



Ambassadorial Insights Lecture  
Fall 2008

# Peru at the Global Stage

His Excellency

**Felipe Ortiz de Zevallos**

Peruvian ambassador to the U.S.

**Thursday, 23 October**  
**11:00 A.M.**  
**238 HRCB**



Felipe Ortiz de Zevallos was appointed ambassador to the U.S. in 2006, having previously served as president of Universidad del Pacífico, one of the most prestigious educational institutions on economics and business in Peru. Zevallos' service in the public sector includes being chairman of the National Corporation of Development (CONADE) and Inversiones Cofide, the holding company of all state-owned enterprises (1982). His publications include several books on Peru's economy, such as the *Peruvian Puzzle* (1989), *In the Shadow of the Debt* (co-author, 1992), "*Respuestas para los 90s*" (Answers to the 90s, co-author, 1990), and *A Mitad de Camino* (Half Way Through, 1992). He is also a guest columnist in magazines and author of local and international papers. Currently, Zevallos is chairman of Grupo APOYO, which he founded in 1977, and which has developed into one of the most influential professional firms devoted to consulting, publishing, and polling activities in Peru, and an active promoter of social responsibility. Since its foundation, the organization has broadened its scope to other countries of Latin America, Africa, and Asia. He began his professional career in Peru as a consulting engineer. Born in 1947, in Lima, Peru, he received a bachelor's degree in industrial engineering from the Universidad Nacional de Ingeniería in Lima (1968) and a master's degree in management from the University of Rochester, New York (1970). In 1996, he completed the Owner-President Management program (OPM) at Harvard Business School. Zevallos is single and enjoys reading and swimming. He is also an art collector.