo.

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**Perez Fernandez, Francisco**

Phd. in Philosophy. Master in CC. Cognitive, Emotion and Stress. Expert in Criminological Evaluation. Academic Mentor Accredited by the Spanish Mentoring Network. Civil and Commercial Mediator. Editor of the scientific journal *Edupsykhé*, also being part of the editorial board and evaluator of other specialized publications. He is the author and coordinator of various research and essay books, having published more than a hundred articles and chapters in other scientific and/or professional texts and journals. He is secretary of the Spanish Society for the History of Psychology (SEHP) and member of the American Psychological Association (APA). He currently works as a professor at the Camilo José Cela University of Madrid (Spain), as well as at the Evidentia University of Behavioral & Forensic Sciences (Florida, USA), tasks that he combines with other academic practices and his activity as a lecturer and writer. He has taught, fundamentally, in the fields of History of Psychology, Personality Psychology, Criminal Psychology and Criminology, as well as in others related to the sociocultural aspects of Psychology and Criminology, participating as a guest professor, or as director of postgraduate and doctoral courses at different academic centers, as well as advisor for curricular programs. Likewise, he has been appointed as a member of different Organizational and Scientific Committees in professional conferences related to Psychology and Criminal Investigation, and has participated in more than 70 academic tribunals of all kinds. He has received different distinctions and awards in the field of scientific research, being a regular collaborator and scientific advisor for different media.



**Requena Espada, Laura**

Laura Requena holds a PhD in Psychology and Criminology from the Universidad Autónoma de Madrid (Spain) and a Master's degree in Criminal Behaviour from the same university. She has carried out research stays in centres located in Belgium and the United Kingdom for her specialisation in organised crime profiling. She has been an expert in cybersecurity for more than 15 years, focusing on threat intelligence, cybersecurity trends, country risk, strategy development, project management for public and private entities, at national and international level. Throughout her career she has worked in Spain, as deputy director of the National Centre of Excellence in Cybersecurity, the Cybersecurity Certification Agency and leading Threat Intelligence teams. Subsequently, she moved to Mexico City to create a threat intelligence area and develop the cybersecurity business in the region and, currently, from Texas, USA for the company BeDisruptive, which is strongly breaking into the market with a disruptive proposal of great value for Latin America and the United States. Laura, certified in CISM, is passionate about cybersecurity and has always been deeply dedicated to helping not only companies, but also citizens to build barriers against cyberthreats.

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**Rodríguez Molina, Adrian**

Instructor of geographic profiling and translator at Evidentia University. Previously, researcher in the field of international relations. Graduate in Criminology from Universidad Rey Juan Carlos, Master in Crime Analysis and Prevention from Universidad Miguel Hernández and Professional Master in Intelligence Analysis from LISA Institute. Member of the Professional Association of Criminology of the Community of Madrid and active member of several working groups.



**Safarik, Mark**

Mark Safarik was a senior member of the Federal Bureau of Investigation's elite Behavioral Analysis Unit where he established himself as an internationally recognized expert in the analysis and interpretation of violent criminal behavior. His law enforcement career spans over 31 years. He worked as a patrol beat cop to a detective working homicides. He served 23 years with the FBI – 12 of those as a criminal profiler. He began his FBI career working violent crimes on the Wind River Indian Reservation in Wyoming. He transferred to the New York Division where he worked undercover assignments and was a behavioral profiling coordinator. He then transferred to the Sacramento Division where he worked violent crimes and established the behavioral profiling coordinator position before promoting to the Behavioral Analysis Unit at the FBI Academy at Quantico where he remained until retirement. He has conducted internationally renowned research on the sexual assault and homicide of elder females. He is a member of the highly respected Vidocq Society. He is well-published in international journals, including the Journal of Forensic Sciences, International Journal of Homicide Studies, and the Journal of Interpersonal Violence. He has authored numerous book chapters on homicide including in the newest text on sexual homicide, the Routledge International Handbook of Sexual Homicide Studies. His new book, Spree Killers: Practical Classifications for Law Enforcement and Criminology has been hailed as the definitive textbook on this type of multicide. He has appeared on Dateline, Court TV, Forensic Files, New Detectives, A&E, Oxygen, Discovery ID, and many news networks to discuss his cases. His television series, Killer Instinct, premiered in 2011. He was a longtime consultant for the popular television series CSI: Las Vegas, Bones, and The Blacklist. He has two seasons of Cold Case Homicide television shows in both Sweden and Denmark.

