

# Santiago Koval

Date of birth: 03.07.1981  
Marital status: single, with a daughter  
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## Synopsis

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Professional with 20 years of experience in communication, writing, editing, new technologies, and education and training in institutions, universities, and companies in Latin America. University lecturer and speaker. Author of books (fiction and essays) and of academic and journalistic articles. Specialized in writing, editing, and curating academic, scientific, professional, and editorial content; in the design and implementation of qualitative and quantitative research projects; in the design and development of multimedia platforms and digital communication strategies; and in advising on curricula and academic and professional programs. Excellent oral and written command of Spanish; very good oral and written command of English and German.

## Expertise areas

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- Training and development.
- Strategic planning.
- Research methodology.
- Design of quantitative and qualitative research.
- Writing, public speaking, and discursive practices.
- Institutional communication.
- Multimedia design.
- Editorial and press content.
- Digital convergence and new technologies.

## Curriculum Vitae

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Studies

### **University of Buenos Aires (2020 - Present)**

PhD candidate in Social Sciences. Thesis: *Archetypes of the body in the Information and Knowledge Society*.

### **Alma Mater Studiorum - University of Bologna (2008-2010)**

Magister in Ricerca di Mercato e Data Mining (Master in Market Research and Data Mining)

Thesis: Statistical Approach to Press Communication. Thesis director: Est. Concepción D'Agostino. Thesis grade: 10.

### **University of St. Andrews (2000-2004)**

Bachelor's Degree in Communication.

Thesis: "Androids and Posthumans. The man-machine integration in science fiction cinema".

Thesis director: PhD. Diego Levis.

Thesis grade: 10.

Overall average: 8.36.

Best general average of the Department of Humanities, 2004.

Best average merit scholarship from the Department of Humanities, 2003.

### **Deutsche Schule Villa Ballester (1986-1999)**

Bilingual modalized high school (German-Spanish), physical-mathematical orientation.

### **Magnus Gottfried Lichtwer Gymnasium (Leipzig, Germany, 1998)**

Specialization in German language.

Professional  
development

### **Pfizer Argentina (05.2019 – 02-2025)**

Regional Learning & Development Manager LatAm Southern Cluster.. Responsible for the development of the Sales Force through the design, planning and implementation of soft skills and product knowledge training curricula. Creator and coordinator responsible for the Pfizer Academy program, an in-company program aimed at offering distance training programs for colleagues from Pfizer Argentina and Uruguay.

### **Ediciones Incertidumbre (Uncertainty Editions, 2020 - Present)**

Director and editor of Ediciones Incertidumbre (Uncertainty Editions, <http://www.edicionesincertidumbre.com.ar>), a publishing house devoted to print fiction and non-fiction books in paper and electronic format in order to extend Latin American thought and narrative in the Spanish-speaking world.

### **Methodos Institute (03.2016 - 05.2019)**

Director of the Institute. Online training in writing courses and elaboration of academic papers and research projects for universities, institutions and

companies in Latin America. Design of curricula and training courses in educational technologies; coordination of teachers and trainers.

**KubernÉtica (KubernEthics, 2006 - Present)**

Director and publisher of *KubernÉtica* ([www.kubernetica.com](http://www.kubernetica.com)). Free and open access digital magazine for the reflection and diffusion of ideas around techno-scientific issues: academic and popular articles aimed at criticizing the role of technology in contemporary society, and vice versa, that of contemporary society in technological development.

**External consultant for the pharma industry (03.2013 - 12.2018)**

Consulting services in training, communication and press for the pharmaceutical industry (Novartis, Janssen-Cilag, AstraZeneca, Merck, Sharp & Dohme and Sartorius). Planning, development and coordination of communication, editorial and training projects. Support for web applications of training portals for the Sales Force. Development of strategic plans and institutional communication plans. Image studies, market research and database analysis.

**Micropixel Communications SRL (01.2006 - 12.2012)**

Founder and Associate. Integral services in Institutional Communication. Development, design and implementation of dynamic applications and multimedia content for web and desktop in digital format. Development of market research and Data Mining. Design of strategies and communication campaigns oriented to the digital medium. Search engine optimization (SEO) analysis using web mining techniques and semantic positioning. Intranet and Internet website support for companies in Latin America and Europe. Coordination of a team of programmers and web and graphic designers. Preparation and drafting of institutional reports on the use and exploitation of digital resources in communication. Training in New Technologies for institutions and companies.

