IESE is pleased to put the media in contact with our professors for viewpoints and perspectives on current events in the business world, as well as topics such as economics, finance and business ethics.

The IESE Expert Guide is organized by geographic area, sector, topics and faculty member, with entries arranged alphabetically. Our faculty experts continuously research new areas, so please contact the communications team if you don’t find the area you need.

This guide also contains information on IESE’s research centers, chairs, academic programs, program directors and associated business schools. More information on the school can be found on our website at www.iese.edu

We hope you find The Expert Guide a useful tool for your news stories, and look forward to hearing from you.

Department of International Communications
Barcelona-Madrid, 2008
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ABOUT IESE

Since its establishment in 1957, IESE Business School has grown dramatically. It has spearheaded pioneering programs and fostered its international outreach, while ensuring that its facilities feature state-of-the art learning technologies that meet the highest standards for executive education.

Here are some of the highlights of IESE's history to date:

1957    IESE is founded in Barcelona, Spain
        First Executive Education program in Europe: PADE
1959    IESE Alumni Association founded
        Continuous Education programs
1963    Harvard-IESE Advisory Committee established
1964    Europe's first two-year Full-Time MBA Program, Barcelona
1967    First Associated Business School launched: IPADE (Mexico)
1969    Ph.D. in Management, Barcelona
1974    Executive Education programs, Madrid
1980    World's first Full-time Bilingual MBA Program, Barcelona
1982    Executive MBA Program, Madrid
1989    International Advisory Board founded
1991    Madrid campus established
1992    International Faculty Development Program, Barcelona
1994    International Executive Education programs, Barcelona
2001    Global Executive MBA, Barcelona-Madrid-Silicon Valley-Shanghai
2002    Advanced Management Program, São Paolo, Brazil
2003    Advanced Management Program, Barcelona
        Program for Management Development, São Paolo, Brazil
2004    Executive Development Program, Cairo, Egypt
2004    Madrid campus extended
        China International Executive Program, Barcelona-Shanghai
2005    Advanced Management Program, Munich, Germany
        Program for Management Development, Madrid
2006    Advanced Management Program, Warsaw, Poland
        Advanced Management Program, Nairobi, Kenya
        Inside India, Hyderabad and Mumbai, India
        Executive Education Center, new campus on Avda. Pearson, 54
        Second edition of the Executive MBA program, bi-weekly format, Madrid
2007    Inside China, Shanghai and Beijing, China
2007    Opening of the U.S. office in New York City
2008    Second edition of the Global Executive MBA, with modules in Barcelona,
        Madrid, New York City and Hyderabad, India
With campuses in Madrid and Barcelona, as well as extensive activity and cooperation worldwide, IESE Business School is truly an international institution:

- IESE is active in more than 20 countries in Europe, North and South America, Asia and Africa.
- Faculty members represent more than 25 different countries.
- IESE’s MBA program has 430 students from over 55 countries.
- International executive programs attract more than 2,000 senior managers from around the globe each year.
- IESE’s Alumni Association boasts 32,000 members who live and work in more than 100 countries.

IESE’s outstanding faculty maintain close ties to the global business community. They serve on executive boards, conduct research on current business issues, and consult for major organizations around the world. With faculty from 25 countries, IESE boasts research and teaching that is uniquely global in content and outlook.

Among the largest producers of business cases in the world, IESE is firmly committed to generating research and teaching material that directly contribute to the development of managers' skills and knowledge. Faculty, doctoral students and research staff, in collaboration with the research centers and chairs, focus on the latest advancements in business management and produce numerous books, cases and articles of practical relevance. Not only is IESE the largest producer of business cases in Europe, but it is also an established distributor of business cases, publishing approximately 130 cases a year.
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**Javier Aguirreamalloa**  
**Lecturer of Financial Management**

Master's in Business Administration, IESE, University of Navarra  
Industrial Engineering, Escuela Superior de San Sebastián

Javier Aguirreamalloa is currently a partner in Anglia Corporate Services, where he leads the M&A team. He previously worked as the head of technology research at BBVA Equity Markets as well as vice president of ING, where he was a technology analyst and U.S. macro forecaster.

Prior to his career in finance, Prof. Aguirreamalloa worked at several companies, including Transitions Optical and Tetra Pak Spain.

Languages: English and Spanish

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**Santiago Álvarez de Mon**  
**Professor of Managing People in Organizations**

Ph.D. in Political Science and Sociology, Universidad de Salamanca  
Master's in Business Administration, IESE, University of Navarra  
Degree in Law, Universidad Complutense de Madrid

Santiago Álvarez de Mon’s areas of interest include leadership, team building, coaching and self-management. In addition to his academic work, Prof. Álvarez de Mon has served as a visiting professor at various business schools around the world.

Prof. Álvarez de Mon has authored numerous books, including *I’m Not Superman; Out of Adversity: Leadership, A Question of Character; The Logic of the Heart; and The Myth of the Leader*. He has also collaborated on a number of journals and specialized publications, and written chapters in books such as *Leadership* and *People Management: Invisible Leadership*, *The Key to Health*. He also writes a weekly column in *Expansión*.

A member of the International Leadership Academy and the Foundation Augere, Prof. Álvarez de Mon serves on the boards of several companies.

Languages: English and Spanish
Antonio Argandoña is the head of the Department of Economics and holder of IESE’s “La Caixa” Chair of Corporate Social Responsibility and Corporate Governance. In addition to IESE, Prof. Argandoña has held teaching appointments at the Universities of Barcelona, Malaga and Navarra. In 2006 he was a finalist for the Faculty Pioneer Awards given by the European Academy of Business in Society and the Aspen Institute.

Prof. Argandoña is a member of the Royal Academy of Economics and Finance in Barcelona; the chairman of the Ethics Committee of the Catalonia Economics Association; a member of the Advisory Committee of the Chamber of Commerce of Catalonia; and a member of the Commission on Anti-Corruption of the International Chamber of Commerce. He also serves on a number of editorial boards of prominent publications.

He has published numerous books and articles on the Spanish economy, macroeconomics, international economy, and ethics in economics and business. He is also a widely published author of research, working and occasional papers.

Languages: English, Spanish and Catalan

África Ariño specializes in strategic alliances, particularly their structural design, process issues and the evolutionary aspects of the inter-partner relationship. The co-editor of two books, Prof. Ariño serves on the editorial board of the Journal of International Business, the Journal of Management and the Strategic Management Journal.

Prof. Ariño has presented her research at annual conferences sponsored by the Academy of International Business, the Academy of Management, and the Strategic Management Society, and has also organized several specialized conferences related to her research interests.

 Languages: English and Spanish
Eduardo Ballarín
Professor of Strategic Management

Doctor of Business Administration, Harvard Business School
Doctor of Business and Economics, Universitat de Barcelona

Eduardo Ballarín is the director of IESE’s International Center for Competitiveness. He is the president of the Harvard Club of Spain and the Harvard Business Club (HBS) in Madrid; a member of the European Leadership Council, which advises HBS on matters related to EU research; a founding partner of the Strategic Management Society; and a fellow of the International Academy of Management.

In addition to his academic work, Prof. Ballarín has participated in several mergers of major Spanish financial institutions, including Banco Bilbao-Vizcaya and La Caixa. He has also done consulting work for leading companies, including Alcatel Standard, Bankinter, British Telecom, Airtel and KPMG. A widely published author, his books include *Commercial Banks Amid the Financial Revolution* and *Mergers and Acquisitions: An Integrative Approach*. He is the co-author of the textbook *Management Accounting*, currently in its 27th edition.

Languages: English and Spanish

Manel Baucells
Associate Professor of Managerial Decision Sciences

Ph.D. in Management, University of California, Los Angeles
Master’s in Business Administration, IESE, University of Navarra
Degree in Industrial Engineering, Universitat Politècnica de Catalunya

Manel Baucells is the head of the Managerial Decision Sciences Department and his research addresses normative and descriptive aspects of decision-making. Prior to joining IESE, Prof. Baucells was an adjunct assistant professor at the Fuqua School of Business at Duke University. He has consulted for Novartis, ING, Schering-Plough, Boston Consulting Group, Editorial Folio and Ciba Geigy. He is currently a member of the board of directors of Balsa and the president of Agroalimentaria Casa Pages.

The recipient of numerous prizes and grants for his research, Prof. Baucells has published numerous articles in renowned journals and acted as a referee for the *International Economic Review*, *Journal of Business Ethics* and *European Management Review*. In 2006 he was appointed associate editor of the journals *Management Science* and *Operations Research*. Prof. Baucells is a member of the Game Theory Society and the Institute for Operations Research and Management Sciences (INFORMS).

Languages: English, Spanish and Catalan
Pascual Berrone  
Assistant Professor of Strategic Management

Ph.D. in Business Administration and Quantitative Methods, Universidad Carlos III de Madrid  
Senior in Management and International Business, Escuela de Negocios FUNCER  
Degree in Business Administration, Universidad Católica de Córdoba

Pascual Berrone's interests include corporate governance with an emphasis on executive compensation, social issues in management, family firms, and sustainable innovation, an area in which he was recently awarded the “Best Paper Proceedings Award.” Prior to joining IESE, Prof. Berrone held two visiting scholar appointments at Arizona State University.

Prof. Berrone has presented his research at several international conferences and is a frequent participant at the Annual Academy of Management Meeting. He is also an active member of the Iberoamerican Academy of Management.

His academic work has been published in numerous international journals, including Academy of Management Journal and Journal of Business Research. He is currently co-writing a book on executive compensation with IESE Professor Gómez-Mejía.