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**Salcedo, Juan C.**

Juan Camilo serves as the Senior Behavioral Scientist at Potential Project and holds the position of Chief Behavioral Officer at Instintivo. Prior to these roles, he distinguished himself as the Regional Director LATAM at BEworks. Juan Camilo earned both a Master's and a PhD in Experimental Social Psychology from the Universidad de los Andes in Colombia. Additionally, he holds a Bachelor's degree in Business Administration from Bryant University in the United States. With a wealth of experience in behavioral economics consulting, Juan Camilo has aided various organizations in addressing intricate challenges across the private and public sectors. He has successfully applied behavioral science principles to foster innovative solutions in diverse fields such as financial services, telecom, tech, and transportation. Furthermore, Juan Camilo has conducted comprehensive behavioral economics workshops throughout North and Latin America. His academic research has primarily revolved around costly signaling theory, delving into its implications on financial decision-making, and exploring its role in punishments and virtue signaling.



**Singh, Anisha**

Anisha is currently a MPhil/PhD candidate at LSE. Previously, Anisha was the Vice President with the Busara Center for Behavioral Economics based in Nairobi, Kenya. Anisha's research delves into workplace decision-making, unravelling its behavioural impacts and designing inclusive, well-being-driven policies that can transform the modern work environment.



**Villena Romera, Jose**

Second Lieutenant of the Guardia Civil, currently assigned to the General Directorate of Coordination and Studies of the Secretary of State for Security. Professor of Criminology at various Spanish universities (VIU, UEMC and UDIMA) and professor of Criminal Profiling and Nonverbal Behaviour at Evidentia University (Florida-USA). Graduate in Criminology and Master's Degree in Criminal Analysis and Investigation and Master's Degree in Nonverbal Behaviour and Lie Detection.

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**Viñambres Gonzalez, Rocio**

Economist, business consultant, teacher, and behavior analyst. I combine my professional life as an economist in the private sector with teaching at different Spanish and international universities. I believe that few things in life are more beautiful and rewarding than learning and then teaching others. Since I graduated in CC. Economics and Business Studies at the UCM, I have continued training in various areas of knowledge to better understand human behavior and discover tools to manage talent: MBA from New Hampshire College; Master in Coaching and Emotional Intelligence from the University of Alcalá; Master in Non-Verbal Behavior and Lie Detection, Master in Personality Profiling and Negotiation, and Master in Behavioral Economics from the Distance University of Madrid (UDIMA). As a culmination of my training, I am now in the last year of my doctorate in Economics at UNED. I have collaborated in the writing and publication of an informative book on non-verbal communication, but with more than 150 bibliographic references, *Comunicación No Verbal. 51 respuestas aportadas por la ciencia*. As well as in two manuals, *Manual de Detección de la Mentira y el Engaño. Una aproximación teórico-práctica*, and *Manual Operativo del Metaprotocolo S.A.V.E.*

# Dedications from your classmates

*Agradecer primero a mi familia el apoyo recibido y a mi grupo de trabajo en el Master, en Especial a Elena, Stefy y Marta. Asimismo agradecer al profesorado su dedicación y ayuda. Muchas gracias*

**Pablo Eugenio**

*Thank you Silvestré for your guidance, advice and also allowing freedom of personality during this course. Thank you to Danny who was a silent observer and intelligent fellow student. It was a pleasure doing the course with you.*

**Lizel**

*Quiero agradecer a mi esposa y a mi familiar su apoyo en este último año para alcanzar este logro. A mis compañeros de clase les agradezco su generosidad, dedicación y compromiso durante la maestría. Les deseo muchos éxitos en sus carreras profesionales.*

**Santiago**

*Queridos compañeros: ha sido un privilegio compartir este camino de aprendizaje con ustedes. Cada intercambio de ideas, debate y momento compartido, enriqueció mi experiencia académica y mi perspectiva profesional. Les deseo el mayor de los éxitos en todo lo que emprendan, confiado en que el conocimiento y las conexiones que construimos aquí nos impulsarán a alcanzar nuevas metas.*

