



Governing Board Elected Member Candidate Statement

The Candidate Statement, your photograph and names of your nominators will be published on the Cochrane websites during the elections process, and the Candidate Statement and photograph will remain on the websites against the names of new members for the duration of their terms on the Board. For this reason, this Candidate Statement document template must be used; and full addresses, email addresses and/or unencrypted e-signatures excluded.

Please submit this Elected Member Candidate Statement in Word format by the stated deadline. It should be shared beforehand with your two nominators.

Family name (surname):	Cerón-Solis
First name(s):	Orlando
Today's date:	10/11/2021
Are you a current member of the Governing Board standing for re-election?	No
Will you be 30 years old or younger on 29 November 2021?	Yes If yes, you will be asked to provide proof of your age following submission of your Candidate Statement

Questions 1-4: General experience and motivation

<p>1. How and when did you first become involved in Cochrane and what has been your subsequent contribution to Cochrane's work (maximum 200 words)?</p> <p>I got involved when I was a medical student. I was a teacher's assistant for the Biomedical Informatics subject; as part of the academic program, we reviewed the contents of the Cochrane collaboration as part of one of the most reliable information sources. I took at that time an Introductory Cochrane's Methodology course given by Dr. Giordano Pérez Gaxiola at the department I was working. That course reaffirmed my interest in this organization and methodology.</p> <p>Later I approached with several researchers who were planning the founding of the UNAM Cochrane Associated Center. The UNAM (National Autonomous University of Mexico) is the institution I work for. I was eager to share my interest and knowledge on this collaborative effort. I was invited to the project, so I am one of the co-founders of the UNAM Cochrane Collaboration Center, which is affiliated with Sinaloa's Pediatrics Hospital, that was created in 2020.</p>

2. What experience do you have serving as a member of a governing board, board of directors, management group or similar? This might be within a non-for-profit or charitable organization, or a hospital or university. Please include the roles you played and other relevant information (maximum 200 words).

I am the founder and Manager of the InnovaUNAM business incubator at the Faculty of Medicine. Within this I am in charge of obtaining funds to promote innovative university entrepreneurship projects focused on the Health area, as well as selecting projects according to their technical and financial viability. In the same way, my role is to make relevant decisions for the incubator.

I am also part of the Committee of Managers of the Office of Technology Transfer at UNAM. In this committee we evaluate the projects with the potential to be supported with resources from the University, I am also in charge of linking with various institutions to get support for the incubated projects.

I am member of the Linking Committee of the Faculty of Medicine and InnovaUNAM. My role within this is to get inter-institutional links to cooperate in academic projects, as well as with NGOs to obtain funds for the faculty.

I am a member of a group of consultants of the Mexico City 's Ministry of Health called IIDEA (Integration, Data Research, Statistics and Analysis). Within this, we are in charge of analyzing the information for decision-making in public health policies regarding the COVID-19 pandemic.

3. Acting as a Board member requires a collaborative approach to decision-making, setting aside personal opinions and group affiliations and acting in the best interests of the organization as a whole. Please describe how you would fulfil this obligation, using examples from previous committee or other work (maximum 200 words).

I have had within my work in the Department of Biomedical Informatics and in the Ministry of Health, interaction with multiple professionals. Not only in the health area, but also with engineers, computer science, mathematicians and administrators, among others. That has allowed me to develop transdisciplinary collaborating work skills regardless of my training or personal preferences. This also allowed me to look for the right opportunity areas to improve the organization in each project.

Due to the nature of the committees in which I am part and that manage financial resources for different projects of all the schools within UNAM, it is important to maintain objectivity to support the projects with the highest chances of success regardless of my personal interests, or from medical school, which I represent.

4. What do you think would make you an effective member of the Cochrane Governing Board (maximum 200 words)?

As a member of the Governing Board, I could use my soft skills to achieve the goals, objectives and missions of Cochrane as an Organization. All this goal through the efficient use of human and material resources, taking advantage of my experience in financial management and obtaining funds for public institutions nonprofit.

Also due to my training and current occupation I have an innovative vision in the application of technologies and their evaluation for the development of organizations.

In the field of processes and policies applied to Health and research, I have knowledge of the master's degree that I study so that these are implemented in the organization with adequate change management and thus achieve the objectives set.

Questions 5-11: Specific Skills

The Governing Board needs a range of experiences, knowledge and expertise amongst its membership. We do not expect any single Governing Board member to have all the necessary skills and experience; we are looking for diversity.

We do not expect you to answer “yes” to more than one or two of the questions below.

If you do answer “yes”, please provide at least one example which best demonstrates your skills or experience.

Desired skills and experience for this election:	Which means to you can:	Do you have skills and experience in this area? [YES/NO]	If YES, please provide an example:
5. Publishing and Open Access	Guide others through the complexities and opportunities for organizations in achieving Open Access to content and data	NO	
6. Fundraising and business development	Develop and implement opportunities for income generation, build organizational relationships and connections, access donor and partner networks	YES	For my work in InnovaUNAM (business incubator unit) I am in charge of linking the institution to obtain funds and that these are distributed in the different innovation projects. In the same way, I am in charge of evaluating and perfecting business models, with special expertise in CANVAS models applied to health technologies.
7. Digital product development	Guide user-centred design, development and delivery of new digital products, understand informatics and structured data	YES	I am a Faculty in the Department of Biomedical Informatics, for which I have participated as a researcher in an Artificial Intelligence projector focused on clinical diagnosis, support systems tools for clinical decisions and development and implementation of Electronic Clinical Expense. My line of research is in user perception of technologies in Digital Health.
8. Financial management	Oversee an organization’s fiduciary, risk and audit duties, lead financial and investment planning	YES	I make agreements for the entrance of resources of the University. Support in the annual planning of budgets in the Department of Biomedical Informatics. I collaborate