Languages: English and Spanish

Luis Manuel Calleja  
Senior Lecturer of Strategic Management

Master's in Business Administration, IESE, University of Navarra  
Degree in Physics, Universidad Complutense de Madrid

Luis Manuel Calleja has held several management positions in the financial, industrial and professional services sectors. As a consultant, he devised strategic plans for banks, insurance companies, numerous European and U.S. cities and public entities. In addition to his position at IESE, Prof. Calleja also teaches business policy at the IEEM of the Universidad de Montevideo, AESE, Fundación Bravo Murillo, ISE, ISEM, and San Telmo de Sevilla.

Dedicated to executive education since 1989, Prof. Calleja has authored 23 cases, 50 technical notes and several book chapters and journal articles. In November 2006 he presented his research on the implementation of strategic urban plans at the 2nd International Forum on the Urbanization of Small and Medium-Sized Cities.

Languages: Spanish, French and Portuguese
José Manuel Campa
Professor of Financial Management

Ph.D. in Economics, Harvard University
Degree in Law, Universidad de Oviedo
Degree in Economics, Universidad de Oviedo

José Manuel Campa is the Grupo Santander Professor of Finance. Prior to joining IESE, he lectured at New York University’s Stern School of Business. He also served as a visiting professor at Columbia University and a visiting scholar at the International Monetary Fund, the Federal Reserve Bank of New York and the Bank for International Settlements.

Prof. Campa has received numerous accolades for his work, including the German Bernácer Prize, the IESE Faculty Research Award and the Fundación Banco Herrero Research Award. He has done extensive consulting work for prominent private institutions and served as an expert witness on international validation, risk management and international finance issues.

Prof. Campa is the author numerous papers published in professional journals and a member of several editorial boards. He currently serves as a research consultant to Banco de España and a research associate at the Centre for Economic Policy Research.

Languages: English and Spanish

Jordi Canals
Professor of Economics and Strategic Management

Ph.D. in Economics, Universitat de Barcelona

Jordi Canals became the dean of IESE Business School in 2001 following nine years as the associate dean. He is a recognized scholar of corporate strategy, corporate governance, globalization and banking, and the author numerous articles and books, including En busca del equilibrio; Managing Corporate Growth; Universal Banking: Theoretical Perspectives and International Comparisons; and Competitive Strategies in European Banking.

Prof. Canals has served as a guest scholar at the International Monetary Fund, visiting scholar at the World Bank, post-doctoral fellow at the Harvard Business School, and guest scholar at the Brookings Institution. He is a board member of GMAC and the European Institute for Advanced Studies in Management, and a founding member of the European Institute for Advanced Studies in Management and the European Shadow Financial Regulatory Committee. Prof. Canals is also a member of the Corporate Governance Commission, created in 2002 by the Spanish government.

Languages: English and Spanish
Miguel Cantillo  
**Associate Professor of Financial Management**

Ph.D. in Economics, Stanford University  
Degree in Economics, Massachusetts Institute of Technology  
Degree in Management Science, Massachusetts Institute of Technology

Upon completing his doctorate degree, Miguel Cantillo lectured at the Haas School of Business at the University of California, Berkeley, from 1995 to 2001. He then worked in Costa Rica as a commissioner in the Competition Authority and in a family business until 2006, when he joined IESE.

His areas of interest include corporate finance, mergers and acquisitions, financial history and antitrust analysis.

Languages: English and Spanish

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Pablo Cardona  
**Professor of Managing People in Organizations**

Ph.D. in Management, University of California, Los Angeles  
Master’s in Business Administration, IESE, University of Navarra  
Degree in Physical Science, Universitat de Barcelona

Pablo Cardona's main areas of interest include leadership, management development, cross-cultural research, coaching and leadership competencies. He has been a visiting professor at Harvard Business School and IAE, among others.

Prof. Cardona has consulted for companies such as La Caixa, Volkswagen-Audi Spain, Sony-Spain and Danone. In addition, he has developed and coordinated in-company seminars for a number of organizations such as Abbot, BBVA, Banco Santander, Telefónica, Nestlé and Roche. His consulting work ranges from organizational changes to creating effective top-management teams.

Prof. Cardona has written and contributed to several books and articles that have appeared in international research journals. He has also participated in several international management forums, such as the Academy of Management, the Strategic Management Conference, EGOS and IACCP. In 2003, the Academy of Management recognized him for writing one of the top 10 non-U.S. papers. He recently initiated an international network of researchers to promote cross-cultural research related to human behavior in organizations.

Languages: English, Spanish and Catalan
Bruno Cassiman  
**Professor of Strategic Management**

Doctor of Philosophy (Managerial Economics), Kellogg Graduate School of Management, Northwestern University  
Degree in Engineering and Management, Katholieke Universiteit Leuven

In addition to his post at IESE, Bruno Cassiman serves as a visiting professor in the Department of Managerial Economics, Strategy and Innovation at the Katholieke Universiteit Leuven. His research interests center on the relationship between strategy and innovation, with a particular focus on the connections between science and industry in the innovation process.

Prof. Cassiman is an associate editor of *Management Science*, a co-editor of the *Spanish Economic Review* and a member of the editorial board of the *Journal of the European Economic Association* and the *Journal of Industrial Economics*. He has written numerous articles appearing in leading economic and business journals and recently co-edited *M&A and Innovation: The Innovation Impact*. He has consulted for the European Commission, the Belgian government and several companies on innovation strategy.

Languages: English, Spanish and Flemish

Cosimo Chiesa  
**Part-time Professor of Marketing**

Doctor in Economic Science and Marketing, Università Commerciale Luigi Bocconi  
Degree in Chartered Accountancy, Università degli Studi di Pavia

A faculty member since 1978, Cosimo Chiesa began his career at Arthur Andersen's Milan office, where he was responsible for Southern Europe. He subsequently joined Star Food, Italy as assistant to the president in charge of subsidiaries. He joined Starlux S.A. in 1970 as the deputy general manager and a council member for Spain and Portugal before joining the Martini & Rossi Group in 1978. In 1985 he founded Barna Consulting Group, a consulting firm specialized in market distribution, sales management, customer loyalty and executive coaching, where he still presides.

Prof. Chiesa has supervised consulting work and training programs for a broad range of companies, including Volkswagen-Audi Spain, Telefónica, General Óptica, Gas Natural, Banc de Sabadell, United Biscuits and La Caixa. He is the author of a number of books and has many years' experience coaching leading executives.

Languages: English, Spanish, French, Italian and Catalan
Nuria Chinchilla  
**Professor of Managing People in Organizations**

Ph.D. in Economics and Business Management, IESE Business School, University of Navarra  
Master's in Business Administration, IESE, University of Navarra  
Degree in Law, Universitat de Barcelona

An IESE faculty member since 1984, Nuria Chinchilla is the director of the International Center for Work and Family. Her areas of specialization include women and power, family-responsible organizations, managerial competencies, career and time management, interpersonal conflict and executive teams. She has served as a visiting professor at business schools and universities in the United States and more than 20 countries in Europe and Africa.

Prof. Chinchilla was recognized as the “Best Manager of the Year 2001” by the Spanish Federation of Executive Women (FEDEPE) and “Most Valuable Speaker 2007” by Interban Network. She is a member of the Spanish list of Top Ten Management. In addition to her academic work, she is also a business and government consultant.

She has authored and co-authored several books, including *Masters of Our Destiny: How to Balance Family and Personal Life; Being a Family Responsible Company: Luxury or Need?; Female Ambition: How to Reconcile Work and Family; and Executives' Voluntary Turnover.*

Languages: English, Spanish, French, Italian, Russian and Catalan

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Alessandra Cillo  
**Assistant Professor of Managerial Decision Sciences**

Ph.D. in Management, Decision Sciences, INSEAD  
Degree in Business Administration, Università Commerciale Luigi Bocconi

Alessandra Cillo’s research interests include analytical and experimental work in decision-making under risk and uncertainty. Her primary focus is on non-expected utility models, inter-temporal decision-making and risk-value models.

She has published articles in leading journals, including *Theory and Decision* and *The Journal of Risk Uncertainty*, and has presented papers at international conferences held in the United States and Europe. Prof. Cillo also acts as a referee for *Management Science, Journal of Economic Behavior and Organization, Theory and Decision* and *Decision Analysis*.

Recent working papers include “Probability and Time Trade Off with Multiple Outcomes” and “A Behavioral Risk Measure Satisfying Stochastic Dominance and Coherence Properties.”

Languages: English and Italian
Antonio Dávila
Professor of Accounting and Control and Entrepreneurship

Ph.D. in Business Administration, Harvard University
Master's in Business Administration, IESE, University of Navarra

Antonio Dávila's research interests focus on management systems in entrepreneurial firms, new-product development and innovation management, and performance measurement. Among the numerous accolades for his research, Prof. Dávila has received the Ramón y Cajal Scholarship and IESE’s Research Excellence Award.

Prof. Dávila is the co-author of *Making Innovation Work: How to Manage It, Measure It, and Profit from It* and *Performance Measurement and Management Control Systems to Implement Strategy*, and editor of *The Creative Enterprise*. He has also contributed several book chapters and published various research articles in academic journals. A prolific author of case studies, he has developed cases on Checkpoint, Logitech, Siebel Systems, Citibank and Salesforce.com, among others. Prof. Dávila is a member of the editorial boards of *Accounting, Organizations and Society, Journal of Management Accounting Research*, and *Advances in Management Accounting*.

Languages: English, Spanish and French

Adrian Done
Assistant Professor of Production, Technology and Operations Management

Doctor of Philosophy, London Business School, University of London
Master's in Business Administration, IESE, University of Navarra
Chartered Engineer, The Institution of Mechanical Engineers
Post-Graduate Certificate of Education, The Open University
Degree in Mechanical Engineering, Loughborough University of Technology

In addition to his work at IESE, Adrian Done is a research associate with the Advanced Institute of Management (AIM) in the United Kingdom. His research on leveraging knowledge across manufacturing and service supply chains has received awards from several institutions, including the European Foundation for Management Development, the Decision Sciences Institute and London Business School.