**Fernando**

*Thank You for the valuable support!*

**Shagun**

*Disfruté muchísimo tener compañeros (la mayoría compañeras) tan inteligentes y con bagaje profesional relevante. Fue casi tan valioso como tener buenos profes. Gracias por su paciencia con mis preguntas y espero no perder el contacto.*

**Josune**

*"El ayer es historia, el mañana es un misterio, pero el hoy es un regalo. Por eso se le llama presente." - Kung Fu Panda.*

**Yesenia**

*A big thank you to Evidentia University for the wonderful course, and a special thank you to Silvestre and Nestor for their support along the way. It was a pleasure to work through the course with Lizel.*

**Daniel**

*Gracias a todos por vuestras valiosas aportaciones en las clases y los trabajos. Esta experiencia ha sido extraordinaria gracias a la combinación de contenido de calidad, un profesorado excepcional y compañeros increíbles. Ha sido un auténtico privilegio aprender y crecer juntos*

**Amparo**

*A mis compañeros quiero agradecerles por los momentos compartidos, las enseñanzas y aportes de cada uno, que no solo nos nutrieron como profesionales, sino también nos permitió consolidar nuevas amistades. Que este no sea un adiós, sino el comienzo de nuevos caminos donde seguiremos construyendo juntos. ¡Felicitaciones Científicos del Comportamiento!*

**Mariana**

*A mis compañeros de esta increíble travesía, gracias por las conversaciones que inspiraron, los debates que desafiaron y las risas que aligeraron el camino. Cada uno de ustedes ha dejado una huella en mi aprendizaje y en mi vida. Les deseo éxito y felicidad en todo lo que emprendan.*

**Juan David**

*Gracias por sus opinions y commentaries en un mundo con diversidad de ideas que nutre el conocimiento.*

**Mónica**

*Ha sido un placer compartir “aula” virtual con cada uno de vosotros. Me llevo mucho conocimiento de cada asignatura, profesor y compañero, y espero en un futuro volver a cruzar nuestros caminos. Os deseo muchos éxitos a todos los niveles.*

### África

*Ha sido un privilegio compartir este camino en Behavioral Economics con ustedes. Más allá de la academia, espero que este conocimiento nos ayude a diseñar mejores decisiones, no solo en nuestro trabajo, sino también en nuestra vida personal. Que sigamos cuestionando, experimentando y aplicando lo aprendido para hacer del mundo un lugar más intuitivo y humano. ¡Muchos éxitos!*

### Isabel Cristina

*Una gran experiencia celebrar este logro con ustedes, de quienes aprendí y con quienes compartí satisfactoriamente. Muchos éxitos en la aplicación de todo lo vivido en el master, seguro nos generará mucho valor en la vida personal y profesional.*

### Ana María

*Que la vida nos permita aplicar todos los conocimientos adquiridos y ponerlos al servicio de los demás para construir una sociedad más justa y pensada para todos.*

### Laura Isabel

*Lo logramos! Felicitaciones a todos y cada uno de ustedes por finalizar esta etapa de formación y lograr lo propuesto. Siéntanse orgullosos de ustedes y sigan brillando.*

### Daniela

*To my colleagues at Evidentia University, It has been an incredible journey of learning and growth alongside such talented and passionate professionals. Your insights, dedication, and support have made this experience truly enriching. Wishing you all success in applying behavioral insights to create real impact in the world.*

### Solange

*A mis compañeros y profesores gracias por cada debate, teoría compartida y reto. He crecido profesional gracias a su rigor, creatividad y pasión por la investigación.*

**Nabila**

*A mis compañeros del máster, gracias por la colaboración y los momentos compartidos. Ha sido una experiencia de aprendizaje conjunto.*

**Leticia**

*Gracias a las personas que han confiado en mí esfuerzo y sacrificio para lograr conseguir este Máster y mucho ánimo para todos aquellos que emprenden este apasionante camino.*

**Vanesa**

*Espero y deseo avanzar en mis conocimientos y poder realizar en un futuro algún trabajo con mis compañeros de desvelos y batallas, los buenos compañeros, que aunque durante poco tiempo, me ha dado tiempo a conocer y a admirar.*

**Raquel**

*It was a pleasure meeting all of you and sharing this journey with you! I hope we can all use behavioral economics for social good!!*

