

# Expert Guide 2018

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01

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## The EAE Business School Expert Guide is comprised by an excellent team of highly-respected professionals in different areas of knowledge.

### Dear Friend,

It is our pleasure to be able to send your EAE Business School's new Expert Guide, a list of areas, countries and sectors in which we are specialists. The objective of the document is to offer you a handy tool for your day-to-day work as a journalist or publisher, so that you can consult any of our experts whenever you need to on whichever topic, always within the spheres of national and international business management.

The EAE Business School Expert Guide is comprised by an excellent team of highly-respected

professionals in different areas of knowledge. Their extensive professional careers have enabled them to accumulate a wealth of business experience as consultants, senior executives and advisors on both private companies and institutions. Moreover, a significant number of them work as Program Directors on the different Master and Postgraduate programs run by EAE Business School at its Madrid and Barcelona Campuses. We have divided the information into categories based on the topics that we can cover, sectors about which we have broad knowledge and countries about which we can discuss in depth, as well as an extensive list of our key experts.

The Guide also contains detailed information about the School that you can expand on by visiting our website ([eae.es](http://eae.es)). We hope that this Guide is a useful tool for you in relation to news, reports and publications. Thank you. Looking forward to keeping in touch.

**Communication Department  
EAE Business School**

**TO SPEAK WITH SOMEONE  
FROM OUR EXPERTS, CONTACT  
OUR PRESS OFFICE, BOTH IN  
MADRID AND BARCELONA:**

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Asociación para el  
PROGRESO  
de la DIRECCIÓN  
ber conecta

**EAE** Business  
School

**CEPS**



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02

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## List of topic, countries and sectors

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## 2.1 List of topic, countries and sectors

List of topics that may be discussed in depth, including an analysis of current and future trends:

### A

Academic Alliances  
Accounting Analysis  
Accounting and Analysis of Financial Statements  
Alternative Financial Markets  
Asset  
■ Automation (Robots)

### B

Banking Regulation  
■ Big Data Management  
■ Blockchain  
Board of Directors  
■ Brand Management  
Branded Content  
Branding  
Business Angels  
Business Costs  
Business Ethics  
Business Intelligence

### C

Career Development  
Cash & Credit Management  
Central European Bank  
Change Management  
Cloud Computing  
■ Coaching  
Commercial Planning  
Commercial, Employment and Fiscal Environment  
Communication in Digital Environments  
Consumer Behaviour  
Content Marketing  
Corporate Communication  
Corporate Culture  
Corporate Social Responsibility  
CRM Marketing  
Crowdsourcing  
Cryptocurrencies  
Cultural Diversity  
Current Socioeconomic Context  
Customer Experience  
Cybersecurity

### D

■ Design Thinking  
Digital Disruption  
Digital Marketing  
Digital Marketing  
Digital Planning  
Digitization  
Distribution Policies  
Diversity in the Workplace

### E

E-Commerce  
Economic Environment of the Company  
E-Logistics  
Emerging Markets  
Employment Regulations  
Entrepreneurship  
Executive Development  
Executive Skills

### F

Family Firms  
Finance for Decision-Making  
Financial Impact of Strategic Decisions  
Financial Management  
Financial Markets  
■ Fintech  
Foundations of Human Resources Management  
Freight Distribution Channels  
Future of Work

### G

Gamification  
Global Economy  
Global Management of Working Capital  
Global Marketing  
Global Supply Chain Management  
Globalization  
■ Green Logistics

■ Nuevas temáticas

# I

ICT Management  
Inbound Marketing  
Information Systems  
Innovation Management  
Intellectual Capital  
International Alliances  
International Marketing  
International Trade  
Internationalization of Companies  
Intrapreneurship

# K

Key Clients and Accounts

# K

Law and Economic Analysis  
Legal Aspects for Different Industries and Sectors

# M

Management Control  
Market Research  
Marketing by Sectors  
Mergers and Acquisitions  
Mobile Marketing  
Monetary and Fiscal Policy

# N

Negotiation  
New Advertising formats  
New Commercial Organization Models

# O

■ Omni-Channel  
Online Creativity  
Online Reputation  
Opening International Markets  
Outsourcing

# P

■ People Management  
Personal Branding  
Personal Competences  
Pricing Policies  
Product Development  
Product Policies  
Production Management  
Project Acquisition  
Project Management  
Project Management Methodology  
Project Quality  
Project Scope, Cost and Risk Management  
Purchasing Management

# R

R&D&I  
Relational Marketing  
Results Measurement  
Risk Management

# S

Salary Gap  
Salary Remuneration Models  
Sales forecasts  
Short Sea Shipping  
Social CRM  
Social Entrepreneurs  
Social Media  
Social Media Marketing  
Stock Markets  
Strategic Clients  
Strategic Management  
Supply Chain Management  
Sustainability

# T

Talent Management  
Team Building

# U

User and Customer Loyalty-Building  
■ UX /UI

# V

Value Creation  
Virtual Store Design

# W

Web Traffic Generation Channels  
■ Women Executives  
Women in Business

## 2.2 List of countries

**List of countries sectors that may be discussed in depth, including their business environment, key microeconomic and macroeconomic factors and future trends:**

### Africa

Maghreb  
South Africa

### Asia

China  
India  
Japan  
Near East  
Singapore  
Turkey

### The Americas

Brazil  
Canada  
Chile  
Mexico  
United States

### Emerging Economies

Brazil  
India  
Russia  
China

### Europe

Eastern European States  
European Union  
France  
Germany  
Italy  
The Netherlands  
Poland  
Portugal  
Russia  
Spain  
Switzerland  
United Kingdom

## A-E

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Advertising  
Automobile  
Banking  
Construction  
Consultancy  
Cultural Institutions  
Digital Business  
Electricity Sector  
Energy  
Entertainment  
Entrepreneurship

## F-L

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Family Companies  
Finance  
Financial Markets  
Food Sector  
Healthcare  
Higher Education  
Hospitality  
Industry  
Innovation  
Insurance  
Logistics and distribution  
Luxury goods

## M-V

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Marketing  
Mass Market  
Media  
NGOs  
Pharmaceuticals  
Public Sector  
Renewable energies  
Retail  
Sports Management  
Telecommunications  
Textiles  
Tourism  
Venture Capital



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03

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# Academic Department

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### 3. Academic Department

#### DEAN



#### **Josep Maria Altarriba, Ph.D.**

#### ACADEMIC TEAM

##### Student Services

###### **María Ávila**

Assistant Dean for Graduate Students Services

##### Entrepreneurship

###### **Meysam Zolfaghari, Ph.D.**

Associate Dean for Entrepreneurship

##### Administration

###### **Cristina Tomàs, Ph.D.**

Associate Dean for Strategic Planning and Administration

##### Teaching

###### **Josep Maria Galí, Ph.D.**

Associate Dean for Undergraduate Programs (Campus Barcelona)

###### **Juan Morillo, Ph.D.**

Associate Dean for Graduate Programs (Campus Barcelona)

###### **Irene Vilà, Ph.D.**

Associate Dean for Graduate Programs (Campus Madrid)