Prof. Done is an active member of the International Manufacturing Strategy Survey and a frequent speaker at international conferences. Prior to his doctoral studies, Prof. Done was a project engineer and production manager at Ford and the auto division of GKN. He gained status as a chartered engineer and euro engineer based on his work in the United Kingdom, Europe, the United States and Latin America.

Languages: English and Spanish
Javier Estrada
Professor of Financial Management

Javier Estrada's fields of specialization are portfolio management, equity markets and emerging markets. Prof. Estrada has lectured at several business schools, including the Universidad Carlos III de Madrid, the Swedish School of Economics and Business Administration in Finland, Copenhagen Business School, Universidad Torcuato Di Tella, IEEM, IPADE, ESE and Lagos Business School. In addition to his academic work, Prof. Estrada is a wealth-management adviser at Sport Global Consulting.


Languages: English and Spanish

Albert Fernández
Associate Professor of Accounting and Control

Albert Fernández focuses on the implementation of strategy and management systems, including the specific areas of planning, information, control, evaluation and incentives. He also specializes in budgeting and cost systems.

Prof. Fernández is a member of the research team of IESE's Sport Business Management Center. He is internationally recognized for his work on the balanced scorecard and has led numerous seminars around the world on this subject. He also coordinates an IESE executive education program on strategy execution.

In addition to his academic work, Prof. Fernández runs his own consulting firm and actively participates in retail industry business.

Languages: English, Spanish and Catalan
Pablo Fernández  
Professor of Financial Management

Ph.D. in Business Economics (Finance), Harvard University  
Master of Arts in Business Economics, Harvard University  
Master's in Business Administration, IESE, University of Navarra  
Degree in Industrial Engineering, University of Navarra

Pablo Fernández is the holder of IESE’s PricewaterhouseCoopers Corporate Finance Chair. Before embarking on a career in academia, he was the financial analyst and financial coordinator of Pepsi Cola for Southern Europe. In addition to IESE, he has lectured at a number of business schools in Latin America.

Prof. Fernández carries out extensive consulting work on company valuation. He is a widely published author of book chapters, working and research papers, case studies, technical notes and articles published in the international press.

Languages: English, Spanish and Italian

Fabrizio Ferraro  
Assistant Professor of Strategic Management

Ph.D. in Management Science, Stanford University  
MS in Sociology, Stanford University  
Ph.D. in Research (Organization Studies), Università degli studi di Udine  
Degree in Economics, Università degli studi di Napoli - Federico II

Fabrizio Ferraro’s research centers on understanding the role of lay theories and beliefs in the design of management practices and governance structures. He has explored this problem in a variety of settings: social networks in entrepreneurship, economics language and management practices, governance of open-source communities, and industry change in the media industry. His articles have been published in journals including Academy of Management Review and Academy of Management Journal.

He is a founder and current member of the board of Inter@ctive Market Research, an international market research firm specializing in online market research. He has taught executive programs and consulted with several firms, including General Motors, Oracle, Goodyear, Henkel, Nestlé, Puig Beauty and Fashion, and Gonzalez-Byass.

Prof. Ferraro received the 2005 IESE Prize for Excellence in Research and the 2006 Best Paper Award from the Academy of Management Review. He is a member of the Board of Editors of European Management Review, and a member of the Programme Development Group of the European Institute for Advanced Studies in Management.

Languages: English, Spanish and Italian
Vicente Font
Professor of Marketing

Doctorate in Economics, Universitat de Barcelona
Master’s in Business Administration, IESE, University of Navarra
Degree in Mathematical Science, Universidad Complutense de Madrid

Vicente Font’s areas of expertise include marketing strategy and refocusing family businesses. He has consulted widely for many organizations, including mass-production companies, banks, insurance companies, small and medium-sized businesses and multinationals. Prof. Font’s consulting and academic work has taken him all over Europe and South America.

Prof. Font serves as an adviser to a number of Spanish companies as well as multinationals with operations in Spain. He also leads educational and health-related foundations on a voluntary basis. The author numerous case studies, Prof. Font has published three books on family businesses and a doctoral thesis on retail cooperatives.

Languages: Spanish

Joan Fontrodona
Associate Professor of Business Ethics

Ph.D. in Philosophy, University of Navarra
Master’s in Business Administration, IESE, University of Navarra

Joan Fontrodona is the academic director of the IESE Center for Business in Society and the head of the Business Ethics Department at IESE. He has been a visiting scholar at The Center for Business Ethics at Bentley College, Harvard Business School and Universidad Francisco Marroquín in Guatemala.

Prof. Fontrodona is currently the president of Ética, Economía y Dirección (the Spanish branch of the European Business Ethics Network), and a member of the executive committee of the Association of Spanish Entities adhering to the United Nations’ Global Compact (ASEPAM). He also serves on the academic board of the European Academy of Business in Society (EABIS) and the Commission for Social Responsibility of the Official Association of Certified Accountants of Catalonia. He is also a member of Forética and an associate researcher at the Enterprise and Humanism Institute of the University of Navarra.

Prof. Fontrodona has authored and co-authored several books on business ethics and social responsibility, in addition to publishing several articles in peer-reviewed journals and the international press. He is a member of the Editorial Board of the Journal of Business Ethics Education.

Languages: English, Spanish and Catalan
Rafael Fraguas
Associate Professor of Strategic Management

Ph.D. in Economics and Business Management, IESE Business School, University of Navarra
Master’s in Business Administration, IESE, University of Navarra
Degree in Economics and Business Studies, Universidad de Valencia

Rafael Fraguas specializes in strategic management, organizational design, organizational governance and boards of directors. He began his career at Banco Promoción de Negocios. After completing his MBA at IESE, he joined the school as the admissions director for the MBA program, where he went on to become the director of international relations for Latin America. After completing his doctoral degree, he became a member of IESE’s faculty.

Prof. Fraguas has advised numerous companies in different sectors on corporate governance, family protocol, succession processes, strategy formation and implementation, and valuation of companies.

He has published extensively on competitor analysis, governance bodies, Spanish corporate boards, and corporate boards from a U.S., British and French perspective.

Languages: English and Spanish

Carlos García Pont
Associate Professor of Marketing

Doctor of Philosophy (Management), Massachusetts Institute of Technology
Master’s in Business Administration, IESE, University of Navarra
Degree in Industrial Engineering, Universitat Politècnica de Catalunya

Carlos García Pont’s work centers on the importance of alliances in competitive strategy, the organizational needs of market-oriented organizations in industrial markets and subsidiary strategy in global corporations.

Prof. García Pont has consulted on strategic management and marketing strategy issues for Spanish and multinational organizations.

Languages: English and Spanish
Antoni García Prat
Senior Lecturer of Accounting and Control

Master of Science in Health Services Administration, Harvard University
Degree in Economics, Universitat de Barcelona

Antoni García Prat has held executive positions in the health care industry. He was the administrative director of the Universitat de Barcelona hospital and held key positions at the Catalan government's Ministry of Health, having served as the manager of the health services for the city of Barcelona and the CEO of the Catalan Institute of Health.

Prof. García Prat has carried out extensive consulting work in Spain, Latin America and Eastern Europe. He is currently the CEO of the Josep Carreras International Leukaemia Foundation. He is the author of numerous articles and chapters on health care management and financing, including chapters in *Gestión en el sector de la salud, Vol. 2* and *Elementos de gestión en las instituciones*.

Languages: English, Spanish, French and Catalan

Pankaj Ghemawat
Professor of Strategic Management

Ph.D. in Business Economics, Harvard University
AB in Applied Mathematics, Harvard College

Pankaj Ghemawat is the Anselmo Rubiralta Professor of Global Strategy at IESE. After completing his doctoral studies, Prof. Ghemawat worked at McKinsey & Company's London office before joining the Harvard Business School (HBS) faculty in 1983. Eight years later, he was appointed the youngest full professor in HBS history.

His current interests focus on globalization and strategy, and he is the author of more than 50 articles and case studies. His article, “Regional Strategies for Global Leadership,” received the McKinsey Award in 2005 for the best article published by the Harvard Business Review. He numerous books include *Redefining Global Strategy, Commitment and Games Businesses Play*. He is also one of HBS' 10 best-selling case writers.

Prof. Ghemawat is the departmental editor for strategy at Management Science and holds editorial positions at numerous other journals. In addition, he is a fellow of the Academy of International Business and the director of Tata America International Corporation.

Languages: English, French and Hindi
Gabriel Giordano
Assistant Professor of Information Systems

Ph.D. in Management Information Systems, Florida State University

Gabriel Giordano’s research examines differences between traditional and computer-mediated work settings, including negotiation, interview and decision-making settings, as well as deception in computer-mediated settings and computer-based communication. He has presented research on these topics at international conferences, and his work has been published in the Communications of the AIS, the Journal of Computer-Mediated Communication and the Handbook of Research on Computer-Mediated Communication.

Prof. Giordano previously worked for Research International, where he developed market-research reporting applications, and for Westinghouse, where he worked on information systems for the Emergency Management Department.

Languages: English

Javier Gómez Biscarri
Visiting Professor of Managerial Decision Sciences

Ph.D. in Business Economics, University of California, Los Angeles
MA in Economics, University of California, Los Angeles
Degree in Economics and Business, Universidad Comercial de Deusto

Javier Gómez Biscarri’s has held teaching positions at several schools, including the Anderson School of Management at the University of California, Los Angeles, and an honorary visiting fellowship in the Department of Econometrics at the University of New South Wales, Sydney.