**Carolina Cristina**

*Añade vida a los años!*

**Rebecca**

*Fue un gusto compartir con mis compañeros de clase, los diferentes perfiles y experiencias fueron claves para nuestro aprendizaje en equipo. Estoy muy feliz de pertenecer a la comunidad creciente y entusiasta en Ciencias del Comportamiento.*

**Alexandra**

*Hoy culminamos otro ciclo profesional en nuestras vidas. Ha sido un año lleno de experiencias, aprendizajes y desafíos que juntos hemos logrado superar. Les agradezco profundamente por los momentos compartidos y por haber sido parte fundamental de esta etapa. ¡Les deseo mucho éxito en todo lo que emprendan!*

**Diana**

*Fue un gusto compartir con mis compañeros de clase, los diferentes perfiles y experiencias fueron claves para nuestro aprendizaje en equipo. Estoy muy feliz de pertenecer a la comunidad creciente y entusiasta en Ciencias del Comportamiento.*

**Alexandra**

*Hoy culminamos otro ciclo profesional en nuestras vidas. Ha sido un año lleno de experiencias, aprendizajes y desafíos que juntos hemos logrado superar. Les agradezco profundamente por los momentos compartidos y por haber sido parte fundamental de esta etapa. ¡Les deseo mucho éxito en todo lo que emprendan!*

**Diana**

*Felicitaciones para todos, haber cumplido este camino requiere de muchos sacrificios y entrega. ¡lo logramos!*

**Natalia**

*Compañeros, fue un honor compartir esta experiencia con ustedes. Gracias por su apoyo y colaboración. ¡Les deseo lo mejor en sus futuros retos!*

**Heliana**

*A mis compañeros les deseo el mayor de los éxitos en este nuevo reto y la gran responsabilidad que asumimos como especialistas en temas de las ciencias del comportamiento*

**Ányela**

*Este nuevo logro es para mi madre que dejó su legado en mí y siempre fue mi guía e inspiración. A mi padre por siempre todo su apoyo y al grupo de perfilacion criminal de mi trabajo, Gracias por todo su amor, risas y apoyo en este camino.*

**Paula Ximena**

*A pesar de la distancia, agradezco los momentos compartidos y haberlos conocido. Espero encontrarlos de nuevo en el ámbito profesional!*

**Laura**

*Gracias por compartir sus conocimientos y hacer que fuera más enriquecedor.*

**Natalia Andrea**

*Gracias por todo el conocimiento compartido, por la experiencia adquirida y que se vengan grandes cosas para todos.*

**Sofía**

*Que nunca perdamos de vista la responsabilidad que tenemos al influir en las vidas de otros y que sigamos explorando el mundo con la curiosidad y el compromiso que nos define!*

**Mariana**

*"Cada experiencia diseñada es una oportunidad para influir positivamente en la toma de decisiones, impulsando cambios significativos a nivel individual y colectivo."*

**María Camila**

# **Dedications from Evidentia University professors and staff**

*Sólo tengo palabras de agradecimiento a todos mis alumnos por la excelente experiencia y el esfuerzo desplegado durante el curso. Espero que disfrutaran de la asignatura, nunca se cansen de aprender. Les deseo todo lo mejor, ¡un abrazo!*

**Adrián Rodríguez Molina**

*Ha sido un placer poder compartir con el grupo los momentos que nos ha unido durante este período. Una última aunque continuada lectura del comportamiento no verbal es este mensaje, que muestra emociones y personalidad. Gracias por vuestra participación, “nos seguiremos viendo en el aula virtual”*

**Ángel Cuñado Yuste**

*All the very best! I'm so excited to see how each one of you takes back learnings from the course and applies it to your daily professional and personal life. Keep in touch!*

**Anisha Singh**

*Es un honor y un privilegio haber formado parte de este viaje educativo a lo largo de su trayectoria académica en nuestra querida universidad. Como directora de finanzas, he tenido el privilegio de presenciar de cerca el arduo trabajo, la dedicación y el esfuerzo que han invertido en cada paso de su camino hacia la graduación. Recordad siempre que la educación es una herramienta poderosa que puede abrir puertas y cambiar vidas. Utilizad vuestro conocimiento para hacer del mundo un lugar mejor y para inspirar a otros a alcanzar sus metas. Mis felicitaciones más sinceras por vuestra graduación. Que vuestro futuro esté lleno de éxitos, felicidad y realización personal.*