**Novartis Argentina, Venezuela and Switzerland (2003-2006)**

Responsible for the Communication Department for the implementation of SAP. Development of communication strategies for the PEP team (Pharma Enterprise Resource Planning Program) and for all the company's collaborators. Preparation and dictation of programs for Medical Visitors and District Managers. Development of Intranet and Internet South Sub-Region for Argentina and Chile. Design of product and training websites for the Sales Force. Responsible for communication, development and maintenance of the PEP Intranet website for Latin America. Development and support of the global purchasing portal.

## Teaching

### **National University of St. Martin (03.2015 - Present)**

Associate Professor of *Final Work Workshop*, B.A. in Public Administration.

### **University of Buenos Aires (03.2011 - 03.2020)**

Associate Professor of *Communication and Criticism* (PhD. Diego Levis), Clothing and Textile Design, Faculty of Architecture, Design and Urbanism (FADU).

### **University of St. Andrews (03.2014 - 12.2019)**

Professor of *Writing and University Discursive Practices* (PhD. María Marta García Negroni).

### **University of Buenos Aires (04.2013 - 12.2019)**

Professor of *Reception Theories: Users and Content Producers in the Digital Age*, Multimedial Convergence Specialization Program, Faculty of Architecture, Design and Urbanism (FADU).

### **University of Buenos Aires (07.2015 - 12.2019)**

Professor of *Diffusion and commercialization of the media* (B.A. Susana Landau), Image and Sound Design, Faculty of Architecture, Design and Urbanism (FADU).

### **Torcuato Di Tella University (04.2017-12.2018)**

Professor of *Explanation and Methods in History*, Doctorate in History.

### **Argentine Business University (03.2012 - 11.2017)**

Associate Professor of *Research Methodology*, B.A. in Public Relations.

### **Argentine Business University (06.2008 - 12.2018)**

Associate Professor of *Convergence and Technological Paradigms*, B.A. in Media and Entertainment Management.

### **University of Buenos Aires (06.2015 - 11.2015)**

Professor of the *Academic Writing Seminar*, with PhD. Martín Koval, Department of Letters, Faculty of Philosophy and Letters.

### **Monter University of Morelia, Mexico (09.2014 - 12.2016)**

Professor of *Thesis I: Academic Writing*, Master's Degree in Human Genetics.

### **Argentine Business University (03.2012 - 12.2013)**

Associate Professor of the *Seminar on New Technologies*, Master's Degree in Institutional Communications Management.

## Research

Category V Researcher in the Anthropology, Sociology and Political Science discipline in the Incentive Program for Research Teachers of the Regional Categorization Commission of the Argentine Ministry of Education.

Co-director of the research "The Representation of Women in Mass Media: Media Influence on the Relationship of Argentine Women with Themselves". Faculty of Architecture, Design and Urbanism (FADU), University of Buenos Aires. Research Project at FADU - Projects SI code PII HyC-07. Project Director: PhD. Diego Levis. February 2016 - February 2018.

Responsible for the Observatory of Public Opinion, Institute of Social Sciences and Project Disciplines (INSOD). Design and implementation of survey research about the perception of social and cultural issues in the AMBA (Buenos Aires Metropolitan Area). March 2012 - October 2016.

Researcher of the project "Human-machine Interfaces: Towards a State of the Art of Contemporary Technical Devices". University of Girona, Spain. Project Director: PhD. Josep Lluís Fecé Gómez, Associate Professor of *Audiovisual Communication and Advertising*. January 2014 - March 2014.

Responsible for the interuniversity research project "Ciborgs and Techno-society", with PhD. María Teresa Aguilar García, National University of Distance Education (UNED), Spain. February 2013 - April 2013.