The author and co-author of numerous articles, Prof. Gómez Biscarri is a member of the editorial boards of international journals. He is also a founder and board member of the Methods in International Finance Network (MIFN), comprised of researchers from nine leading universities in Europe and the United States.

Languages: English and Spanish
Sandalio Gómez
Professor of Managing People in Organizations

Ph.D. in Economics and Business, University of Navarra
Doctorate in Management, IESE Business School
Degree in Economics and Business, Universidad Complutense de Madrid

Sandalio Gómez is the holder of the SEAT-IESE Chair of Labor Relations and is also the president of the Center for Sport Business Management. In addition to his work at IESE, Prof. Gómez is an honorary professor at IAE.

He has served as a human resources consultant for several Spanish and international corporations, and is currently a board member of companies in the pharmaceutical and construction sectors. Prof. Gómez also provides consulting services to businesses in the nuclear energy and building-society sectors.

Prof. Gomez has published numerous articles, cases and technical notes, as well as the following books: Labor Relations in Europe; Toward a European Board of Directors; People and Work in Businesses of the 21st Century, and Remuneration and the Professional Career: Theory and Practice.

Languages: English, Spanish and French

Jorge González
Assistant Professor of Marketing

Ph.D. in Marketing, London Business School
Master’s in Business Administration, IESE, University of Navarra
Degree in Physics, Universitat de Barcelona

Jorge Gonzalez's areas of research include the diffusion of innovations and marketing of new products. He is also interested in the pharmaceutical and telecom industries.

Languages: English and Spanish
María Jesús Grandes
Professor of Accounting and Control

Doctor of Business Administration, Universitat Politècnica de Catalunya
Master’s in Business Administration, IESE, University of Navarra

María Jesús Grandes’ areas of specialization include financial accounting, cost systems, Bayesian statistics and decision theory.

Languages: English and Spanish

Franz Heukamp
Associate Professor of Managerial Decision Sciences

Ph.D. in Engineering, Massachusetts Institute of Technology
Degree in Civil Engineering, L’École des Ponts et Chaussées (ENPC)
Degree in Engineering, Technische Universität München

Prior to joining IESE in 2002, Franz Heukamp was a Hugh Hampton Scholar at MIT, a Konrad-Adenauer Foundation Scholar and a visiting professor at the John E. Anderson Graduate School of Business at UCLA. In 2003 he received the Decision Analysis Student Paper Award for his paper, “Stochastic Dominance and Cumulative Prospect Theory: Theory and Experiments,” which he co-authored with IESE Professor Manel Baucells.

His research, published in management and specialized journals, focuses on individual decision-making in uncertainty as well as engineering mechanics. He is a member of the EUROCORES research project, “Decision-Making: ‘Exploiting’ Bounded Rationality,” which was recently awarded funding by the European Science Foundation for 2006-2008.

Languages: English, Spanish, French and German
Francisco Iniesta
Associate Professor of Marketing

Doctor of Business Administration, Boston University  
Master's in Business Administration, IESE, University of Navarra  
Degree in Law, Universidad de Murcia

Francisco Iniesta's areas of expertise include marketing-channel management, new-product development and introduction, marketing research, and organization and control of marketing operations.

Languages: English and Spanish

Rob Johnson
Visiting Professor of Entrepreneurship

Master's in Christianity & Inter-Religious Dialogue, Heythrop College, University of London  
Master's in Business Administration, Darden School of Management, University of Virginia

Rob Johnson specializes in the private equity industry and new venture financing. From 1990 to 2000 he served on the faculty of London Business School, where he designed and taught entrepreneurial finance in addition to establishing the European Business Plan of the Year Competition.

Prof. Johnson has held executive positions in private corporations, where he played active roles from the early financing stage to successful trade sales and IPOs. An entrepreneur and venture capital investor, he is a venture partner with Delta Partners in Dublin, and a member of the advisory board of Palamon Capital Partners in London.

Languages: English
Evgeny Káganer
Assistant Professor of Information Systems

Ph.D. in Business Administration (Information Systems), Louisiana State University
Master's in Business Administration, Syracuse University
Medical Doctor, Ural State Medical Academy, Yekaterinburg

Evgeny Kaganer's research interests focus on institutional and social aspects of information technology (IT) diffusion and use within and beyond organizations. Prof. Káganer has also done extensive research and consulting in health care information systems. Before joining IESE, he was involved as a research associate in a three-year grant funded by the National Science Foundation to study the implementation and impact of hospital-wide clinical IT applications in health care provider organizations in the United States.

His work has been published in the European Journal of Information Systems and the Academy of Management Best Paper Proceedings.

Languages: English and Russian

Kimio Kase
Associate Professor of Strategic Management

Doctor in Business Administration, University of Manchester
Master's in Business Administration, IESE, University of Navarra
Degree in Business Management, ICADE
BA, Tokyo University of Foreign Studies

Kimio Kase's current research centers on the Spanish banking industry and comparative management of Asia and Europe. As a member of IESE's Center for Sport Business Management, he has also conducted extensive research on business and sports. In addition to IESE, he has served on the faculty of the International University of Japan and as a visiting professor at CEIBS and Japan's International Christian University.

Prof. Kase participated in a joint United Kingdom-Japan research project on corporate-level strategy, conducted under the aegis of Japan's Ministry of International Trade and Industry and Manchester University. He also has extensive corporate experience in the fields of global trade and management.

Prof. Kase is the co-author of Transformational CEOs: Leadership and Management Success in Japan and CEOs as Leaders and Strategy Designers: Explaining the Success of Spanish Banks. He has written numerous case studies, contributed to several books and written articles appearing in international journals such as the International Marketing Review and Harvard Deusto Magazine.

Languages: English, Spanish and Japanese
Alejandro Lago
Assistant Professor of Production, Technology and Operations Management

Ph.D. in Engineering, University of California, Berkeley
Master of Science (Engineering), University of California, Berkeley
Degree in Civil Engineering, Universitat Politècnica de Catalunya

Alejandro Lago specializes in the analysis and improvement of operations systems for manufacturing and service firms. In particular, he has been involved, as an academic and a consultant, in the analysis of complex logistics and transportation systems in steel manufacturing firms, airlines and port authorities, among others.

Prof. Lago's current consulting work centers primarily on improving service delivery systems for the banking and hotel industries. He also collaborates with a U.S. firm created during the Internet bubble that provides logistics solutions.

Languages: English, Spanish and French

Yih-teen Lee
Assistant Professor of Managing People in Organizations

Ph.D. in Management, HEC, Université de Lausanne
Master's in International Business, National Taiwan University
Degree in International Trade, National Taiwan University

In addition to IESE, Yih-teen Lee has lectured at HEC University of Lausanne, Angers Graduate School of Business ESSCA, Wright State University, the American Graduate School of International Management Thunderbird Europe and Lung-Hua University of Science and Technology. Prof. Lee participates in several research projects on cross-cultural management. He co-edited the book, Les compétences culturelles, and is currently writing a forthcoming book on the cultural contexts of human resource development.

In addition to ethnic cross-cultural comparative studies, he has a particular interest in developing endemic cultural knowledge of the Chinese business context. He is an ad hoc reviewer for the journal Leadership Quarterly and a member of the editorial board of Revue Économique et Sociale.

Languages: English, French and Chinese
Brian O’Connor Leggett
Professor of Managing People in Organizations

Doctor of Philosophy, Oxford Brookes University
Master of Arts in Rhetoric, Philosophy, University of California
Bachelor of Law, London University and The Inns of Court School of Law, Gray’s Inn, London

Brian Leggett’s areas of interest include the use of persuasion (rhetoric) and dialectic in the management process; the practical application of persuasion and dialectic in management situations (as in effective corporate speech-making and the area of conflict); the relationship between organizational communication and commitment and identification in organizations; the connection between leadership and communication; and the role of spirituality in the creation of managers’ long-term personal credibility (ethos).

Languages: English and Spanish

Heinrich Liechtenstein
Assistant Professor of Financial Management

Doctor of Business and Economic Sciences, Universität Wien
Master’s in Business Administration, IESE, University of Navarra
Degree in Business and Economic Sciences, Universität Graz
Certified European Financial Analyst

Heinrich Liechtenstein specializes in entrepreneurial finance and wealth management, with research dedicated to operational value creation in private equity.

A co-author of several publications on private equity and angel investing, Prof. Liechtenstein is currently leading The Family Office Research Project, a cross-continental effort within the Wharton Global Family Alliance that researches and leverages best practices of prominent global family enterprises, and aims to establish a framework for understanding the evolution of family offices.

Languages: English, German, Spanish and French
Jaume Llopis
Senior Lecturer of Strategic Management

Master's in Business Administration, IESE, University of Navarra
Degree in Economics, Universitat de Barcelona

Jaume Llopis has held executive positions at many prominent organizations and serves on several corporate boards. He is the author of a number of books, including Dirigiendo: 11 Factores clave del éxito empresarial and Dirigiendo y reinventando la empresa: 11+1 factores clave del éxito empresarial, as well as numerous case studies and technical notes. He has organized the Annual Food and Beverage Sector Meeting at IESE since 1992.

In addition to his academic work, Prof. Llopis is a partner at International Investment Group-2IG, a firm specialized in mergers and acquisitions. He is an authority on consumer goods and family businesses, and possesses a wide knowledge of the U.S. and Latin American markets, in particular Mexico, where he collaborates with IPADE Business School.

Languages: English, Spanish, French and Catalan

Johanna Mair
Associate Professor of Strategic Management

Ph.D. in Management, INSEAD
Master of Science, INSEAD
Master’s in Social and Economic Sciences, Wirtschaftsuniversität
Diploma in International Relations, Johns Hopkins University, Bologna

Johanna Mair has extensive experience in international banking, having held positions at Dresdner Bank, Arnhold S. Bleichroeder and the European Commission. She is also specialized in corporate strategy, venture philanthropy and social entrepreneurship, an area in which she has received numerous accolades, including the 2007 Aspen Institute “Faculty Pioneer Award for Social Entrepreneurship Education.”