**Belén Alcázar Abrio**

*When you decided to commit to the journey of completing this Master you were surely convinced that it was the most rational decision, after having thoroughly weighed the pros and cons. But, after everything you have learned about Behavioral Economics, you probably think you were wrong: not in the decision to undertake the Master that was a great success, but in that it was as rational a decision as you thought. Jokes aside, what I am convinced of is that after many months of effort, you take with you a new way of understanding and interpreting decision-making and human behavior and how to influence it, and that this knowledge will have a great impact on your life, personally and professionally, as well as personal relationships with classmates and teachers that will surely accompany you for years. Congratulations and all the recognition for this great achievement! A big hug. / Cuando decidisteis comprometeros con el viaje de completar este Máster seguramente estabais convencidos de que era la decisión más racional, después de haber sopesado concienzudamente los pros y los contras. Pero, después de todo lo que habéis aprendido sobre Economía de la Conducta, probablemente penséis que estabais equivocados: no en la decisión de emprender el Máster que fue un gran acierto, pero sí en que fuera una decisión tan racional como pensabais. Bromas aparte, de lo que sí que estoy convencida es que después de muchos meses de esfuerzo, os lleváis con vosotros una nueva forma de entender e interpretar la toma de decisiones y el comportamiento humano y cómo influenciarlo, y que estos conocimientos van a tener un gran impacto en vuestra vida, a nivel personal y profesional, así como unas relaciones personales con compañeros y profesores que seguro os acompañarán durante años. ¡Muchas felicidades y todo el reconocimiento por este gran logro! Un fuerte abrazo.*

**Cristina Lázaro Perea**

*We teachers go as far as our students go. Try to go as far as you can, because that will be the best way to talk about us. Good luck and good life.*

**Francisco Pérez Fernández**

*Ha sido un verdadero placer contar con ustedes en esta edición del Máster. Espero que los conocimientos adquiridos les acerquen a la consecución de sus objetivos. Y, para cualquier cosa que necesiten, me tienen a un mail de distancia. ¡Un abrazo!*

**Gonzalo Fernández**

*Felicidades por haber logrado sus objetivos. Ha sido un camino arduo pero que dará muchos frutos, estoy seguro. Con los conocimientos que han adquirido y las habilidades que han desarrollado, tendrán todas las condiciones para diseñar mejores productos, servicios y experiencias informadas por cómo se comportan las personas en el mundo real. ¡Suerte en sus trayectorias! Cuenten conmigo siempre para lo que venga. Un abrazo, Henry.*

**Henry Nasser**

*Heartfelt congratulations to all of us, the pioneering first graduating cohort at Evidentia University! Together, we have navigated this unique educational journey, and I am honored to be standing among you as one of your fellow graduates. The virtual classrooms and digital connections have brought us together to enjoy a world-class faculty and fascinating program. As we embark on the next phase of our lives, let's cherish the friendships and knowledge gained, using them as stepping-stones toward our individual and collective successes. Limitless possibilities await us, let's embrace them!*

**Ignacio Tolosa**

*¡Ha sido un viaje lleno de aprendizaje, risas y, por supuesto, algunas que otras "aventuras cibernéticas"! Pero habéis conseguido superar todas y cada una de ellas, al igual que superaréis todos los retos que encontréis en el futuro. Seguid persiguiendo vuestros sueños profesionales con la misma pasión y determinación que demostrasteis en el aula virtual.*

**Javier Sanz**

*Congratulations, you have begun an exciting journey.*

**Jesus Maria Garcia Martinez**

*Remember that, in addition to obtaining a Master's degree, you are making history by being the second and third graduates from Evidentia University may not seem like much today, but history always rewards the pioneers.*

**Jorge Jiménez Serrano**

*Os deseo a todos mucho éxitos personales y profesionales. Que los conocimientos adquiridos podáis aplicarlos en vuestro trabajo así como en cualquier relación personal que tengáis en el día a día. Tras superar esta formación hay que devolver a la sociedad lo aprendido para crear un mundo mejor. Enhorabuena a todos!!! Jose.*