##### Global Programs

###### **Frank Longo, Ph.D.**

Associate Dean for Global Programs

##### Research

###### **Carlos E. Dittmar, Ph.D.**

Associate Dean for Research

## MADRID CAMPUS

### **Susana Checa, Ph.D.**

Head of Academic Quality

### **Sara Fernández**

Chief Academic Administrator  
for Graduate Programs

### **Ana García-Arranz, Ph.D.**

Director of the Strategic  
Research Center of EAE

### **Yaiza González**

Head of Events and Conferences  
for Graduate Programs

### **Pilar Llácer, Ph.D.**

Head of Graduate Internships  
Assessment

### **Lisardo de Pedro, Ph.D.**

Head of Prerequisites Compliance  
and Final Assessment

### **Magalí Riera, Ph.D.**

Academic Director for Graduate  
Programs

### **Magda Ruiz**

Head of Graduate Students Services

### **Victoria Sánchez, Ph.D.**

Head of Academic Programming

## BARCELONA CAMPUS

### **Rocío Alfaro, Ph.D.**

Head of Academic Quality

### **Albert Arisó, Ph.D.**

Director of the Teaching Innovation  
Group of EAE

### **Gema Calleja, Ph.D.**

Head of International Accreditation,  
Ranking and Certification

### **Martha Martín**

Chief Academic Administrator  
for Graduate Programs

### **Úrsula Molina**

Head of Events and Conferences  
for Graduate Programs

### **Sonia Pereira**

Head of Undergraduate Students  
Services

### **Dolores Ruiz, Ph.D.**

Head of International Residential  
Programs

### **Marc Sansó, Ph.D.**

Director of the Case Center of EAE

### **Harold Torrez, Ph.D.**

Head of Prerequisites Compliance  
and Final Assessment

### **Mariona Vilà, Ph.D.**

Head of Academic Excellence Programs

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04

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# Program Directors

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#### 4. Program Directors

### MADRID CAMPUS

#### MBA



#### Ángel Andreu

MBA  
International MBA  
International MBA Madrid-Shanghai  
Executive Development Program

Board of Directors, International Development Director at Grupo INHISA. PhD in Industrial Engineering, International Executive MBA from EOI – INSEAD. MBA in Finance from IE. Industrial Engineering Diploma from the Universidad Politécnica de Madrid.

#### GENERAL MANAGEMENT



#### Ignacio Santamarina

Master in Entrepreneurship and Innovation

Financial Director at Berkeley Minera España. Project Director at IDIMAS Gestión. Director of the Fundación Bases. European Master in Law and Economics from the European Union, with specific training on Foreign Trade (ICEX), Project Management (PMP), Corporate Finance (IE), Executive Negotiation (IE).

#### MARKETING AND SALES



#### César Moreno

Master in Marketing and Sales

PhD in Business and Economics, ICADE. Executive MBA, IESE. Civil Engineer (Universidad Politécnica de Madrid) and Bachelor of Law (UNED).



#### Jesús Cárdenes

Executive MBA

Spain & Portugal Commercial Operations Director at Shire Pharmaceuticals. Member of the advisory team at the Retail Institute Spain & LATAM. PhD in Philosophy from the Universidad Camilo José Cela. MBA from the Escuela de Organización Industrial. Master in Company Business and Economics from the Universidad Camilo José Cela.



#### Ricardo Visiers

Master of International Business

PhD in Naval Architecture and Marine Engineering from IESE.



#### Irene Vilà

Master in Design Thinking & Customer Experience

Director of EAE Business School's Postgraduate School at the Madrid Campus. PhD in Business Administration and Marketing. MBA from ESADE. Master in Business and Economics Research, Marketing from the Universidad Pontificia Comillas.

## MARKETING AND SALES



### **Pablo Martín**

**Full-Time Master in Online Marketing and Electronic Commerce**  
**Executive Master in Online Marketing and Electronic Commerce**

Founder & CEO de Brandpith.  
Marketing and Business Development Consultant at Jawoi TV. Marketing Strategy Consultant at Unobrain.  
Business & Marketing Consultant at Ebrace. MBA from ESDEN. Master in Marketing and Communication Multimedia at IEDE. Bachelor Degree in Marketing and Sales from ESIC.



### **Víctor Conde**

**Master in Marketing Management and Commercial Management**

Director general de la Asociación de Marketing de España; Doctor en Economía de Empresa por la Universidad Antonio de Nebrija; licenciado en Ciencias Empresariales por la UCM.

## COMUNICACIÓN



### **Mencía de Garcillán**

**Master in Corporate Communication Management and CSR**

Marketing and Training Department Director at Laboratorios Esseka. PhD in Economic and Business Sciences, specializing in marketing, from the Universidad de Deusto. Bachelor Degree in Economics and Business Studies, Universidad de Deusto.



### **Susana Cabada**

**Executive Master in Marketing Management**  
**Master in Commercial and Sales Management.**

Executive Master in Marketing Management  
Master in Commercial and Sales Management.

#### 4. Program Directors

### MADRID CAMPUS

#### FINANCE AND STOCK



#### Francisco Isidro

**Master in Accounting and Financial Management**  
**Executive Master in Stock and Financial Markets**

Consultant at IFRYDHE Formación and Desarrollo. Executive Development Program at IESE. Master in Company Tax Consultancy at ESIC and University in Business Sciences, Accounting and Balance Analysis from the Universidad de Salamanca.



#### Ramón Carrasco

**International Master in Corporate Finance**

Senior Investment Analyst at Bankinter. MBA, Thunderbird School of Global Management. Bachelor Degree in Economic Sciences, UCM.

#### OPERATIONS & LOGISTICS



#### Elena Bulmer

**Full-Time Master in Supply Chain Management & Logistics**  
**Master in Supply Chain Management & Logistics**

Biodiversity Coordinator at Worldwatch Institute Europe. Founder and President of Eco de la Tierra. Project Manager Professional (PMP). PhD in Zoology, UCM. Master in Wildlife Management. Conservation and Control from the University of Reading. Bachelor Degree in Biology with European Studies, University of Sussex.



#### Francisco Javier Rivas

**Master in Financial Management (Spanish)**  
**Master in Financial Management (English)**  
**Full-Time Master in Stock and**

Partner and Director at IFRYDHE Formación and Desarrollo. Financial analyst certified by the Instituto de Analistas Financieros. Stock Market Trader with MEFF and DTB licences. PhD in Economics from the Universidad de Zaragoza. PhD in Economics from the Universidad de Zaragoza. Master in Advanced Economic Studies from the Collège d'Europe de Bruselas. Bachelor Degree in History and Philosophy from the UNED.



#### Iván Zamarrón

**Executive Master in Supply Chain Management & Logistics**  
**Executive Master in Project Management**

Partner and Director at Co.Ingenia. Project Manager Professional (PMP) from the Project Management Institute (PMI). Executive MBA from EAE Business School.

## PROJECT MANAGEMENT



### Oliva González

**Partner and Director at Co.Ingenia. Project Manager Professional (PMP) from the Project Management Institute (PMI). Executive MBA from EAE Business School.**

Partner and Director at MyO Company. Civil Engineering Diploma, UPM. Executive MBA, IE.