Prof. Mair consults for the World Bank, global multi-business companies and venture philanthropy projects, and serves on the advisory boards of a number of social investor organizations. She is also a member of the World Economic Forum's Global Agenda Council.

Prof. Mair co-authored Social Entrepreneurship and has written several book chapters, peer-reviewed journal articles, teaching notes and case studies. She serves on the editorial board of the Strategic Entrepreneurship Journal and reviews papers for numerous renowned journals.

Languages: English, Spanish, Italian and German
Eduardo Martínez Abascal  
Professor of Financial Management

Doctor of Business Administration, Universitat de Barcelona  
Master's in Business Administration, IESE, University of Navarra

A member of IESE’s faculty since 1992, Eduardo Martínez Abascal is currently the academic director of IESE’s Executive MBA. His teaching activities address corporate finance, portfolio management and capital markets. In addition to IESE, Prof. Martínez Abascal has served as a visiting scholar at MIT’s Sloan School of Management.

Prof. Martínez Abascal has served as the associate dean of IESE as well as the MBA and Executive Education programs. He is a member of the advisory boards of several other business schools in Nigeria, Kenya, Uruguay, Ecuador and Brazil.

His consulting addresses capital markets and business valuation. He holds the position of director at Grupo Nicolás Correa and Transportes La Guipuzcoana, and also advises several other companies. Prof. Martínez Abascal has published seven books, over 100 technical notes, 30 articles in specialized journals and over 50 articles in the daily financial press.

Languages: English and Spanish

Víctor Martínez de Albéniz  
Assistant Professor of Production, Technology and Operations Management

Doctor of Philosophy in Operations Research, Massachusetts Institute of Technology  
Degree in Engineering, École Polytechnique

An expert in supply chain management, Víctor Martínez de Albéniz conducts research on understanding how supply chain decisions can help companies compete in the global arena. Prof. Martínez de Albéniz teaches courses on operations management, operations strategy, logistics and new-product development at the executive and MBA levels. He has also taught at the Massachusetts Institute of Technology.

Prof. Martínez de Albéniz has published in academic journals such as Production and Operations Management. He is a member of the Institute for Operations Research and Management Sciences (INFORMS), the world’s largest organization of operations researchers and management experts.

Languages: English, French and Spanish
Núria Mas specializes in the health care sector and public economics, including the economics of the pharmaceutical industry and the sustainability of the welfare state and pension systems. She also studies the economic impact of micro policies, such as new labor regulation and health regulation. Prior to joining IESE, Núria Mas worked as an associate at Lehman Brothers International.

Her recent publications include “Industry Characteristics and Anti-competitive Behavior: Evidence from the EU,” co-authored with Jordi Gual, and “Managed Care and the Safety Net: More Pain for the Uninsured.”

Languages: English, Spanish and Catalan

Domène Melé is the Chair of Economics and Ethics at IESE. An ordained Catholic priest, he was a professor of Chemical Technology at the Universidad Politécnica de Valencia before joining IESE in 1986. His research centers on business ethics and Christian social thought, an area in which he has authored four books, more than 50 scientific chapters and articles, and over 20 case studies.

Prof. Melé chairs the bi-annual International Symposium on Ethics, Business and Society, held at IESE since 1991. He is also the co-founder of IESE’s Center for Business in Society and the director of the quarterly review *Temes d’Avui*.

The recipient of the 2003 IESE Alumni Association Award for Excellence in Research, Prof. Melé is frequently invited to speak at international seminars and conferences, including the International Society of Business, Economics and Ethics (ISBEE) and the European Business Ethics Network (EBEN).

Languages: English, Spanish and Catalan
Paddy Miller
Professor of Managing People in Organizations

Ph.D. in Management, IESE, University of Navarra
Master's in Business Administration, University of Cape Town
Bachelor of Arts, University of South Africa

Paddy Miller specializes in leadership and change management with a recent focus on leading change in multinational organizations. His approach takes a longitudinal perspective to organizational change, sometimes over periods as long as a decade.

Prof. Miller has worked extensively with numerous organizations undergoing transition to better confront increasingly global markets, including IBM, Henkel, Lufthansa, Volkswagen, the United Nations FAO, Standard Life, Sun Microsystems and AWI Canada. He has also worked with CEOs and their management teams in Europe, Africa, and North and South America.

Prof. Miller has taught in executive programs in the United States and Europe, including the business schools of Harvard University, the University of Michigan, the University of Cape Town and the University of Virginia. He has written and contributed to several books and articles that have appeared in leading publications.

Languages: English and Spanish

Philip G. Moscoso
Assistant Professor of Operations and Technology Management

Ph.D. in Industrial Engineering and Management, ETH Zürich
MSc in Chemical Engineering, ETH Zürich

Philip G. Moscoso's primary area of interest is the management of service operations, specifically developing strategies and systems to help firms achieve service excellence and profitable growth. His second work stream focuses on the design of operations management systems from a systemic and strategic point of view.

Prof. Moscoso has published extensively in international journals, congress proceedings and business newspapers for practitioners and the academic community. He has also authored a number of teaching materials, including a book on production management.

Prior to joining IESE, Prof. Moscoso worked for Bain & Co, where he advised clients from a variety of sectors across Europe and the United States on strategic, organizational and performance issues. Prof. Moscoso has also served as a member of the board of directors of two industrial companies.

Languages: English, Spanish and German
Beatriz Muñoz-Seca
Professor of Production, Technology and Operations Management

Doctor of Philosophy and Letters, University of Navarra
Master’s in Education (Organizational Behavior), Harvard University
Degree in Liberal Arts, University of Navarra

Beatriz Muñoz-Seca’s areas of expertise include operations strategy, knowledge management and the adult learning process. She has more than 15 years’ experience in the private and public sectors, having held executive positions in the United States, Mexico and Spain.

The author of numerous publications, her most recent book is *The New Operational Culture: The Case of the Theatre Industry*, co-authored with IESE Professor Josep Riverola.

Languages: English, Spanish, French and German

José L. Nueno
Professor of Marketing

Doctor of Business Administration, Harvard Business School
Master’s in Business Administration, IESE, University of Navarra
Degree in Law, Universitat de Barcelona

José L. Nueno’s areas of interest include distribution channels and manufacturer/distributor relationships. He has taught at numerous business schools in the United States, Europe, Latin America and Asia, and has directed sessions for executives in more than 50 corporations.

Prof. Nueno has published numerous articles on globalization, consumer and luxury goods marketing, and relationship marketing. He serves as a board member for numerous international companies, as well as a marketing and strategy consultant, having advised on more than 150 projects for global clients since 1986.


Languages: Spanish, French and English
Pedro Nueno
Professor of Entrepreneurship

Doctor in Business Administration, Harvard University
Degree in Industrial Engineering, E.T.S.I.I. Barcelona

Pedro Nueno holds the Bertrán Foundation Chair of Entrepreneurship. He created IESE’s New Business Ventures forum, an avenue for MBA students to present their business plans to private investors, venture capital firms and business angels, as well as the venture capital fund, Finaves, which provides seed money for promising start-up projects.

Prof. Nueno is the vice-chancellor of the International Academy of Management, the executive president and co-founder of the China Europe International School of Business in Shanghai, and a member of the Visiting Committee of the Harvard Business School.

Prof. Nueno consults on issues related to innovation, turnaround and implementation of entrepreneurial management, and serves on the boards of several companies. He has authored 13 books to date and more than 70 articles published in academic journals and research paper collections.

Languages: English, Spanish and Catalan

Xavier Oliver
Part-time Professor of Marketing

Ph.D. in Commercial Communication, University of Navarra
Degree in Economics and Business, Universitat de Barcelona

In addition to his work at IESE, Xavier Oliver is an associate professor of communication at the University of Navarra. He has collaborated on international issues on a supranational level throughout his career, which began at the United Nations in 1974. He served at BBDO Spain for 32 years, the last 20 of which as the chairman and CEO. He has also served as the president of the European Advertising Agencies Association (EAAA) and the Asociación Española de Agencias de Publicidad (AEAP).

Prof. Oliver is a founding member, adviser and jury member of the Asociación de Autocontrol de la Publicidad, and the creator of the El Sol San Sebastián Advertising Festival, where he served as director from 1986 to 1996. He has written and contributed to books published by the United Nations and IESE Business School, and has developed several cases in the areas of marketing and strategic branding.

Languages: English, Spanish, French, Italian, Portuguese and Catalan
Jan Oosterveld
Senior Lecturer of Entrepreneurship

Master's in Business Administration, IESE, University of Navarra
Mechanical Engineer, Technische Universiteit Eindhoven

Jan Oosterveld served on the Group Management Committee of Royal Philips Electronics until 2004, where he was responsible for corporate strategy and alliances.

Prof. Oosterveld is the chancellor of the International Academy of Management and a member of the Board of the Strategic Management Society and the board of supervisors of the Rijksuniversiteit Groningen. He also serves on the board of directors of Continental in Germany, Crucell in the Netherlands, Barco in Belgium, Cookson in the United Kingdom and Atos Origin in France.

Prof. Oosterveld founded management consulting and investment companies in the Netherlands and Spain in 2004. He is a fellow member and advisory board member of the Global Business Policy Council, and is also a senior adviser of Morgan Stanley.

