



During the General Board meeting which took place this past July 27th, Ec. Roberto Gonzalez, of Spanish nationality was designated as Administrator General of La Junta de Beneficencia de Guayaquil. Gonzalez has far ranging experience both on a national and international level regarding banks and companies` management; financial advisory and management consultancy to design and implement entrepreneurial and organizational structure.

In the last few years la Junta de Beneficencia de Guayaquil has been immersed in a constant modernization process according to what is required in handling Institutions of its magnitude and service reach. La Junta must administer different areas such as: Health, education, attention for little girls and elderly adults; cemeteries and funeral services.

In time la Junta de Beneficencia, which is a historical Institution, has continually adapted to charge; and at present, has found itself in need of implementing deep changes which require a new administration of general management and therefore a new corporate management model to perfect processes which will result in both internal efficiency and the search for new income sources which will guarantee its social service mission with which it was unequivocally created..