Research coordinator: "Young People and Drugs: Perception of Consumption and Social Acceptance of Drugs in Students at the Argentine Business University"; "Use and Appropriation of Social Networks"; "A Young Vision of the Future. Perception of the Professional Future"; "The Imaginary of Public Relations. Perception of the Academic and Professional Profile of the Public Relations Graduate". Research projects carried out for pedagogical purposes by *Research Methodology in Communication* students of the Public and Institutional Relations career at the Faculty of Communication and Design, Argentine Business University, 2010-2014.

Coordinator of the research work "Periodic Index of Current Journalistic Information Generated by Integrated Communication Actions", Institute of Communication and Design (INCOD). September 2009 - July 2010. Project Director: PhD. Diego Levis.

Research assistant of PhD. Florencia Cortés-Conde, University of St. Andrews. "The Anglo-Argentine Community in Buenos Aires". Work published in the international journal *World Englishes*. July-August 2002.

## Publications

### Books

*Manual for the Development of Academic Works. Research and Writing in the University Environment.* Grupo Editorial Temas, 2011. ISBN: 978-987-1826-04-9.

*The Posthuman Condition. Path to Man-machine Integration in Cinema and Science.* Editorial Cinema, 2008. ISBN: 978-987-24706-0-9.

### Referee academic publications

KOVAL, S.. (2014). Techno-zombies: Artifact Beings in Contemporary Techno-science. *Analysis. Quaderns de Comunicació i Cultura*, 51, pp. 65-77. ISSN 0211-2175. DOI: <http://dx.doi.org/10.7238/a.v0i51.2331>.  
[http://www.analisi.cat/index.php/analisi/article/view/n51-koval/pdf\\_30](http://www.analisi.cat/index.php/analisi/article/view/n51-koval/pdf_30)

KOVAL, S. (2012). "Human-machine Integration: the Conceivable and the Feasible in Real Science and Science Fiction". *Analysis. Quaderns of communication and culture*. 46, pp. 19-34. ISSN 0211-2175.  
[http://www.analisi.cat/index.php/analisi/article/download/n46-koval/pdf\\_11](http://www.analisi.cat/index.php/analisi/article/download/n46-koval/pdf_11)

"Technological Convergences in the Man-machine Integration Era". *Reason and Word*. First Electronic Magazine in Latin America Specialized in Communication. Number 75. February-April 2011. ISSN 1605-4806.  
[http://www.razonypalabra.org.mx/N/N75/varia\\_75/05\\_Koval\\_V75.pdf](http://www.razonypalabra.org.mx/N/N75/varia_75/05_Koval_V75.pdf)

"The God's Algorithm". 6th conference of young researchers. Gino Germani Research Institute. Number 75. November 10, 11 and 12, 2011. ISSN 2250-4486.  
<http://iigg.sociales.uba.ar/2011/11/07/6jji/>  
<https://www.kubernetica.com/2011/11/12/camino-al-algoritmo-de-dios/>

SOURCES CUIÑAS, A & KOVAL, S. (2018). Perception of Infidelity in Adults in the Metropolitan Area of Buenos Aires. *Psychological Universities*, 17(2).  
<http://revistas.javeriana.edu.co/index.php/revPsycho/article/view/15216>

### Academic publications without refereeing

"Technozombies: Artifact Beings in the Age of the Void". Published in *Cronopio Magazine*. Number 79. July 2018. ISSN 2248 – 5406. Available at:

<http://www.revistacronopio.com/?p=22510>

“The Human Condition in the Techno-scientific Era. Desires, Needs and Social Representations”. *Humanistic Approach Magazine*. Number 24. March 2014. ISSN 2314-3207.

"Wittgenstein: Pain and Imagination". *Ultramar. Journal of aesthetic studies*. Year 1, number 1. Logos. June 2013.

<http://issuu.com/ultramarmagazine/docs/ultramar-issuu1>

“The Cinema and the Digital Image”. *Cultural Bitácora*. Number 12. July 2006.

“Digital Technologies and Socio-cultural Change”. *Cultural Bitácora*. Number 9. November 2005.

“Analytical comment on the book *On Certainty* by Ludwig Wittgenstein”, *Communicating online*, University of St. Andrews, 2001.