Languages: English, Spanish, French, German and Dutch

Juan Palacios
Part-time Professor of Financial Management

Doctor of Philosophy in Business Administration, Stanford University
Master's in Business Administration, IESE, University of Navarra
Degree in Industrial Engineering, E.T.S.I.I. Barcelona

Juan Palacios began his academic career at IESE in 1967. In addition to his work at IESE, he is also professor at the AESE Escola de Direccão e Negócios and serves on the academic board of the MLP Corporate University in Heidelberg. Previously, he was a visiting professor at the Graduate School of Business of Miami University and a member of the council of the Brussels-based European Finance Association (EFA).

As a consultant, Prof. Palacios helped launch the Centro de Estudios Monetarios y Financieros (CEMFI) in Madrid, and was a member of the Financial Services Research Initiative of Stanford Business School from 1993 to 1998. He spent ten years as general manager at Banco Bilbao Vizcaya (BBV) in Madrid, and has served on the board of directors of more than ten banks and financial institutions, including Banca Catalana. Prof. Palacios was the chairman of the Spanish Financial Analysts Society and director of the Euro Banking Association in Paris. He is currently a member of the Advisory Board and Academic and Scientific Board of the Fundación de Estudios Financieros in Madrid.

Languages: English and Spanish
Luis Palencia  
**Associate Professor of Accounting and Control**

Ph.D. in Business Administration (Accounting), University of California, Berkeley  
Master of Science in Business Administration, University of California, Berkeley  
Master’s in Business Administration, IESE, University of Navarra

The associate dean for the MBA program, Luis Palencia teaches analysis of business problems and financial accounting for the MBA, executive education and doctoral programs. His research interests include business valuation using accounting measures, and the effect of the accounting regime on accounting-based valuation models. He is also interested in the analysis of profitability and financial diagnosis.

Prof. Palencia has participated in a number of consulting projects related to business valuation. He has also designed and implemented cost systems in industrial companies.

Languages: English and Spanish

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Alfredo Pastor  
**Professor of Economics**

Doctorate in Economics, Universitat Autònoma de Barcelona  
Ph.D. in Economics, Massachusetts Institute of Technology  
Degree in Economics, Universitat de Barcelona

Alfredo Pastor’s areas of expertise include the European Union, Spanish economic policy, the role of the state in a market economy and the Chinese economy.

Prof. Pastor’s professional experience is long and varied. He has served as the Spanish Secretary of State for the Economy, a senior economist at the World Bank, the director of planning and general manager of INI, the president of Ehner and the director of the Instituto de Empresa Familiar. He has also served on the board of Banco de España, and is currently a board member of several companies, including Scania Hispania, Sol-Melià, Miquel y Costas, and Hidroeléctricas del Cantábrico.

The author of numerous books, articles and cases, Prof. Pastor recently published the book, *The Humble Science: Economics for Citizens*.

Languages: English, Spanish, French, German and Catalan
Fernando Peñalva  
**Associate Professor of Accounting and Control**

Ph.D. in Business Administration (Accounting), University of California, Berkeley  
Master of Science in Business Administration, University of California, Berkeley  
Degree in Mechanical Engineering, Universitat Politècnica de Catalunya

Fernando Peñalva joined IESE in 1998 after completing his doctoral studies at the Haas School of Business, where he also taught as a graduate instructor. He has served as IESE's secretary general since 2003, and was the head of the Accounting and Control Department from 2001 to 2006.

Prof. Peñalva's research focuses on accounting conservatism, corporate governance and managerial compensation. He has a particular interest in the beneficial properties of accounting conservatism, corporate governance and their mutual interplay.

He is the associate editor of the leading journal in accounting research in Spain, Revista Española de Financiación y Contabilidad, which publishes double-blinded reviewed scholarly articles on accounting and finance. An author of many papers and reports for practitioner journals, he has been heavily involved in professional accounting associations in Spain, including the Accounting Principles Committee of the Asociación Española de Contabilidad y Administración (AECA).

Languages: English and Spanish

José Ramón Pin  
**Professor of Managing People in Organizations and Business Ethics**

Ph.D. in Political Science and Sociology, Universidad Pontificia de Salamanca  
Master’s in Business Administration, IESE, University of Navarra  
Degree in Agricultural Engineering, Universidad de Valencia  
Degree in Economics, Universidad de Valencia

José Ramón Pin is the head of the Department of Managing People in Organizations; the director of IRCO (The International Research Center on Organizations) and CELA (The Center for Enterprise in Latin America); and the head of the Executive MBA program in Madrid. He was recently appointed a member of the Academic Business Committee of Barna Business School.

Prof. Pin is the author of Consistencia: la clave de la dirección de personas en la organización, published in 2006. His areas of interest include the development of management skills, capacity and careers, the relationship between ethics and management processes, business-government relations, and employee motivation in temporary work and tele-work situations.

Languages: English and Spanish
Steven Poelmans  
Assistant Professor of Managing People in Organizations

Ph.D. in Management/Organizational Behavior, IESE, University of Navarra  
Master’s in Marketing Management, Vlerick Leuven Gent Management School  
BA/Master’s in Industrial and Organizational Psychology, Université Catholique de Louvain

After a career in advertising, Steven Poelmans moved into academia to co-found and coordinate the PONOS Center for Productivity, Stress and Health at Vlerick Leuven Business School, where he served prior to joining IESE. He has also served as a visiting researcher and professor at many prestigious institutions across the globe.

He has published extensively in academic journals and serves as the editor of Work and Family: An International Research Perspective. Prof. Poelmans is the author of Tiempo de calidad: calidad de vida and is currently finishing a book on the implementation and diffusion of work-life policies in organizations.

He has carried out several consulting assignments for Peace Islands, a non-governmental organization (NGO) with projects throughout the world, as well as projects for numerous multinationals and non-profit organizations.

Languages: English, Spanish, French and Flemish

Víctor Pou  
Part-time Professor of Economics

Doctor of Law, Universitat de Barcelona  
Master’s in Business Administration, IESE, University of Navarra  
Post-Graduate Diploma on European Integration, Europa Instituut, Universiteit van Amsterdam  
Degree in Economic Science, Universitat de Barcelona

Víctor Pou is the founder of the IESE International Faculty Development Program (IFDP). In addition to his academic work, Prof. Pou is the director of European Affairs and Political Consultancy of TAS Europrojects, and the European Affairs Unit of the European Foundation for Management Development (EFMD). He is the former head of the Enterprise and Industry Unit, and a former counselor for external relations of the European Commission in Brussels, where he served from 1987 to 2005.

Prof. Pou’s numerous publications focus on European integration and international relations. His recent books address the new agreements between Andorra and the European Union, the Andorran economy, and the repercussions of EU enlargement on the Catalan economy. His articles have appeared in leading international journals.

Languages: English, Spanish, French, German, Italian, Portuguese and Catalan
María Julia Prats
Assistant Professor of Entrepreneurship

Doctor of Business Administration, Harvard University
Master’s in Business Administration, IESE, University of Navarra
Degree in Industrial Engineering, Universitat Politècnica de Catalunya

María Julia Prats is the head of the Department of Entrepreneurship. Her primary area of interest relates to the entrepreneurial process, specifically the identification, evaluation and implementation of opportunities in any context. Her second work stream focuses on understanding the key factors for building and managing professional service firms. In addition to IESE, Prof. Prats has also lectured at leading business schools in the United States, Europe and Latin America.

Nominated a Kauffman Emerging Scholar for her thesis work, she has published in international journals and congress proceedings. Prof. Prats has also authored teaching materials and made contributions to several books on entrepreneurship and strategy-related topics. She is currently developing several projects related to fostering entrepreneurship in Europe, including the European Entrepreneurship Accelerator, which she co-founded.

Languages: English, Spanish and Catalan

Javier Quintanilla
Professor of Managing People in Organizations

Ph.D. in Industrial and Business Studies, Warwick Business School
Master’s in Business Administration, ICADE
Degree in Law, Universidad Complutense de Madrid

Javier Quintanilla’s research activities center on the human resources field, with special emphasis on multinational companies. He has presented papers at numerous international conferences, and has published articles in prestigious journals, including *International Journal of Human Resource Management, Industrial Relations, Journal of World Business, Industrial Relations Journal* and *The European Journal of Industrial Relations*.

Prof. Quintanilla is the author of numerous business cases and technical notes, in addition to the following books: *The Management of Human Resources in Multinational Companies: Uncovering Subsidiaries; Competencias de la dirección de personas: un análisis desde la alta dirección*, co-authored with IESE Professors Carlos Sánchez-Runde and Pablo Cardona; and *Multinationals and the Construction of Transnational Practices: Convergence and Diversity in the Global Economy*, co-authored with IESE Professors Carlos Sánchez-Runde and Anthony Ferner.

Languages: English and Spanish
Ahmad Rahnema  
Professor of Financial Management

Ph. D. in Management, IESE Business School, University of Navarra  
Master's in Business Administration, Western Michigan University

In addition to his teaching post at IESE, Ahmad Rahnema has lectured at AB Freeman School of Business, Tulane University, Istituto di Studi per la Direzione e Gestione di Impresa, Universitätsseminar der Wirtschaft, Schloss Gracht, CEDEP, IPADE, IAE, AESE, Universidade Nova de Lisboa, IEEM, IDE, Universidad Adolfo Ibañez and Instituto Internacional San Telmo.

He is a co-editor of the *International Journal of Finance Education* and a member of the editorial board of *Harvard Deusto: Contabilidad & Finanzas*, and the advisory board of the European Capital Markets Institute. He has authored and co-authored several books, including *Finanzas internacionales* and *Basilea II: una nueva forma de relación banca-empresa*. Prof. Rahnema has also worked on a variety of consulting assignments for leading international companies.