## PEOPLE MANAGEMENT



### Esther González

**Partner and Director at MyO Company. Civil Engineering Diploma, UPM. Executive MBA, IE.**

Associate director at BLC Group. Master in Human Resources Management from the Madrid Chamber of Commerce. Master in General Management and Strategic Planning from the Universidad Camilo José Cela.



### Merche Aranda

**Master in Leadership and Coaching  
Master in Executive Development, Emotional Development and Coaching**

Director de IDEARE Consulting. Partner in Leadership University and Executive Coach at Airbus Group. Professional Certified Coach accredited by ICF. PhD cum laude in Social and Organizational Psychology from the UNED. Master in Psychology Research, UNED.



### José Luis Pérez

**Full-Time Master in Human Resources Management  
Master in Human Resource Management**

PhD in Social Psychology, Work and Organizations, Universitat Autònoma de Barcelona. Coach certified by Quantum Leap (USA). Master in Human Resources Management, EAE Business School. Master in Social Psychology Research, UAB. Master in Social Policy, Universidad de Deusto.

#### 4. Program Directors

### BARCELONA CAMPUS

#### MBA



#### Aras Keropyan

Global Executive MBA  
MBA Full Time  
International MBA  
International MBA BCN-NYC

Global Analytics - IPO (Information, Process & Organization) at Schneider Electric. PhD in Business Administration & Management from the Universitat de Barcelona. Master in Actuarial and Financial Sciences, UB. Industrial Engineer and Mathematician qualified at the Yildiz Technical University.

#### GENERAL MANAGEMENT



#### Enrique Schonberg

Executive Development Program

Business and Strategy Consultant. Managing Partner & Founder at Area Export. Executive Development Program, IESE. Master in Finance and International Trade, Universitat de Barcelona.



#### Marc Sansó

Master in International Business

PhD in Business Administration & Management, UB. Industrial Engineer and Mathematician qualified at the Yildiz Technical University. Manager of Global Analytics at Schneider Electric.

#### BACHELOR DEGREE



#### José Luis Marín

Executive MBA

Global Analytics - IPO (Information, Process & Organization) at Schneider Electric. PhD in Business Administration & Management from the Universitat de Barcelona. Master in Actuarial and Financial Sciences, UB. Industrial Engineer and Mathematician qualified at the Yildiz Technical University.



#### Lluís Soldevila

Master in Entrepreneurship and Innovation

Consultant and trainer in high-performance attitudes, people accelerator and goal sherpa. Advanced Computer Engineering Diploma from the UPC.



#### Josep Maria Galí

Bachelor Degree in Business Administration and Management  
Bachelor Degree in Digital Marketing and Communication

Associate Dean for Undergraduate Studies at EAE Business School. PhD in Management from HEC Paris. Advanced Diploma in Marketing Strategies from the Université de Paris IX Dauphine.

## MARKETING AND SALES



### Alejandro Alegret

**Master in Marketing Management and Commercial Management**  
**Master in Marketing and Sales**  
**International Master in Marketing Management and Market**

Consultant specializing in Sales, Distribution and Business Development Projects. Consultant accredited by the Barcelona Chamber of Commerce. PhD in Marketing and Distribution from the UIC. Executive Development Program at IESE. Master in Education and ICT, UOC. Master in Information and Knowledge Society, UOC. Bachelor Degree in Business Administration from Nottingham Trent University.



### Jaume Muñoz

**Executive Master in Marketing Management**  
**Master in Commercial and Sales Management**

General Director of Customer Focused Management. MBA. Master in Marketing Management, EADA. Master in Sales Management, CBS. Bachelor Degree in Economic and Business Sciences, UNED.

## COMUNICACIÓN



### Carlos Creuheras

**International Master in Corporate Communication**

Director of the External Relations Department. Director of Institutional Relations and Corporate Events at Grupo Planeta. Bachelor Degree in Information Sciences, UAB.



### Guillem Crosas

**Full-Time Master in Online Marketing and Electronic Commerce**  
**Executive Master in Online Marketing and Electronic Commerce**

Senior Mobile Strategist at OgilvyOne. Founder of Pangea Reality. Master in Technology and Innovation Company Management from the Universitat de Barcelona (UB). Telecommunications Engineering Diploma from the Universitat Politècnica de Catalunya (UPC). Bachelor Degree in Business Sciences from the Universitat de Barcelona (UB). Thesis at Northeastern University (Boston, MA).



### Miguel Ángel Violán

**Master in Corporate Communication Management**

Director of Aula Mediática. Business Consultant, conference speaker and writer. MBA from ESADE. Bachelor Degree in Journalism, Law and Communication from the Universitat Autònoma de Barcelona.

#### 4. Program Directors

### BARCELONA CAMPUS

#### FINANCE AND STOCK



**Elena Puerto**

**Master in Financial Management**

Member of Advisory Board of ACCID. Member of the Interdisciplinary Research Institute of RAED. Master in the Information and Knowledge Society from the UOC. Bachelor Degree in Economic and Business Sciences, UB.



**Josep Torres**

**Master in Accounting and Financial Management**

Member of la European Academy of Management and Business Economics (AEDEM), Instituto de Actuarios Españoles and Associació Catalana de Comptabilitat i Direcció (ACCID). PhD from the Universidad de Extremadura. International Faculty Program at IESE. Institutional Master in Stock Markets and Financial Derivatives from the UNED.

#### OPERATIONS & LOGISTICS



**Ignasi Estruch**

**International Master in Supply Chain Management**

Business Growth Coordinator at ACC10. Executive Master in Supply Chain Management from the Fundació Politècnica de Catalunya. Industrial Organization Engineering Diploma from the Universitat Politècnica de Catalunya.



**Josep Bertrán**

**Master in Stock and Financial Markets**

Member of the Asociación Española de Finanzas. Member of the Registro de Economistas Asesores Fiscales. Member of the Advisory Board of the ACCID. Economist. Insolvency administrator and Expert Assessor. Bachelor Degree in Economic and Business Sciences from the Universitat de Barcelona.



**Miquel Serracanta**

**Full-Time Master in Supply Chain Management & Logistics**  
**Executive Master in Supply Chain Management**

Partner at Solutions & Decisions. President of CSCMP Spain Roundtable & European Regional Advisor. SCPRO-1 and SCPRO-2 certified by CSCMP. CSCP certified by APICS. Master in Business Management from ESADE. Bachelor Degree in Business Science from ESADE.

## PROJECT MANAGEMENT



### **Marc Bara**

**Full-Time Master in Project Management**  
**Master in Project Management**  
**Executive Master in Project Management**  
**International Master in Project Management**

Managing Partner at Think It Project. Certified PMP from the Project Management Institute (PMI). PhD in Telecommunications Engineering. Telecommunications Engineering Diploma, UPC.