### **Press releases and interviews**

“Digital Beings: The Path to Eternity, Interview with Santiago Koval”, by Maxi Fernández, *Infobae*, July 2016.

<https://www.infobae.com/salud/ciencia/2016/07/12/seres-digitales-el-camino-hacia-la-eternidad/>

“Interview with Santiago Koval, author of *The Posthuman Condition: Path to Man-machine Integration in Cinema and Science*”, by Horacio Bernades, *Cine al Sur Magazine*, March 2015.

<http://cinealsur.blogspot.com/2015/03/entrevista-santiago-koval-autor-del.html>

“The posthuman condition. Path to man-machine integration in cinema and science - Book Review”, by Irene Cambra Badii, *Ethics and cinema journal*, vol. 3, N. 1, 2013, pp. 35-39.

<https://journal.eticaycine.org/La-condicion-poshumana-Camino-a-la-integracion-hombre-maquina-en-el-cine-y-en>

*Men Magazine*, June 2009.

<http://www.kubernetica.com/2009/06/01/revista-hombre-junio-2009-entrevista-completa/>

“I, cyborg”, by Federico Kukso, *Digital Critic Newspaper*, April 2009

<http://www.kubernetica.com/2009/05/23/yo-cyborg-nueva-fase-de-la-evolucion-humana/>

“Robots on attack”, by Diego Manso, *Ñ Magazine*, December 2008  
<http://www.kubernetica.com/2009/05/23/robots-al-ataque-resena-en-la-revista-n/>

*Talking about the matter*, by María Agustina Melchiori, January 2009..  
<http://www.kubernetica.com/2009/05/23/comentario-de-la-condicion-poshumana-en-hablando-del-asunto/>

Scholarships  
and distinctions

### **Scholarships**

Ibero-America Scholarship for Young Professors and Researchers of Banco Santander, 2014.

Best average merit scholarship at the Department of Humanities of the University of St. Andrews, 2003.

### **Distinctions**

Best teacher of the year at the Department of Media and Entertainment at the Argentine Business University, 2012.

Best general average at the Department of Humanities of the University of St. Andrews, 2004.

Conferences, dissertations,  
workshops and presentations

“Posthumanism”. Speaker at TED Talk, Santa Fe, Argentina, September 2015.

[https://www.youtube.com/watch?v=-b\\_b6Y1qgCg](https://www.youtube.com/watch?v=-b_b6Y1qgCg)

Co-author and speaker of the paper "Mass Media and Contemporary Female Stereotypes: Influence of the Media on the Self-perception of Argentine Women", of the research "The Representation of Women in Mass Media: Influence of the Media in the Relationship of Argentine Women with Themselves", directed by PhD. Diego Levis. Co-authored by Diego Levis and Melisa Vázquez. Presented at the IX Conference of Young Researchers. Gino



Germani Research Institute. Buenos Aires, November 1st, 2nd and 3rd, 2017.  
ISSN: 2313-9005.

Author and speaker of the paper “Prosthetic Devices of the Mind: Towards a Technical Extension of Consciousness”. Presented at the VIII International Colloquium on the Philosophy of Technology: “The Statute of the Artificial”. Mar del Plata, Buenos Aires, October 18th, 19th and 20th, 2017.

Author and speaker of the paper “Women and the Media: Influence of the Media in the Relationship of Women with their Own Body”. Presented at the Third International Fashion and Design Congress, CIMODE. Faculty of Architecture, Design and Urbanism, University of Buenos Aires, May 9th to 12th, 2016.

Panel moderator at the Third International Fashion and Design Congress, CIMODE. Faculty of Architecture, Design and Urbanism, University of Buenos Aires, May 9th to 12th, 2016.

Responsible for the *Methodology and Academic Writing Workshop*, together with PhD. Martín Koval, held at the Faculty of Exact Sciences of the National University of Salta (UNSa). Workshop organized by B.A. Ángel Barberis, Associate Professor at the Systems Analysis Degree. April 10th and 11th, 2015.

Responsible for the *Film Review Workshop* of the University Writing Center directed by PhD. María Marta García Negroni. University of St. Andrews (UdeSA). March and April 2015.

