

Dr. Barzuna Hidalgo is an Assistant Professor of Entrepreneurship and Data Analytics at the McColl School of Business, Queens University of Charlotte. He teaches graduate courses in Data Analytics and Operations Management as a faculty member. Moreover, Dr. Barzuna Hidalgo teaches undergraduate courses in Entrepreneurship and Operations Management. His research focuses on understanding entrepreneurs' cultural aspects while conducting business in different countries.

His professional experience in the industry includes 13 years as an accountant, operations manager, and senior financial analyst before earning his DBA from the University of North Carolina at Charlotte. Before joining Queens, he was a professor at Rowan Cabarrus Community College, teaching a wide variety of classes such as Intro to Business, Marketing, Management, International Business, and courses on Entrepreneurship. While completing his doctoral program, he taught an MBA Global Strategic Management class at UNCC.

Education

Doctorate in Business Administration 2022 University of North Carolina, Charlotte, North Carolina	May
Master of Business Administration 2012 Gardner-Webb University, Boiling Springs, North Carolina	May
Licentiate Degree in Accounting 2006 University of Costa Rica, San Jose, Costa Rica	August

Publication-Dissertation

- Entrepreneurial Resilience and Venture Performance: The Moderating Role of Culture within Entrepreneurship. Barzuna, O., Stanley, L., Kellermanns, F., Webb, J.W., and Ames-Stuart, Jennifer. 2022
- Propuesta de un cuadro de mando integral para el Centro de Servicios Financieros de la Empresa ABC. Barzuna, O., Chan, S., Muñoz, E., y Santamaría, M. Universidad de Costa Rica, Costa Rica. Junio 2006
 - Title: "Proposal for a Balance Scorecard for a Financial Shared Service Center in company ABC". Barzuna, O., Chan, S., Muñoz, E., and Santamaría, M. University of Costa Rica, Costa Rica. June 2006

Research Interest

- Minority Entrepreneurship
- Ethnic/Immigrant Entrepreneurship
- Small Business Entrepreneurship
- Data analysis in Entrepreneurship
- Innovation and Creativity

Advising-Mentoring

Advisor for Entrepreneurship Club in Queens University of Charlotte	2023-Present
Advisor for Phi Beta Lambda (PBL) in Rowan-Cabarrus Community College	2021- 2022

Professional Experience

Senior Financial Analyst - FP&A

October 2018-September 2019

Charter Schools USA, Concord, NC

- Planned and carried out budget procedures for multiple business units.
- Reported monthly monitoring of department expenditures and revenues.
- Assisted business units and departments in the preparation of budgets.
- Supported the development of multi-year forecast estimates for the business unit, department expenditures, and revenues.
- Reviewed business unit and department key performance indicators.
- Develops and maintains budget-monitoring models and coordinates the production of the formal monitoring report.
- Led department in preparing proposals, provided input for forecasts and budgets and supporting information; explained policies and procedures, and provided recommendations for business units

Senior Financial Analyst – FP&A

March 2017-October 2018

Klaussner Home Furnishings, Asheboro, NC

- Worked closely with cross-functional business partners to understand and provide insights into monthly performance and forecasts.
- Prepared presentations for senior management on monthly financial results and P&L risk drivers.
- Led the preparation of detailed budgets and forecasts.
- Compared sales actuals (daily, weekly, monthly, quarterly, and annually) to sales goals and budgets, identifying all variances.
- Using Tableau, develop business metrics and dashboards (Sales Dashboards, KPI for Plants, Cash Flow Reports).
- Analyzed actual manufacturing costs and prepared periodic reports comparing standard costs to actual production costs.
- Recognized system and platform inefficiencies and recommended opportunities for improvement.
- Prepared ad hoc reports, modeling, and additional responsibilities as requested.

Operations Manager

January 2015- October 2016

George Mason University, Fairfax, Virginia

- Delivered analysis of financial and operational data required for quarterly Key Performance Indicator (KPI) reporting.
- Prepared, analyzed, and coordinated the annual budget for Safety and Emergency Management department.
- Developed a timely and effective emergency response system to facilities and maintenance concerns within the university residence halls.
- Provided supervision and performance evaluation, training, staff development, and support for 35 Student Assistants.
- Established and implemented assessment tools to evaluate program efficacy, efficiency and job performance.
- Developed, implemented, and reviewed a comprehensive on-call system that will respond to emergencies and crises within or adjacent to residential areas.

Senior Financial Analyst

June 2013- January 2015

VMware, San Jose, Costa Rica

- Oversaw and performed financial analyses for the business units, including monthly budget reporting, quarterly forecasting, and end-of-year reporting.

- Provided financial advice, planning, and analyses that helped the business to meet or exceed unit goals.
- Owned operational spending (OPEX), headcount, capital spending analysis (CAPEX), and reporting for the business units.
- Drove process improvements associated with planning/forecasting and analysis.
- Supported projects within the business unit by identifying gaps, sharing best practices, and proposing drive changes to help determine priorities and needs.
- Provided financial metrics to analyze the usage of Assets and Internal Controls.
- Acted as a consultant to help the business partners understand the financial impact of their business decisions.

Resident Director, Special Projects

June 2012- June 2013

George Mason University, Fairfax, Virginia

- Provided supervision, performance evaluation, training, and staff development and support for Resident Advisors
- Assisted in the development and implementation of leadership training programs.
- Assisted in the recruitment and selection of staff.
- Preserved and enhanced the facilities by conducting equipment and building inventories, conducted regular facilities inspections, and investigated reported damages.

Financial Analyst

December 2007-December 2009

Hewlett-Packard, Heredia, Costa Rica

- Created and monitored report matrix for Technology Solutions Group (TSG) monthly.
- Reviewed and approved/denied the security requests in TSG security administration, including Planet, BEx, TSG Cube, Guardian, Yotta, and Geo Alignment.
- Successfully performed SOX review for TSG business unit, verifying all users were corrected and authorized with their respective finance security accesses.
- Developed a worldwide template using Essbase Excel for reconciliations.

Intercompany and Entity Accountant

January 2005-November 2007

Intel Corporation, Heredia, Costa Rica

- Performed and presented the financial statements for the upper levels according to US GAAP.
- Performed journal entries and reports for upper level using SAP
- Performed close-end process for intercompany and entity accounting.
- Created a standardized reconciliation process for intercompany worldwide utilizing Essbase.
- Consolidated financial statements for five different entities (subsidiaries)

Skills

- SAP BW
- SAS
- Oracle Hyperion Planning, JD Edwards and EBS
- Microsoft Office (Word, PowerPoint, Excel, Access)
- SQL
- Power BI
- Tableau

Languages

Spanish (Native)

English