## PEOPLE MANAGEMENT



### **Javier L. Crespo**

**Full-Time Master in Human Resources Management**  
**Executive Master in Human Resources Management**

PhD in Social Psychology, Work and Organizations, Universitat Autònoma de Barcelona. Coach certified by Quantum Leap (USA). Master in Human Resources Management, EAE Business School. Master in Research at Social Psychology, UAB. Master in Social Policy, Universidad de Deusto.



### **Lorena Esteban**

**Master in Human Resource Management**

PhD in Labour Law. Bachelor of Law. Legal matters consulting in private companies.



### **Jordi Vilà**

**Master in Executive Development, Emotional Intelligence and Coaching**

Team facilitator at Koakura. Coach Certified ACC and Professional Certified Coach accredited by the ICF. Professional Certified Coach accredited by the CTI. Executive and team coach specializing in accompanying teams throughout transformation processes. Executive Development Program at IESE.

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05

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## Lecturers by area

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## 5 Lecturers by area

**To teach at one of the best business schools, you need to have a passion for teaching. Our lecturers have this passion in their DNA, but they are also executives and professionals with a sound knowledge of the current business reality, as well as researchers who contribute relevant knowledge through their studies and publications.**

EAE's faculty is formed by 451 professionals and academics with a diverse range of profiles, but which encompass a single training approach, characterized by an international, interdisciplinary and collaborative approach.

72% of our lecturers combine their teaching duties with an executive professional role. The result? They combine academic rigour with the application of different tools, techniques and methodologies to enhance the students' professional future, so that they can offer added value to their companies and society in general right from the start.

The faculty work closely with the Advisory Board and Academic Management team to ensure that the programs are constantly updated and can be transferred quickly and efficiently to the professional world.

### MADRID CAMPUS

#### DEPARTMENT OF GENERAL MANAGEMENT, STRATEGY AND INNOVATION

##### ÁNGEL ANDREU

- MBA Program Director.
- Board of Directors, International Development at Grupo INHISA.
- PhD in Industrial Engineering.
- International Executive MBA from EOI – INSEAD.
- MBA in Finance from IE Business School

##### ALBERTO SAN AGUSTÍN

- CEO at Adbibo Technologies.
- Founder of The Digital Gate.
- Bachelor Degree in Economics from the Universidad de Alcalá.
- European Executive MBA from ESCP.

##### RAFAEL GONZÁLEZ

- Director de Innovation and International Projects at ALSA.

##### GUILLERMO TENA

- Managing Director at the Cuatrecasas International Institute for Legal Strategy on Human Resources.
- MBA from the University of Houston.

##### JAIME BUXÓ

- General Director of Business Development at Barceló Hotels & Resorts.
- Chairman and General Director at Occidental Hotels & Resorts.
- Executive MBA from ESCP Europe.

##### JAVIER HEREDIA

- Founding Partner at Heredia & Bateman.
- Legal, Marketing and Business Development.
- Advisor at Laurati Limited.
- International MBA from the University of Leicester.

#### ENTREPRENEURSHIP DEPARTMENT

##### IGNACIO SANTAMARTINA

- Financial Director at Berkeley Minera España.
- Project Director at IDIMAS Gestión.
- Director of the Fundació Bases, non-profit organization specializing in the entrepreneurial world.
- European Master in Law and Economics from the European Union, with specific training on Foreign Trade (ICEX), Project Management (PMP), Corporate Finance (IE), Executive Negotiation (IE).

##### ROCÍO ÁLVAREZ-OSSORIO

- Legal Director at Baker Tilly.
- Executive MBA from IESE.
- Master in Legal Consultancy from ICADE.

##### FERNANDO MOROY

- President of the Madrid Chapter of the Keiretsu Business Angels network.

- Member of Top Ten Management Spain.
- PhD in Economics from the Universidad Rey Juan Carlos.
- General Management Program from IESE.

#### **EMILIO MARTÍNEZ**

- Corporate Entrepreneurship Manager at Enagás.
- Corporate Leadership Program in Entrepreneurship and Innovation at Deusto.
- Startup Internationalization Program at IESE.
- MBA.

#### **HENRI MENNENS**

- Product Office Manager of BU Digital Solutions at Minsait (Indra).
- Design Thinking Executive Course at HPI School & d.School Stanford.
- Executive Education Program at IESE.
- Master in European Business at the Université Libre de Bruxelles.

#### **RENÉ DE JONG**

- Founder of Internet Advantage.
- Entrepreneur and Business Angel.

#### **MANUEL MARTÍN**

- Global Director of Software Labs at Indra.
- Director del Development Centre at Indra.
- Certified Scrum Manager.
- Global Leader Program at IESE.
- Executive Master in Business International.

#### **ENRIQUE DOMÍNGUEZ**

- Founder of Trovit, Restalo, Parkingdoor and Hoteltools.

### **INTERNATIONAL TRADE DEPARTMENT**

#### **RICARDO VISIERS**

- Partner at Acker & Partners.
- PhD in Naval Architecture and Marine Engineering from the Universidad Politécnica de Madrid.
- Executive Development Program at IESE.

#### **RAMÓN GASCÓN**

- Director of Institutional Relations for Asia at BBVA.
- Top Executives Management Program at IESE.
- Master in Financial Markets from the Universidad Autónoma de Madrid.

#### **JUAN JOSÉ MARTÍNEZ**

- VP Sales at Future Space.
- President of the Digital IT Commission at Autelsi.
- AMP in Business Administration from Harvard Business School.
- Master in Electrical Engineering & Computer Science from the Universidad Politécnica de Madrid.

#### **DANIEL SHAIKH**

- VP Sales at Future Space.

- President of the Digital IT Commission at Autelsi.
- AMP in Business Administration from Harvard Business School.
- Master in Electrical Engineering & Computer Science from the Universidad Politécnica de Madrid.

#### **GOUR SARAFF**

- Founder & Director at Solar Global Services.
- Managing Director of Europe India Chamber of Commerce Spain.
- CEO at European Enterprises Limited.
- Project Management Certificate Program from Boston University.
- MBA in Finance & International Business from New York University.

### **STOCK MARKET, FINANCIAL MANAGEMENT AND ACCOUNTING DEPARTMENT**

#### **FRANCISCO ISIDRO**

- Consultant at IFRYDHE Formación y Desarrollo.
- Executive Development Program from IESE.
- Master in Company Tax Consultancy from ESIC.

#### **JAVIER RIVAS**

- Partner and Director at IFRYDHE Formación y Desarrollo.
- Financial analyst certified by the Instituto de Analistas Financieros.
- Stock Market Trader with MEFF and DTB licences.
- ICF certified coach.
- PhD in Economics from the Universidad de Zaragoza.

#### **RICARDO ZION**

- Global Head of Export Finance at CaixaBank.
- MBA from IE Business School.
- Professional Development Program at INSEAD.
- Master in Financial Management from EAE Business School.

#### **JOSÉ GUTIÉRREZ**

- Director of Corporate Banking Risks at Bankinter.
- Executive Development Program at IESE.
- Executive Development Program at ESADE.
- Master in Financial Risk Management from the Instituto MEEF.

#### **JOSÉ RAMÓN SÁNCHEZ-GALÁN**

- Director of Corporate Banking Risks at Bankinter.
- Executive Development Program at IESE.
- Executive Development Program at ESADE.
- Master in Financial Risk Management from the Instituto MEEF.