Speaker at the 22nd International Congress of Psychiatry. Argentine Association of Psychiatrists. Lecture: "Imagining the future: cryonics, posthumanism and immortality". In conjunction with PhD. Rodolfo Goya (Biochemistry Research Institute of the University of La Plata). Sheraton Buenos Aires Hotel. November 10th to 12th, 2014.

Panelist at the II Academic Forum of Social Sciences and Humanities, "Towards Diverse, Sustainable and Digitized Societies". Table 5: New Sociological Perspectives: Modern Societies. Presentation: “Conspicuous Consumption: Identification of the Social Imaginary Linked to Consumers of Luxury Objects, Argentine Business University, October 30th and 31th, 2014.

Panelist at the XI National Congress on Counseling 2013: Desire as a Human Condition. Exposition: “Desire in Contemporary Techno-science”. June 15th, 2013.

<https://www.revistaenfoquehumanistico.com/santiagokoval>

Speaker at the table “Multimedia convergence – One idea, a thousand formats”. BAFICI meeting point – Recoleta Cultural Center, April 16th, 2013.

Speaker at the table "Multimedial Convergence" of the Argentine Cultural Industries Market (MICA). Technopolis, April 10th, 2013.

Lecturer of the paper “Technological Convergences in the Man-machine Integration Era” at Engineering Week 2012, National Technological University of Tucumán, June 8th, 2012.

Presentation of the “Methodological Tool for Brand Analysis in Press Media” research at the Meeting of Researchers in Public Relations, Salvador University, May 30th, 2012.

International Congress on Information Technology Innovation. Interamerican Open University, Rosario, Argentina, November 3th, 2011. Declared of National Interest, Presidency of the Nation, Resolution S.G. N°1056 dated 08/09/11. Dissertation: “Technological Convergences in Man-machine Integration Era”.

Academic and research meetings in the Communication Sciences Career, “Journeys and Perspectives”. Lecture: “Path to Man-machine Integration”. Faculty of Social Sciences, University of Buenos Aires, December 3th and 4th, 2010. ISBN 978-950-29-1259-2.

XII Congress of the Network of Social Communication and Journalism Careers in Argentina. Lecture "Methodological Tools for the Investigation of Brand Presence in the Media". University of Cuyo, Mendoza. October 6th to 9th, 2010. Proceedings of the National Conference of Researchers in Communication. ISSN 1515-6362.

XIV National of Researchers in Communication Congress, "Research and Participation for Social Change". National University of Quilmes. September 16th, 17th and 18th, 2010. Lecture: “Methodological Proposal for the Study of Brand Presence in the Media”. Co-authorship PhD. Diego Levis and B.A. Sol Dieguez. <http://www.redcomunicacion.org/memorias> ISSN 1852-0308.

Seminar "Methodological Tools for the Investigation of the Presence of Integrated Communication Actions in the Print Media". Dissertation: "Statistical Analysis of Results". Held at the Argentine Business University (UADE). June 1st, 2010.

V Congress of Counseling of the Americas. VII National Congress on Counseling. "The human condition. Counseling's Contributions to its Development". Dissertation "The Posthuman Condition" in the closing panel. September 2009.

Academic programs  
and evaluations

Paper Evaluator for la Research Commission of the School of Sociology of the University of Costa Rica. Website: <https://www.ucr.ac.cr/>

Pre-selection jury in the non-fiction genre of the 2018 Letters Contest of the National Fund for the Arts.

Pre-selection jury for the Bulletin of Hispanic Studies. Printed ISSN: 1475-3839. ISSN Web: 1478-3398.

Paper Evaluator for *Sequences. Journal of Film History* (ISSN 1134-6795). Journal of the University Institute of Educational Sciences of the Autonomous University of Madrid (UAM). <http://www.uam.es/servicios/apoyodocencia/ice/secuencias>.

Academic collaborator in the development of the Multimedial Convergence Update Program of the Faculty of Design and Urbanism of the University of Buenos Aires (UBA). August 2012 - April 2013.

Article evaluator for the *Aisthesis Magazine* (ISSN 0718-7181), Institute of Aesthetics, Faculty of Philosophy, Catholic University of Chile. Website: <http://estetica.uc.cl/publicaciones..>

Peer quality evaluator of the analytical programs bibliography of the Argentine Business University (UADE).