			with the Economics area of the Secretariat of Health of Mexico City for the management of resources.
9. Advocacy	Act as an ambassador for an organization, influence and strengthen the commitment of public leaders or decision-makers to a cause, secure community support	YES	I am a member of HIMSS (Health Informatics Management Systems Society) and I collaborate in the education initiative. I am a representative of the Latin American region of the organization and a collaborator in various HIMSS courses. In the same way, I am a linker of the UNAM (National Autonomous University of Mexico) so I am in charge of forming collaborations with various universities in the world such as the University of California among others.
10. Science communications or public relations	Build organizational brand and profile online and in person, lead crisis management, design effective external and internal communications processes; OR Educate and raise awareness of science-related topics, design strategies for effectively communicating complex ideas to different audiences, or lead the transfer of knowledge into action	YES	I have led courses dissemination teams, as well as management with the areas of design, social communication and media for the scientific dissemination of activities of the Cochrane collaboration department. I am part of the team of consultants of the Mexico's City Health Ministry that take decisions in the strategies for facing of the COVID-19 pandemic.
11. Making organizations more diverse and equitable	Guide equity, diversity and inclusion assessments and target-setting or provide lived experience of addressing issues of inequality	NO	

12. Anything else you'd like to say in support of your nomination (maximum 200 words)?

I am interested in being part of the collaboration as a member of the board to be more active with this organization. It is essential to identify with an organization that places me in philosophy, mission, vision. It is critical to democratize knowledge so that it can be appropriately managed and can be used for decision-making at all levels.

In the same way, collaborating at a global level, uniting experts from all subjects, I think is very valuable to provide evidence to knowledge.

Due to this and other things, it would be an honour for me to serve this organization and to be able to contribute my experience and youthful and innovative vision to this organization.

Declarations:

To be eligible to stand for election, candidates must confirm the following by putting a 'tick' (✓) or their initials in the boxes below:

I hereby confirm that I:

1. Have accepted the Terms and Conditions of Cochrane Membership and have been a Cochrane Member for at least 30 days prior to the close of voting in this election	✓
2. Have read the following guidance produced by the National Council for Voluntary Organisations in the UK: <ul style="list-style-type: none">• What is a charity• What is a charity trustee?• What trustees must do• How trustees look after the charity	✓
3. Accept the Governing Board Charter	✓
4. Accept and will adhere to the Code of Conduct for Trustees	✓
5. Have completed the Cochrane 'Declaration of Interest' Statement (Annex 1 of this document)	✓
6. Have completed the 'Trustee Eligibility Declaration' required by the UK Charity Commission for all Trustees (Annex 2 of this document)	✓
NAME: Orlando Cerón-Solis	
DATE: 10/11/2021	

Annex 1: Cochrane Declaration of Interest Statement

Candidates must make a declaration of conflict of interest, including financial or non-financial relationships with other organizations, professional relationships to other members of the Board, and other Boards she/he may sit on. In writing this statement, candidates should refer to Cochrane's [conflict of interest policy](#) (for Cochrane Groups) and the [declarations of existing members of the Board](#).

Please answer the following questions:

1. Financial interests	YES/NO (If YES, please provide details)
In the last three years, have you:	
a) Received funding: any grant, contract or gift, commissioned research, or fellowship from Cochrane or a related organization (i.e., any organization related to health care or medical research) to conduct research?	NO
b) Had paid consultancies: any paid work, consulting fees (in cash or kind) from a related organization?	NO
c) Received honoraria: one-time payments (in cash or kind) from a related organization?	NO
d) Served as a director, officer, partner, trustee, employee or held a position of management with a related organization?	NO
e) Possessed shareholdings, stock, stock options, equity with a related organization (excludes mutual funds or similar arrangements where the individual has no control over the selection of the shares)?	NO
f) Received personal gifts from a related organization?	NO
g) Had an outstanding loan with a related organization?	NO
h) Received royalty payments from a related organization?	NO
2. Do you have any other competing interests that could pose a conflict of interest that would reasonably appear to be related to the primary interest?	NO

Annex 2: Trustee Eligibility Declaration

As required by the [UK Charity Commission](#)

Please tick or initial in the boxes below to confirm the following:

I declare that I:

Am willing to act as a trustee of The Cochrane Collaboration	✓
Understand Cochrane's purposes (objects) and rules set out in its Articles of Association	✓
<p>Am not prevented from acting as a trustee because I:</p> <ul style="list-style-type: none"> • Have an unspent conviction for one or more of the offences listed here • Have an Individual Voluntary Arrangement, debt relief order and/or a bankruptcy order • Have been removed as a trustee in England, Scotland or Wales (by the Charity Commission or Office of the Scottish Charity Regulator) • Have been removed from being in the management or control of any organization in Scotland (under relevant legislation) • Have been disqualified by the Charity Commission • Am a disqualified company director • Am a designated person for the purposes of anti-terrorism legislation • Am on the sex offenders register or equivalent in any country • Have been found in contempt of court for making (or causing to be made) a false statement • Have been found guilty of disobedience to an order or direction of the Charity Commission 	✓
Will provide true, complete and correct information to the Charity Commission if elected as a Board member	✓
Understand that it's an offence under section 60(1)(b) of the Charities Act 2011 (United Kingdom) to knowingly or recklessly provide false or misleading information	✓
Comply with my responsibilities as a trustee that are set out in the Charity Commission guidance 'The essential trustee (CC3)'	✓