Languages: English and Spanish

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B. Sebastian Reiche  
Assistant Professor of Managing People in Organizations

Ph.D. in Management, University of Melbourne  
BA/Master's in Economics and Business Administration, Leibniz Universität Hannover

Sebastian Reiche’s research focuses on how organizations access, maintain and leverage knowledge resources, primarily from a multinational and cross-cultural perspective. His doctoral thesis examined the role of inpatriates as cross-unit knowledge agents in multinational companies. His research has led to Best Paper Awards from the Academy of Management and the Academy of International Business meetings, as well as articles published in the *Journal of International Business Studies*.

Prof. Reiche is member of several professional associations and serves as an ad hoc reviewer for academic journals such as *Human Resource Management, International Journal of Human Resource Management* and *International Journal of Cross Cultural Management*. His work was recognized with Best Reviewer Awards from the Academy of Management and the Academy of International Business meetings. He also acts as a permanent chair of the annual EIASM workshop on International Strategy and Cross-Cultural Management, and has been involved in various consulting projects, internships and entrepreneurial activities in Europe and Asia.

Languages: English and German
Lluís Renart specializes in export and multinational marketing, export, consortia, multinational marketing alliances, branding strategy, relationship marketing and marketing strategy. He serves on the advisory boards of a number of companies, as well as a consultant and instructor for ICEX and private companies.


Prof. Renart has published several cases, technical notes, papers and book chapters, and has received numerous accolades for his case study writing, with awards from the European Foundation for Management Development.

Languages: English, Spanish, French and Catalan

Alberto Ribera joined IESE in 2003 after a 15-year career in international organizations, his most recent position as the general director of the Euro Arab Management School (EAMS). His academic interests focus on personality development and fulfillment, and combine neuroscience, psychology and management, as well as assessment and coaching. He also conducts research on relationships with emerging countries, especially Middle Eastern and Arab-Islamic nations.

In addition to his work at IESE, Prof. Ribera serves on the board of the Istituto per la Cooperazione Universitaria. He has done executive coaching for many companies, including Banco di Napoli, The Arab Contractors, Egypt Telecom, BBVA, Banco de España, PricewaterhouseCoopers and Ernst&Young. He has been a guest speaker at numerous international meetings, including the World Economic Forum and Foro Formentor, and is the author of nine books, 17 scientific articles and more than 20 case studies.

Languages: English, Spanish, French, Italian and Catalan
Jaume Ribera
Professor of Production, Technology and Operations Management

Doctor of Industrial Engineering, Universitat Politècnica de Catalunya
Doctor of Philosophy (Industrial and Systems Engineering), University of Florida
Master of Sciences (Operations Research), University of Florida

Jaume Ribera is the holder of the Port of Barcelona Chair of Logistics at CEIBS and an associate professor at the Universitat Politècnica de Catalunya (currently on leave). Prof. Ribera served as IESE’s deputy dean for faculty (1993-2001), the president of the European Operations Management Association (2004-2007) and the secretary of the U.S. Operations Management Association (1992-1997).

He has published a plethora of teaching materials and academic research on operations management improvement, health-systems management and project management, and has consulted in health care management projects throughout Europe and South America.

Prof. Ribera currently serves on the editorial boards of International Journal of Operations and Production Management and Harvard Business Review China, and as the vice president of the Board of Caixa Terrassa.

Languages: English, French, Spanish and Catalan

Joan Enric Ricart
Professor of Strategic Management and Economics

Doctor of Philosophy (Managerial Economics), Kellogg Graduate School of Management, Northwestern University
Doctor of Industrial Engineering, Universitat Politècnica de Catalunya
Doctor of Business and Economic Science, Universitat Autònoma de Barcelona

Joan Enric Ricart is the head of the Strategic Management Department, associate dean for Research, and holder of IESE’s Carl Schröder Chair of Strategic Management. He was recently appointed president-elect of the Strategic Management Society. Prior to this position he served as the president of the European Academy of Management (EURAM).

Prof. Ricart has taught and conducted research at the Università di Catania, IPADE, INALDE, IAE, Universidad de Piura, IDE and UNISA. He also served as a research fellow at Harvard Business School.

He is currently the director of the scientific committee of the European Institute for Advanced Studies in Management and a member of the Harvard Business School-IESE Committee. He is the author of several books and his articles have appeared in leading international journals.

Languages: English, Spanish and Catalan
Josep Riverola  
Professor of Production, Technology and Operations Management

Doctor of Industrial Engineering, E.T.S.I.I., Terrassa  
Doctor of Philosophy, (Operations Research), Stanford University  
Master of Science (Operations Research), Stanford University

Josep Riverola holds the Chair of Production, Technology and Operations Management at IESE. His areas of expertise include operating system design, managing new operations, and strategic modeling of operations.

Prof. Riverola has been a visiting professor at various business schools around the world and has presented at international conferences in Europe and the United States.

Prof. Riverola has written over 50 cases on operations management and has consulted for more than 80 companies in Spain, Europe, Asia and Latin America. He is the author of numerous books, most of them co-authored with IESE Professor Beatriz Muñoz-Seca.

Languages: English and Spanish

Paulo Rocha e Oliveira  
Assistant Professor of Marketing

Ph.D. in Management, Massachusetts Institute of Technology  
Degree in Mathematics, Princeton University

Paulo Rocha e Oliveira's area of expertise is the management and marketing of service experiences. His recent research focuses on the management of issues at the marketing and operations interface, including the management of waiting time, service quality, customization strategies, dynamic pricing policies and the implementation of self-service options.

Prof. Rocha e Oliveira's research has been presented at international conferences including Frontiers in Services, INFORMS and Marketing Science, and has also been published in journals such as Manufacturing and Service Operations Management.

Languages: English, Spanish, French and Portuguese
Josep Maria Rosanas
Professor of Accounting and Control

Doctor of Industrial Engineering, Universitat Politècnica de Catalunya
Doctor of Philosophy (Management), Northwestern University
Master's in Business Administration, IESE, University of Navarra

Josep Maria Rosanas is the holder of the Crèdit Andorrà Chair of Markets, Organization and Humanism. He has had an extensive teaching career as an IESE professor since 1971 and as a full professor at Universitat Pompeu Fabra from 1990 to 1994.

Prof. Rosanas is the author of a number of books, scientific articles and publications on business management, accounting, inflation and planning systems, among other subjects. He has consulted for numerous companies in the areas of management control and organization.

Languages: English, Spanish and Catalan

Mike Rosenberg
Instructor of Strategic Management

Master's in Business Administration, IESE, University of Navarra
Bachelor of Science in Engineering, University of Michigan

Mike Rosenberg teaches long-term strategy, scenario planning and business problem analysis, in addition to serving as the director of International Executive Education. Prior to joining IESE, he was a management consultant specialized in the international automotive industry for Heidrick & Struggles, A.T. Kearney and Arthur D. Little.

Prof. Rosenberg’s research focuses on long-term ethnological and socioeconomic trends and their effects on the business climate. He is particularly interested in the potential of alternative energy sources to change the competitive dynamics of a number of industries, especially the automotive sector.

Languages: English and Spanish
Juan Roure
Professor of Entrepreneurship

Doctor of Philosophy (Engineering Management), Stanford University
Master's in Business Administration, ESADE
Degree in Industrial Engineering, Universitat Politècnica de Catalunya
ISP, Graduate School of Business Administration, Harvard University

Juan Roure is a member of IESE's International Advisory Board. He leads the Business Angels network, an initiative of IESE's Center for Entrepreneurship and Family Business, which has resulted in the founding of 18 companies since 2005. He has also been actively involved in other entrepreneurship projects, including the Venture Academies for biotech entrepreneurs, the Entrepreneur of the Year award and Europe's 500 “Entrepreneurs for Growth” Conference.

Prof. Roure is the co-author of *The Venture Capital Cycle in Europe* and *Good Governance in the Family Business*, and has published several studies and documents.

Languages: English and Spanish

Marc Sachon
Associate Professor of Production, Technology and Operations Management

Doctor of Philosophy (Industrial Engineering and Engineering Management), Stanford University
Master's in Business Administration, IESE, University of Navarra
Degree in Aerospace Technology, Universität Stuttgart

Marc Sachon's main areas of interest lie in process improvement, supply chain management and engineering risk analysis. His research focuses on e-supply chain management, product development, project management and engineering risk analysis. The academic co-director of IESE’s Advanced Management Program (AMP) in Munich, Prof. Sachon has taught at several other universities, including Stanford University, Universitat Politècnica de Catalunya and institutions in Latin America and China.

Prof. Sachon has consulted for many companies, including Morgan Stanley, Hugo Boss Industries, United Airlines, Merck KG and the Bonneville Power Authority. He has published articles in leading academic and business journals, and has contributed chapters to several books in the area of operations management and process improvement.

Languages: English, Spanish and German
Pedro Saffi
Assistant Professor of Financial Management

Ph.D. in Finance, London Business School
Master’s in Economics, Fundação Getulio Vargas
Degree in Economics, IBMEC Business School

Pedro Saffi specializes in empirical asset pricing. His research, presented at numerous international academic conferences, addresses topics such as liquidity risk and its impact on expected returns; the impact of short selling on stock market efficiency; and the effects of differences of beliefs on trading volume. In 2008, his paper, “Price Efficiency and Short-Selling,” will be presented at the American Finance Association meeting.

In addition to IESE, Prof. Saffi has also taught at London Business School, Háskólinn í Reykjavík and Fundação Getulio Vargas.

Languages: English and Portuguese

Carlos J. Sánchez-Runde
Professor of Managing People in Organizations

Doctor of Philosophy in Management (Human Resource Management), University of Oregon
Master’s in Business Administration, IESE, University of Navarra
Degree in Law, Universitat de Barcelona

Carlos J. Sánchez-Runde’s areas of interest include strategic human resource management and cross-cultural management. He has held teaching and research appointments in the United States, Mexico, Chile, Argentina, Uruguay and Peru. His research project, “Nuevas formas organizativas en España: diseño, implantación y consecuencias,” was awarded funding by the Spanish Ministry of Science and Technology. Prof. Sánchez-Runde is a member of the Academy of Management and the Labor and Employment Research Association.