Direction  
of thesis

Advisor for the final integration project "Multimedial Convergence in Argentine Audiovisual Production", by B.A. Susana Landau, for the Master's Degree in Communication Design (DICOM), Faculty of Architecture, Design and Urbanism, University of Buenos Aires, October 2017 – May 2018. Note: 9 (nine).

Advisor for the master's thesis "Nazareno Orlandi and Francisco Parisi: Artists and Immigrants Within the World of Buenos Aires Art. A Study on the Production and Reception of Decorative Works Developed at the Headquarters of La Prensa and the Cathedral of Buenos Aires (1890-1911)", by B.A. Valeria Bortoleto, so as to obtain the title of Master in Argentine Art History and Latin American from the Institute of Advanced Social Studies of the University of San Martín (UnSaM). March 2016 - October 2017. Note: 10 (ten).

Advisor for the master's thesis "Social economy and political ideas. The dynamics of political thought in Argentine cooperativism and mutualism: from politicization to neutrality", by B.A. Noelia Carrizo, so as to obtain the Master's Degree in Social Economy Entities from the National University of Rosario (UNR) . October 2015 – September 2017. Note: 9 (nine).

Co-director, together with PhD. José Miguel Onaindia, of the master's thesis "Dynamics of International Cultural Cooperation Between the Autonomous City of Buenos Aires and Catalonia", by B.A. Raúl Santiago Algán, so as to obtain the Magister in Administration of Organizations of the Cultural and Creative Sector title of the Faculty of Economic Sciences of the University of Buenos Aires (UBA). December 2013 – December 2014. Note: 9 (nine).

#### Courses and Seminars

*How to Write a Thesis?* Workshop for elaborating academic papers. Specialization course aimed at students, researchers and professionals. Done in conjunction with Ed. Martín Herrera, September - November 2011.

*Introduction Workshop to the Case Method for Masters.* Dictated by Marcelo Barrios, UADE Business School. February 21st and 22nd, 2011.

*IGM Transition Training Course: Information Security* by Corporate IGM, Basel. Information security course for computer technology projects. Delivered by Ralph Thiele by teleconference, from Novartis A.G., Basel, Switzerland, November 16th, 2010.

Educational exchange trip to Google Inc., in Mountain View, Santa Clara, California, United States. Guided tour of the Googleplex and YouTube offices. Talks with the main product managers, programming, marketing and public relations. Coordination of students of the Bachelor of Media and Entertainment Management at the Argentine Business University (UADE), December 2010.

*Tricks of the trade: clues for the presentation and publication of scientific papers.* Methodology of Presentation of Academic Works course dictated by PhD. Adriana Fassio, Argentine Business University, November 2010.

*ICE SilverTraining 3.0.* Methodology course on information technology projects. Dictated by Oscar Monroy, Novartis Argentina S.A., August 30th and 31th, 2010.

*Quering and Reporting Using SAS Enterprise Guide & Applied Analytics Using SAS Enterprise Miner TM 5.* University of Bologna, May 12th to 16th, 2008.

*Dressing-up a Company, the Corporate Image in the Digital Media.* Dictated by B.A. Soledad Nasi. University of St. Andrews, August-October 2003.

*Negotiation and conflict resolution.* Dictated by PhD. Luciano Elizalde. University of St. Andrews, March-July 2003.

## Computing

Expert handling of Artificial Intelligence applications and interfaces. Flash Expert by the Image Campus (professional level in programming in ActionScript for applications and websites in Adobe Flash). Expert command of Windows/MAC interface, Linux/Windows Server, Lotus Notes, Office, SPSS, SAS, Dreamweaver, InDesign, Illustrator, Photoshop, Premier. Advanced programming knowledge with ActionScript, PHP, SQL and JavaScript.

## Language certificates

### **English**

TOEFL (Test Of English as a Foreign Language): 97 / 120 points. June 2012.  
First Certificate, December 2000. Fluent written and oral level.

### **German**

Sprachdiplom Stufe II (German language proficiency, level II), December 1999.