**José Villena**

*¡Queridos alumnos, han iniciado su travesía en el fascinante mundo de la economía conductual, ¡felicitaciones! Como futuros profesionales en ciencias del comportamiento, recae en ustedes la noble tarea de aplicar sus conocimientos para enriquecer las vidas de las personas y asistir a las organizaciones en la consecución de sus objetivos. Sin embargo, no olviden que todo cambio significativo inicia con el autoconocimiento y la autoregulación. Les insto a que sean conscientes de sus propios sesgos y actúen siempre con integridad y responsabilidad. ¡Bienvenidos a este apasionante viaje de constante aprendizaje y descubrimiento!*

**Juan Camilo Salcedo**

*Espero que hayáis disfrutado de mis sesiones tanto como yo impartíendolas. Ha sido un absoluto placer y me enorgullece que hayáis llegado hasta este momento. Os deseo el mayor de los éxitos.*

**Laura Requena Espada**

*It was a pleasure for me to have such an excellent students! I wish you all the best in your near future!*

**María Carmen Feijoo Fernández**

*Congratulation to all of you. I am very proud of all your work and efforts. Sincerely.*

**Maria Jose Garrido Anton**

*Congratulations on the success of the first part of your journey. Hopefully this experience will energize you to now pursue your dreams within the forensic field. Best of success to you all.*

**Mark Safarik**

*Mucho esfuerzo invertido, y muy bien logrado. Enhorabuena porque sois y siempre seréis economistas conductuales de Evidentia. Pero recuerda, la verdadera aventura acaba de comenzar: ya tienes la llave para ver el mundo desde otra perspectiva y estas preparado... por lo tanto, Adelante! Conecta lo aprendido con tus proyectos y tu vida, aprovecha, divulga, exprime, y experimenta.. es tu momento. Te deseo muchos éxitos!*

**Mercedes Dieguez de la Mata**

*El trabajo y la constancia es el secreto del éxito. ¡Enhorabuena!*

**Néstor García Barceló**

To the Graduating Class of Evidentia University of Behavioral and Forensic Sciences, In the annals of academia, there come defining moments that shape the course of history. Today, we immortalize one such moment—the graduation of our inaugural class, a group of extraordinary individuals who have embraced the vision of Evidentia University and illuminated our path with brilliance and fortitude. As the President of this esteemed institution, I stand in awe of the resilience, dedication, and unwavering spirit demonstrated by each and every one of you. You are the pioneers, the torchbearers, and the change-makers who have set the tone for generations to come. From the first step you took within our halls, you embarked on a journey of intellect, curiosity, and compassion. This dedication is a tribute to your countless hours of hard work, to the sacrifices you made, and to the dreams you dared to pursue. It is a celebration of your achievements, both big and small, that have culminated in this extraordinary milestone. Your intellectual curiosity, your drive for knowledge, and your commitment to the ethical practice of behavioral and forensic sciences are a testament to the high standards we hold dear at Evidentia University. As you turn the pages of this book and revisit the memories captured within, may you find inspiration in the trials you overcame, the lessons you learned, and the triumphs you celebrated. May these pages serve as a reminder of the boundless potential that resides within you, urging you to keep pushing the boundaries of what is known, to seek justice and truth, and to put humanity at the forefront of all your endeavors. On behalf of the faculty, staff, and administration of Evidentia University, I extend our heartfelt congratulations to you, the trailblazers of our academic community. Your indelible mark on our university will forever be cherished, and your legacy will guide future generations toward a brighter, more compassionate world. With deepest admiration and pride, [Your Name] President, Evidentia University of Behavioral and Forensic Sciences

**Rafael López**

Thanks, Team! You have formed a fantastic first promotion: multidisciplinary and multicultural, active in forums and live classes, the best gift for a teacher. I understand teaching as an exchange of knowledge and experiences between students and teachers that allows all of us to learn from each other and we, together, have achieved it, thank you very much for it. Congratulations on achieving the master's degree, the sacrifices have been worth it, they have brought you here. Now enjoy with all those who have suffered the side effects of the master's degree, partner, children, parents, friends, etc. As I told you in the forums, I remain at your disposal for whatever you need. It has been a pleasure to meet you virtually, I hope to meet you personally. A big hug for each of you.