#### **RAFAEL HURTADO**

- Investment Director at Allianz Popular.
- PhD in Economics from CEU.
- Executive MBA from IESE.

#### **MIGUEL ÁNGEL GARCÍA-RAMOS**

- Investment Fund Manager at Bankia.

#### **RAMÓN CARRASCO**

- Investment Analyst at Bankinter.
- MBA from the Thunderbird School of Global Management.

### **OPERATIONS, LOGISTICS AND PROJECT MANAGEMENT DEPARTMENT**

#### **IVÁN ZAMARRÓN**

- Partner and Director at de Co.Ingenia.
- Project Manager Professional (PMP) from the Project Management Institute (PMI).
- Executive MBA from EAE Business School.

#### **ELENA BULMER**

- Biodiversity Coordinator at Worldwatch Institute Europe.
- Project Manager Professional (PMP).
- Prince2 - Foundation Certification from APMG International.
- PhD in Zoology from the Universidad Complutense de Madrid.

#### **CAROLE NYER**

- Supply Chain Director for Consumer Products at L'Oréal.
- European Business Program.

#### **JUAN ANTONIO RENDÓN**

- General Director for Brazil and the Mechanized Division at Teknia Manufacturing Group.
- Executive MBA from IE Business School.
- Master in Production and Quality Management from IDECESEM.

#### **FERNANDO GÓMEZ**

- Operational Excellence Manager at Maxam.
- Executive Master in Management of Global Supply Chains from IE Business School.
- Master in Operations Management & Manufacturing Systems from the University of Nottingham.
- Postgraduate Certificate in Manufacturing Management from the University of Derby.

#### **FERNANDO GÓMEZ**

- Supply Chain Manager at Ingenico Iberia.
- Master of Engineering in Logistics & Supply Chain Management from the MIT.

## 5 Lecturers by area

### BIG DATA AND BUSINESS INTELLIGENCE DEPARTMENT

#### CARLOS ANDREU

- Partner and Director at Acker&Partners.
- Partner at Brain Trust Consulting Services.
- General Management Program at IESE.
- Executive Master Sales & Marketing from IE.

#### FERNANDO GALLEG

- Senior Account Executive Service Cloud at SalesForce.
- Bachelor Degree at Economic and Business Sciences from the Universidad Autónoma de Madrid.

#### FRANCISCO ASTUDILLO

- Global Project Manager at American Express Global Business Travel Spain.
- PhD in Statistical Methods, Operations Research and Artificial Intelligence from the UPM.
- Master in Computer Sciences from the UPM.
- Master in Project Management from ESDEN.

#### IZASKUN LÓPEZ

- Data Scientist at Sngular.
- Master in Business Administration and Management from the Instituto Keynes.

#### JOSÉ MARÍA NÚÑEZ

- CEO at AGIPCI Consultants.
- Member of the Board of Directors de Project Management Institute Madrid.
- Partner Founder of CMAS (Construction Management Association of Spain).
- Master in Management from IE Business School.

#### YOLANDA ALFARO

- Design Research at Globant.
- PhD in Telematics Systems Engineering from the Universidad Politécnica de Madrid.
- Master in Digital Economy and Creative Industries, Economy, Telecommunications, Intellectual Property from the Escuela de Organización Industrial.

#### JOSÉ ANTONIO CRUZ

- Systems Director at Valeo.
- CPIM certification from APICS.

### MARKETING AND SALES MANAGEMENT DEPARTMENT

#### IRENE VILÁ

- Director of EAE Business School's Postgraduate School at the Madrid Campus.
- PhD in Business Administration

and Marketing.

- MBA from ESADE.
- Master in Business and Economics Research, Marketing from the Universidad Pontificia Comillas.

#### VÍCTOR CONDE

- General Director of the Asociación de Marketing de España.
- Bachelor Degree in Business Studies from the UCM.

#### PABLO MARTÍN

- Founder & CEO at Brandpitch.
- Marketing and Business
- Development Consultant at Jawoi TV.
- Marketing Strategy Consultant at Unobrain.
- Business & Marketing Consultant at Ebrace.
- MBA from ESDEN.
- Master in Marketing and Communication Multimedia from IEDE.

#### SUSANA CABADA

- Director of Multi-channel Banking at Liberbank.
- Executive Finance Program at IE Business School.
- Master in Marketing and Communication Management from the Universitat Oberta de Catalunya.

#### NURIA GUIX

- Global Data Manager at BP.
- Master in Marketing Management from EAE Business School.
- Master in Business Intelligence from MSMK.

#### MIGUEL RODRÍGUEZ

- Head of Advertising and Digital Marketing at Telefónica.
- Marketing Board Member at DAIL Artificial Intelligence.
- Marketing Fundamental Executive Program at The Wharton School.
- Executive MBA in Digital Business from IE Business School.

#### ANTONIO FONTANINI

- CEO at Informalia Consulting.
- Customer Experience Advisor and Board Member at Opinno.
- PhD in Information Sciences from the Universidad de Pisa.

#### JORGE GONZÁLEZ

- Senior Manager Loyalty and Ecommerce at Philips Ibérica.
- Founding Member of the Club de Dirigentes de Comercio Electrónico.
- Founder of Efod.
- MBA from ESCP Europe.
- Master in Marketing Digital from EUDE.

#### ÁNGEL BARBERO

- Director of Business Development at Tecnológica.
- Partner at Hightrack, Social Noise and GlobalPlace.

#### JAIME SCOTT

- Commercial and Marketing Director at Parque Warner.
- Founding Member of the Club de Dirigentes de Comercio Electrónico.
- Executive MBA from IE Business School.

#### GONZALO GUZMÁN

- Founder of Adgagé.
- MBA specializing in Media and TV Company Management from UTECA.

### COMMUNICATION DEPARTMENT

#### MENCÍA DE GARCILLÁN

- Marketing and Training Department Director at Laboratorios Esseka.
- PhD in Economic and Business Sciences, specializing in marketing, from the Universidad de Deusto.

#### ESTHER CASTAÑO

- Head of Internal Communications at Iberdrola.
- Master in Commercial
- Management from ESEM.
- Master in Human Resources
- Management from the Universidad Pontificia de Comillas.

#### FERNANDO COSTI

- Corporate Director of Internal Auditing and Process Control at Antena 3.
- Board Member at Hola Televisión.
- General Management Program at IESE.

#### JUAN PEDRO GALIANO

- Sub-Director of Corporate Responsibility and Branding at ADIF.
- Specialist in Executive Performance and Team Management, qualified at the UPM.
- Master in Corporate Social Responsibility from the UB.

#### ILDEFONSO TÉBAR

- Sub-Director of Corporate Responsibility and Branding at ADIF.
- Specialist in Executive Performance and Team Management, qualified at the UPM.

#### VERÓNICA POLO

- YouTube MCN Content Manager at Atresmedia.
- YouTube Certified at Audience Growth.