**Rocío Viñambres González**

Usa los conocimientos adquiridos en Evidentia University para potenciar tu vida profesional, por el bien de tu familia y de tu país.

**Rodolfo González Gatica**

Los estudiantes son el alma de nuestra universidad, la filosofía de Evidentia University, está amparada en un propósito que compartimos todo el equipo; sin ustedes no existimos, queremos que con cada estudiante que recibe un título nuestro, se escuche su voz en las organizaciones, foros y espacios del mundo académico, empresarial, político y social, para que sepan que estamos contribuyendo a un mundo donde el comportamiento humano no es nada teórico, es una realidad expresada en cada una de las acciones que ustedes y nosotros, fundidos en una sola creencia lo hacemos realidad, con nuestras acciones y comportamientos. No queremos entregar títulos, deseamos y nos esforzamos porque cada firma que estampamos en un certificado o diploma, merezca ser colocarlo en una pared, y que la historia del mundo recuerde, de donde proviene ese estudiante, que un día se animó a ingresar a nuestra universidad, dejarse persuadir por nuestras convicciones y seguir luchando por ese mundo donde el conocimiento debe hacer parte de los derechos de todo ciudadano. Si efectivamente dentro de los placeres humanos, más poderosos, está el de superar obstáculos, nosotros somos participantes de ello, ahora les corresponde a cada uno de ustedes asumir el compromiso, pero si en algún momento existe duda o falta de fuerza, recuerden que nosotros no conformamos con participar en una graduación, seguimos atentos a su destinos y dispuestos a acompañarles en el camino que emprendan, permitamos decir, siempre, bienvenidos a Evidentia University.

**Russed Yesid Barrera Santos**

*Congratulations on your graduation! Thank you for sharing your journey with me. Your enthusiasm for learning and your support for one another made teaching a joy. I hope your newfound mastery of behavioral science will help you see the world through a new and more human lens no matter what profession you pursue. Thank you for sharing your journey with me!*

**Sara Isaac**

*Graduates, Congratulations on this remarkable achievement! You have worked hard to reach this point, and you should be proud of yourselves. As you embark on this next chapter of your life, I want to tell you, never stop learning. The world is constantly changing. It's important to stay up to date on the latest trends in your career. But even more importantly, never stop learning about yourself and the world around you. ¡Felicitaciones por este notable logro! Han trabajado duro para llegar a este punto y deben estar orgullosos de ustedes mismos. Al embarcarse en este próximo capítulo de su vida, quiero decirle que nunca deje de aprender. El mundo está constantemente cambiando, y es importante mantenerse actualizado sobre las últimas tendencias en sus profesiones. Pero lo que es aún más importante, nunca dejes de aprender sobre ustedes mismos y el mundo que los rodea.*

**Viri Rosas**

*Ha sido genial compartir este tiempo con vosotros/as. Espero haberos transmitido algo de mi pasión por las ciencias del comportamiento. Esto es solo el comienzo, ahora queda un futuro por delante para que apliquéis todo lo aprendido. Seguro que os va genial.*

**Silvestre Cabezas García**

# Evidentia University Anthem

*No longer live in the back of world, put me in the front of life;  
count stars in virtual sky and universe, behavior poem in woods;  
fly dreams and hope thru the hard night, remember tales of the  
age; and never see the back of the world, put me in front of life.*

*The best world for humanity, nobler spirit dreams come true;  
Evidentia University in state of sun and sea; your dreams come  
true in sun and the sea; with our help, hope, love and faith.*

Thanks to the composer, author, musician and choir members for their generous contribution to Evidentia University

## Composer & musical arrangement:

- Felipe Undurraga
- Recording & mixing:
- Alejandro Zalaquett

## Lyrics:

- Rodolfo González

## University Choir

### Sopranos:

- Catalina Barra, Isabel Gonzalez,
- Carolina Undurraga

### Contraltos:

- Trinidad Villalon, Camila Engelbreit,
- Bernardita Undurraga

### Tenors:

- Felipe Undurraga, Alejandro Zalaquett,
- Javier Kaltwasser

### Barítones:

- Andres Castro, Cristian Marin, Diego
- Fernander Lobbe

*The mind is not a vessel to be filled but  
a fire to be kindled*

*Plutarch*



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