#### RAFAEL CABARCOS

- CEO of the Instituto Internacional de Diplomacia Corporativa.
- Executive MBA from IE Business School.

### PEOPLE MANAGEMENT DEPARTMENT

#### ESTHER GONZÁLEZ

- Associate Director at Grupo BLC.
- Master in Human Resources Management from the Madrid Chamber of Commerce.
- Master in General Management and Strategic Planning from the Universidad Camilo José Cela.

#### MERCHE ARANDA

- Director at IDEARE Consulting.
- Executive Coach in Air Business Academy SAS.
- Professional Certified Coach accredited by ICF.

#### JOSÉ LUIS PÉREZ HUERTAS

- Partner and Director at the Talent Factory.
- Coach certified by the Escuela Europea de Coaching.
- PhD in Economics from the Universidad Camilo José Cela.
- Official Master at Control and Strategic Planning in General Management from the Universidad Camilo José Cela.

#### LUCIO FERNÁNDEZ

- Director of Human Resources at Grupo Atresmedia.
- Executive MBA from IE Business School.

#### JUAN CARLOS PÉREZ

- Executive President of Factum.
- Chairman of the Organización Internacional de Directivos de Capital Humano.
- Member of the Science and Editorial Board of Executive Excellence Board and Honorary Professor of the UNESCO University Chair.
- PhD in Information Sciences from the Universidad Complutense in Madrid.
- General Management Program at IESE.

#### CARLOS OLAVE

- Head of Global HR at LG Electronics.
- General Management Program at IESE.

#### MARÍA JOSÉ MARTÍN

- Head of Global HR at LG Electronics.
- General Management Program at IESE.

#### ÓSCAR IZQUIERDO

- General Director at Ray Human Capital España.
- Master in Human Resources

Management from the Universidad Pontificia Comillas ICAI-ICADE.

## CAMPUS BARCELONA

### GENERAL MANAGEMENT, STRATEGY AND INNOVATION DEPARTMENT

#### CRISTINA TOMÀS

- Director of EAE Business School's Postgraduate School.
- PhD in Economic and Actuarial Sciences.
- Pensions and Social Security Consultant.

#### ARAS KEROPYAN

- Global Analytics - IPO (Information, Process & Organization) at Schneider Electric.
- PhD in Business Administration & Management from the Universitat de Barcelona.
- Master in Actuarial and Financial Sciences from the Universitat de Barcelona.

#### OLGA MORENO

- Business Development Manager at Planner Project Managers.
- Master in Engineering and Production Management.

#### PILAR NAVARRO

- Business Unit Director at Fira Barcelona.
- Management Development Program at IESE.
- Master in Organization
- Management in the Knowledge Economy from the UOC.

#### ENRIQUE SCHONBERG SCHWARZ

- CEO at The Yellow Ink Content Agency.
- Business and Strategy Consultant.
- Managing Partner at Area Export.
- Executive Development Program from IESE.
- Master in Finance and International Trade from the Universitat de Barcelona.

#### MANEL GUERRIS

- Founder of Worldwide Integral Rehabilitation Systems.
- Founder of Neo Consulting.
- Master of Economy and Management Research, Business Administration and Management from IQS.

### ENTREPRENEURSHIP DEPARTMENT

#### LLUIS SOLDEVILA

- Consultant and trainer in high-performance attitudes, people accelerator and goal sherpa.

- Advanced Computer Engineering Diploma from the UPC.

#### ANTONIO RAMI

- Chief Operating Officer (COO) at Kantox Consultant - Strategy & Operations at Deloitte
- Analyst at Inveready Technology Investment Group.
- Master in Business Administration from Singapore Management University.

#### PAU GARCIA-MILÀ

- Businessman and communicator. Named Innovator of the Year 2011 by the publication MIT TR-35.
- External member of the research team of IMD's VC2020 Research Centre.

#### JORDI GILI

- Managing Director at Execus. Lecturer and international conference speaker at World Sales Forum, Digital Business World Congress and BDigital Global Conference.
- Top 10 Influencers in Social Selling and Digital Sales Transformation at outside the United States.
- MBA from ESADE.

#### LUIS FONT

- CEO and Co-Founder of Agile Sales & Marketing Institute.
- Board Member at Kompyte.
- Master in Information Technology Management.

#### ANNA CEJUDO

- Co-Founder of StepsLife.
- Founder of IdeaFoster.

#### ADÁN BONET

- Program Director at Gestmusic Director de Operación Triunfo 2017
- Consultant in TV program creation, direction and production for Media-Networks Movistar (Peru).

### INTERNATIONAL TRADE

#### MARC SANSÓ

- Competitive Strategy Project Manager and Cluster Manager at ACCIO.
- PhD in Business Administration and Management (Marketing) from the UPC.
- MBA from ESADE.
- Master in Strategic Marketing from the Universitat Pompeu Fabra.

#### FILIP DABOVIC

- WW Pricing and Strategy Lead at HP.
- Master in International Business
- Management from EAE Business School.

- Bachelor Degree in International Business from Northwood University Robert W. Elliott.
- DEA (Pensée politique) from the École des Hautes Études en Sciences Sociales in Paris.
- Master in Philosophy from McMaster University.

#### EVA TOTH

- PhD in International Communication from Bowling Green State University.
- Master in Arts Administration from the University of Akron.
- Master in International Economics from the Corvinus University of Economic Sciences.

#### JOHN WETHERELL

- Business Communication and Management Skills Consultant.
- Master in International Business Management.
- Bachelor Degree in Economics from LSE.

### FINANCIAL MANAGEMENT AND ACCOUNTING DEPARTMENT

#### JOSEP BERTRÁN

- Member of the Asociación Española de Finanzas.
- Member of the Registro de Economistas Asesores Fiscales.
- Member of the Advisory Board of the ACCID.
- Economist.
- Insolvency administrator and Expert Assessor.

#### ELENA PUERTO

- Member of Advisory Board of ACCID.
- Member of the Interdisciplinary Research Institute of RAED.
- Master in the Information and Knowledge Society from the UOC.

#### JOSEP TORRES

- Member of la European Academy of Management and Business Economics (AEDEM), Instituto de Actuarios Españoles and Associació Catalana de Contabilitat i Direcció (ACCID).
- PhD from the Universidad de Extremadura.
- International Faculty Program at IESE Business School.
- Institutional Master in Stock Markets and Financial Derivatives from the UNED.

#### DIEGO SÁNCHEZ

- CFO at Agbar.
- Executive Development Program at IESE.

#### JORGE GALIANA

- Chairman of the Governing Board at Mediship.
- Partner, Director and Head of the Administration and Finance Department at CEEM.
- Financial Advisor and Accountant at FILAB.
- Investment Analyst at BCN Pisos Phd in Company Valuation Methods.

#### JORDI VILAJOSANA

- General Director of the Eurogabinet Group.
- Associate Professor at the Universitat Politècnica de Catalunya.
- PhD in Business Administration and Management.

#### SAMER AJOUR

- Credit and Risk Analyst and Report Leader for EMEA at Grace.
- University Diploma in Economics, Finance and Mathematics from the American University of Science and Technology.
- MBA and Master in Finance from the Universitat Pompeu Fabra.

#### PERE J. BRACHFIELD

- Director of Research at the Plataforma Multisectorial contra la Morosidad.
- Partner and Director at Morosólogos Asociados.
- Vice-chairman of the Asociación de Gerentes de Crédito.

### OPERATIONS, LOGISTICS AND PROJECT MANAGEMENT DEPARTMENT

#### MARC BARA

- Managing Partner at Think It Project.
- PMO Consultant at Mier Communicaciones.
- PhD in Telecommunications Engineering from the UPC.
- Project Manager Professional (PMP) from the Project Management Institute (PMI).

#### MIQUEL SERRACANTA

- CEO at Solutions & Decisions.
- President of the CSCMP (Council Supply Chain Management Professional) Spain.
- Certified by CSCMP and APICS.
- MBA from ESADE.

#### DAVID LÓPEZ

- Partner and Director at FHIOS Smart Knowledge.
- MBA from ESADE.
- Master in Project Management from La Salle.
- Telecommunications Engineering
- Diploma from the Universitat Ramon Llull.

## 5 Lecturers by area

### CRISTINA ALTHENHOFEN

- Program Director at Fujitsu Technology Solutions.
- MBA from ESERP.
- Business Management Program at EADA.
- Master in Information Systems from Universidade Federal do Rio Grande do Sul.

### Majeed Hosseiney

- Director of Enterprise PMO at ADP Streamline.
- PMP certification from the PMI.
- Master of Science IT, Quality Management – IT organizations from the Universitetet i Oslo (UiO).

### XAVIER RIUS

- Supply Chain Manager at Natursoy (Grupo Nutrition & Sante).
- Master in Operations Management from ESADE.

### IGNASI ESTRUCH

- Business Growth Coordinator at ACCIO.
- Executive Master in Supply Chain Management from the Fundació Politècnica de Catalunya.
- Industrial Organization Engineering Diploma from the Universitat Politècnica de Catalunya.

### JOSÉ BAENA

- Director of Production Systems and Continuous Improvement Process at Kostal Eléctrica.
- Industrial Engineering Diploma from the Universitat Politècnica de Catalunya.

### BIG DATA AND BUSINESS INTELLIGENCE DEPARTMENT

#### GUSTAVO RAMÍREZ

- Business Intelligence Manager at SDG Group Spain.
- SAP R/3 MM Certification.
- Master in Financial Management from EAE Business School.
- Master in Logistics, Materials and Supply Chain Management from Universitat Ramon Llull.

#### MONTSE ARCE

- Logistics BI Manager at PPG Industries.

#### JOAN PADRENY

- Iberia Business Analytics Lead at Pepsico.
- Expert in Market Research Techniques qualified at the UOC.

#### SEBASTIÁN GARCÍA

- General Director at Avanzis Sistemas.
- Partner at Adquiria.
- Partner at García Basco Iniciativas Empresariales.

- MBA from EAE Business School.
- Advanced Purchasing Management Program at the EIPM (European Institute for Purchasing Management).

#### CÉSAR PÉREZ

- Business Intelligence & SFE Manager at Otsuka Pharmaceutical.
- Investor & Strategic Advisor at mybabyallergy.com.
- Big Data Certificate from the MIT.
- PMP from the PMI.
- Master in Business Intelligence from the UOC.

### MARKETING AND SALES DEPARTMENT

#### ALEJANDRO ALEGRET

- Consultant specializing in Sales, Distribution and Business Development Projects.
- Consultant accredited by the Barcelona Chamber of Commerce.
- PhD in Marketing and Distribution Postgraduate Degree in Managerial Development at IESE
- Bachelor Degree in Business Administration from Nottingham Trent University.

#### JAUME MUÑOZ

- General Manager at CFM Consulting.
- Chief Executive Officer at Liberty Voz.
- MBA.
- Master in Marketing Management.

#### GUILLEM CROSAS

- Director at Deloitte Consulting.
- Founder of Pangea Reality.
- Master in Entrepreneurship and Innovation.

#### CARMEN VALLHONESTA

- Marketing Director at Kids&Us.
- Executive Corporate Development Program at ESADE.
- Executive Development Program at IESE.
- Bachelor Degree in Business Administration & MBA.
- International Management specializing in Marketing from ESADE.

#### DANIEL RODRIGUEZ

- CTO at OgilvyOne Worldwide.

#### GEMMA GUTIÉRREZ

- Sub-Director of OgilvyOne Barcelona.
- Master in Marketing Management and Commercial Management from ESIC.

#### GLORIA MUÑOZ

- Marketing & eCommerce Director at Neo@ Ogilvy.

- Executive Development Program at IESE.
- Master in Digital & Direct Marketing from IDEC.

#### FERRÁN FERRER

- General Director at Emagister.
- Co-Founder of Walva.
- Master in Marketing Management from ESIC.

### ÁREA DE COMUNICACIÓN

#### CARLOS CREUHERAS

- Director of the External Relations Department at Grupo Planeta.

#### MIGUEL ÁNGEL VIOLÁN

- Business Consultant.
- MBA from ESADE.

#### LAURA SABATÉ

- Sub-Director of External Communication at Gas Natural Fenosa.

#### MÓNICA GALLARDO

- Director of Communication for the Barcelona Provincial Government.
- Strategic Communication
- Management Program at ESADE.

#### SERGI ÁLVAREZ

- Marketing Manager – Bookshop editorial division at Grupo Planeta.
- Executive Master in Marketing Management from EADA.
- Executive Development Program at ESADE.

#### CARLOTA MARTÍ

- Press and Communications at European Commission
- Representation in Barcelona.
- Master in Communication
- Management from the Universitat Pompeu Fabra.

#### RAMON ROVIRA

- General Audiovisual Director at Grupo Godó.

### PEOPLE MANAGEMENT DEPARTMENT

#### JAVIER CRESPO

- PhD in Social Psychology, Work and Organizations from the Universitat Autònoma de Barcelona.

#### COACHING

- Coach certified by Quantum Leap (USA)
- Master in Human Resources
- Management from EAE Business School.
- Master in Social Psychology Research from the UAB.
- Master in Social Policy from the Universidad de Deusto.

#### JORDI VILÀ

- Team facilitator at Koakura.
- Coach Certified ACC and Professional Certified Coach accredited by the ICF.
- Professional Certified Coach accredited by the CTI.
- Executive Development Program at IESE.

#### ANTONIA ARÉVALO

- Director of Human Resources at Laboratorios Ordesa.
- Executive Coach (ECC) and ACC (ICF) from the Escuela Europea de Coaching.
- Life Coach (CTI) and ACTP (ICF) from the Coaching Training Institute.

#### BELÉN MARRÓN

- Corporate Director of CSR at Grupo Quirón Salud.
- Master in Company Law from the ICAB.

#### MICHAEL DAS

- Director of Employer Branding Strategy at Seat (VW Group).
- Co-founder of Catchventure.
- Master in Business Management, majoring in Marketing and Public Relations from the Universiteit KU Leuven (Belgium).

#### JOSÉ ANTONIO SENAR

- Director of Human Resources at Kostal España.
- General Management Program from ESADE.
- Master in Human Resources Management from EADA.

#### IMMACULADA TENA

- President at Listengap.
- Postgraduate Degree in Human Resources Management, Strategic People and Business Development from ESADE.



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06

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## About EAE Business School

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## EAE in the rankings

35

EAE ranks among the top 35 business schools in the world (América Economics ranking 2017)



EAE Business School ([www.eae.es](http://www.eae.es)) has been ranked by América Economía among the top 35 business schools in the world in its ranking 'The Best Global Business Schools 2017', which analyses the most prestigious business schools for Latin American students, with a total of 49 institutions all over the world being considered. The ranking was headed by IESE Business School, followed by Harvard Business School, Haas School of Business, London Business School and HEC Paris School of Management.

7

7 EAE masters ranked among the best in the world in their areas (Eduniversal Best Masters Ranking Worldwide 2016-2017)



**MBA Full Time**  
among the top 35 in Europe

**Master in Project Management**  
among the top 35 in Europe

**Master in Business Intelligence and Technological Innovation**  
in the world's Top 40

**Master in Stock and Financial Markets**  
among the top 100 in the world

**Master in Supply Chain Management**  
among the top 90 in the world

**Master in Corporate Communication Management**  
in the European Top 35

**Master in Corporate Communication Management**  
among the top 45 in Europe

65/200

EAE's MBA de EAE, among the top 65 in Europe and top 200 in the world (QS Global MBA 2018)



EAE Business School's Full Time MBA has been named as one of the top 65 programs in Europe and the best 200 in the world in the QS Global MBA Ranking 2018. The MBA climbs 15 and 50 places, respectively, to consolidate its status as one of the best in the world.

Key features of EAE's MBAs that the league table highlights include the gender balance of the students and lecturers, the programs' international character, with students from various countries including Argentina, Brazil, China, Colombia, France, Germany, India, Mexico, Russia, Turkey, the United Kingdom and the United States. Another important factor that QS has emphasized is the financial return on investment of the Master.

The top positions in the QS Global Ranking are held by Harvard Business School, INSEAD (France), HEC Paris (France), Stanford Graduate School of Business (USA) and London Business School (United Kingdom). At a European level, the top spots on the league table are held by INSEAD (France), HEC Paris (France), London Business School (United Kingdom), Said Business School-University of Oxford (United Kingdom) and IE Business School (Spain).

# 100

**EAE's Master in Project Management and Master in Stock and Financial Markets among the top 100 programs in the world (QS Global Masters Ranking 2018)**



For the first time in its history, QS has ranked two EAE programs among the top hundred in the world in their fields, namely in the areas of Project Management and Stock Market and Financial Markets. In the Management ranking, EAE's Master in Project Management ranked in 87th place out of a total of 121 schools taking part in this edition, while the Master in Stock and Financial Markets ranked 100th out of 131 schools evaluated on this occasion.

# 50/65

**EAE Business School and the Global Executive MBA among the best in the world (ranking Global MBA 2018 de CNN Expansión)**

# 2<sup>a</sup>

**The second most reputable school in Spain (Merco Ranking 2018)**

# 6

**Six EAE Masters ranked among the best in Spain**

EAE Business School has climbed six places in the global ranking of CNN Expansión, which ranks the best business schools and MBA programs in the world. EAE is the second Spanish business school in terms of the highest number of places climbed, reaching position 67. The ranking is headed by Harvard Business School, Stanford Graduate School of Business, INSEAD, Columbia Business School and the University of Pennsylvania. In addition, the league table also ranks the best MBA programs and, for the second year in a row, EAE Business School's Global Executive MBA has been named as one of the top 50 in the world and the third best in Spain, after IESE and IE. The ranking by CNN Expansión highlights the residential programs in New York, Shanghai and Madrid on EAE's Global MBA. This category is headed by London Business School, INSEAD and the University of Cambridge.

## EAE in figures

**96%**

of our students  
recommend us

**+73.000**

executives trained since  
1958

**+15.000m<sup>2</sup>**

of facilities on two  
campuses in Madrid  
(two buildings) and  
Barcelona (two buildings)

**+4.000**

students trained at our  
Madrid and Barcelona  
Campuses in 2017

**+64.000**

people applied for  
admission to one of  
EAE's programs in 2017.

# 1st

## BUSINESS SCHOOL IN SPAIN TO RUN OFFICIAL UNIVERSITY MASTER PROGRAMS

Agreement with leading  
Spanish universities: **UPC** y **URJC**



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH



Universidad  
Rey Juan Carlos

EAE is a member of the leading  
global educational initiatives  
(PRME and Global Compact  
Network Spain)



Red Pacto Mundial  
España

**PRME** Principles for Responsible  
Management Education

# 33

**EAE IS A MEMBER OF  
33 PROFESSIONAL  
SECTOR  
ASSOCIATIONS:**

21

NATIONAL

12

INTERNATIONAL

## Faculty & Research en cifras

**45.585**

hours of tuition in 2017.

**33.733**

on Master programs in Madrid and Barcelona

**11.852**

on undergraduate programs

**5.735**

A total of 5,735 ECTS credits taught

**451**

lecturers on the academic faculty

**38%**

international

**24**

countries represented on the faculty

**72%**

combine teaching duties with their professional activity

**9,2**

(out of 10) average faculty rating in 2017

### ACTIVITY OF THE EAE ADVISORY BOARDS IN 2017:

**4**

**ANNUAL MEETINGS**  
of the Advisory Boards

**95**

**THE ADVISORY BOARDS**  
in 2017 divided into four areas:

**22**

**MARKETING**

**26**

**LOGISTICS**

**22**

**FINANCE**

**25**

**HR**

## RESEARCH ACTIVITY AT EAE IN 2017

**+20**

case studies developed

**16**

drafted by  
the SRC

**35**

international  
congresses attended

**9**

scientific reports written  
by faculty members

**10**

books  
published

**20**

issues of the journal *Harvard  
Deusto* published

**15**

presentations made  
at congresses

**3**

new research groups

**19**

research articles  
published

**2**

international congresses organized  
over the year

**25**

scientific reports published by  
the Strategic Research Center in  
2017

**18**

articles in catalogued  
journals

## ARTICLES IN CATALOGUED JOURNALS

- EAE Teaching Innovation Group (GID-EAE).
- EAE Multidisciplinary Tourism Research Group (GRIT-EAE).
- EAE Communication Research Group (Comm.Research-EAE).

## RESEARCH GROUPS ON THE PROCESS OF CREATION

- Group on the Application of Marketing in Companies, New Technologies and Law.
- Group on Entrepreneurship.
- Group on People Management and Human Resources.

## RESEARCH DISSEMINATION

- Strategic Research Center.
- Ediciones Harvard Deusto

**Barcelona Campus**

C/ Aragó, 55 - 08015  
C/ Tarragona, 110 - 08015

**Madrid Campus**

C/ Joaquín Costa, 41 - 28002  
C/ Príncipe de Vergara, 156 - 28002

**eae.es**  
900 494 805