Prof. Sánchez-Runde is the author of Competencias de la dirección de personas: un análisis desde la alta dirección, Dirección estratégica de recursos humanos, and Firm Strategy and Human Resource Management: A Case-study Approach. He recently co-edited the volumes, Innovative Forms of Organizing: International Perspectives and Multinationals, Institutions and the Construction of Transnational Practices. In addition, he has published numerous articles and several book chapters, research papers and technical notes.

Languages: English, Spanish and Catalan
Carlos Sancho
Senior Lecturer of Financial Management

Degree in Law, Universitat de Barcelona

Carlos Sancho was appointed as the director of Law Studies at IESE in 2001. He began his career as an attorney at the Madrid-based firm Román Mas y Calvet and has researched and written on law, business, foreign investment, industrial property and patents.

In 2003 Prof. Sancho was appointed the manager of education for the Commission on Fiscal Matters in the Barcelona Legislative Chamber of Commerce. At the same time he carried out his duties as the founder of the European Bureau of Affairs, headquartered in Brussels, where he advised Spanish companies on how to adapt their work to European Union regulations.

He is currently working on a study that focuses on designing a contractual model for intellectual property and Internet rights.

Languages: English and Spanish

Christian Seelos
Senior Lecturer of Strategic Management

Ph.D. in Molecular Biology, Universität Wien
Master’s in Business Administration, University of Chicago, Graduate School of Business
Master of Science, Universität Wien

Christian Seelos is the director of the IESE Platform for Strategy and Sustainability (IPSS). He teaches courses in the areas of international business, business strategy, social entrepreneurship and sustainable development at a number of business schools in Europe, Africa and the United States, in addition to IESE.

Prof. Seelos’ research interfaces company strategy and emerging issues, including climate change, water stress, poverty, neglected diseases and global health. He also studies innovative business models and social entrepreneurship projects that create new markets in the poorest countries while aiding in their economic and social development. Prof. Seelos advises organizations on issues ranging from competitive strategy to innovative business models at “the bottom of the pyramid,” as well as corporate social responsibility. He has written more than 50 papers that have appeared in several books and international peer-reviewed journals such as Nature.

Languages: English, German and Spanish
Fernando Serra  
Senior Lecturer of Production, Technology and Operations Management  
Ph.D. in Management, IESE, University of Navarra  
Master’s in Business Administration, IESE, University of Navarra  
Degree in Industrial Engineering, Universitat Politècnica de Catalunya

Fernando Serra has held several positions at IESE, including the head of the Production Department. He was the founder and co-chairman of IESE’s International Center of Logistics Research (CIIL), and initiated and managed the Industrial Marketing diploma of the Institut Química de Sarrià.

In addition to his academic work, Prof. Serra has consulted for a wide range of sectors, including the agro-nutritional industry, chemistry, transport and electro-mechanics. He is a member of the European Operations Management Association (EUROMA), the American Production and Inventory Control Society (APICS) and the European Corporate Governance Institute (ECGI).

A board member of many organizations, Prof. Serra has published numerous articles appearing in the specialized press.

Languages: English, Spanish, French and Catalan

Sandra Sieber  
Associate Professor of Information Systems  
Ph.D. in Management, IESE, University of Navarra  
Degree in Economics and Business Studies, Universitat Pompeu Fabra

Sandra Sieber’s interests focus on the interplay of strategic management and information systems, and on the role of new information and communication technologies (ICTs) for organizational learning and innovation. Her research highlights the need for improved user IS knowledge, especially when IS play a strategic role in the organization. In addition to IESE, Prof. Sieber has also lectured at Universitat Pompeu Fabra as an associate professor and MIT’s Sloan School of Management as a visiting scholar.

Appointed the academic director of the PwC-IESE ebCenter from 2001 to 2004, Prof. Sieber is currently researching ICT-enhanced innovation and the possible effects of the adoption of new technologies on organizational work practices. She is particularly interested in industries affected by recent technological advances, such as telecommunications, banking, media and entertainment. Prof. Sieber has published articles in international journals and has contributed to several books.

Languages: English, German, Spanish and Catalan
Jan Simon teaches courses on capital markets, investments, alternative investments and sports management in IESE's MBA program. Additionally, he is the section head for international MBA students, and a doctoral candidate at the University of Essex. Prior to his work at IESE, he worked as an executive director for Goldman Sachs, where he helped set up the pan-European sales trading desk in London. He was also the vice president and co-head of Salomon Brother's emerging markets trading desk in London.

Prof. Simon is a co-writer for the website BankCV.com, which won the Association of Business Schools Award for New Business, and was short-listed for the Computer Weekly Award in the start-ups category in 2001. He serves on the boards of several start-up companies.

Languages: English, Spanish, French and Flemish

Jorge Soley specializes in banking supervision principles, compliance activities and governance criteria in credit institutions, as well as credit valuation criteria, particularly in small and medium-sized firms. He has more than 25 years of experience in finance and management.

Prof. Soley serves as the CEO/general manager of the “La Caixa” investment bank, non-life insurance and non-banking activities. In 2006 he became the compliance officer of the Group until his retirement in 2008. In addition to his work at “La Caixa,” he has also served as a board member of numerous international firms.

Prof. Soley is a member of many professional organizations. His most recent publications include the book, Basilea II: una forma de relación banca-empresa, and numerous articles that have appeared in the international press.

Languages: Spanish, French, English and German
Guido Stein
Assistant Professor of Managing People in Organizations

Doctorate in Management, University of Navarra
Master’s in Business Administration, IESE, University of Navarra
Degree in Philosophy, Universidad Complutense de Madrid

In addition to his post at IESE, Guido Stein is the executive president of EUNSA and EIUNSA, as well as a business consultant for companies in the financial, industrial and professional service sectors. He holds the position of secretary general of IESE’s Enterprise and Humanism Institute and serves as a member of the editorial committee of the institute’s magazine.

A member of the International Academy of Management, Prof. Stein is a regular contributor to daily business publications such as Harvard Deusto Business Review, ISTMO, AEDIPE Magazine and Expansión, among others. He has authored four books, including El arte de gobernar según Peter Drucker and Cambiar o no cambiar: esa es la gestión and has collaborated on the book Kardinaltugenden effektiver Führung.

Languages: English, Spanish and German

José Luis Suárez
Professor of Financial Management

Ph.D. in Management, IESE Business School, University of Navarra
Certified Public Accountant, Universidad Nacional de Tucumán
Degree in Administration and Organization, Universidad Nacional de Tucumán

José Luis Suárez’s areas of specialization include the process of creating value for shareholders; formulation and implementation of financial policies; capital structure and dividends; managing international activities; capital budgeting; financing; risk management; and managing real estate companies and assets.

Prof. Suárez has served as a visiting professor at universities around the world. He is a member of the Public Private Partnership, Urban Land Institute in Washington, D.C., and the vice president of the Urban Land Institute in Madrid. A member of the editorial board of International Journal of Financial Education since 2003, Prof. Suárez also serves on the boards of a number of companies. He is a member of the organizing committee of Barcelona Meeting Point and the Executive Committee of Salón Inmobiliario de Madrid.

Languages: English and Spanish
Antoni Subirà
Professor of Financial Management

Doctorate in Industrial Engineering, E.T.S.I.I. Terrassa
Master of Sciences in Industrial Management, Massachusetts Institute of Technology

Antoni Subirà recently became a full-time member of the faculty of IESE after teaching in other capacities for many years. From 1967 to 1974, he was the director of IESE's MBA program while also serving as a consultant for several companies, including Cepsa, Nestlé, IBM and ACESA.

His career has been closely linked to politics. As Spain began its political transition to democracy in 1975, he became one of the founders of the Convergència Democràtica de Catalunya political party. He assumed different responsibilities within the party until he was elected a member of the Parliament of Catalonia in 1980. In subsequent years, he took on the roles of Whip of the parliamentary coalition, Minister of Industry and Energy, and Minister of Trade and Tourism.

He currently serves on the advisory boards of the Competitiveness Institute, the foundation Clusters and Competitiveness, and Mercapital. In 2003 he received the decoration, Order of the Rising Sun with Golden Rays and Neck Ribbon.

Languages: Spanish and Catalan

Tim Sutton
Visiting Professor of Accounting

Ph.D. in Accounting, University of Washington, Seattle
Master's in Business Administration, Cranfield School of Management
Bachelor of Arts (Economics), University of Sussex

Tim Sutton's areas of specialization include financial accounting, international accounting and financial statement analysis. He has taught accounting for over 20 years in universities and business schools throughout North America and Europe, including Cranfield School of Management in the United Kingdom and INSEAD in France.

Prof. Sutton has published research in leading academic journals, including Accounting, Organizations and Society, Journal of Accounting and Economics, and Public Choice. His award-winning textbook Corporate Financial Accounting and Reporting is in its second edition.

Languages: English
Josep Tàpies
Professor of Strategic Management and Financial Management

Doctor of Industrial Engineering, Universitat Politècnica de Catalunya
Master’s in Business Administration, ESADE

Josep Tàpies is the holder of the Chair of Family-Owned Business at IESE. His areas of expertise include family business, strategic management, private equity, mergers and acquisitions, and management buy-outs.

Prof. Tàpies has lectured at AESE, IDE, PAD Universidad de Piura, ISE, IAE, ESE and INALDE. He is currently a member of the Family Business Network, the International Family Enterprise Research Academy (IFERA), the Strategic Management Society (SMS) and the advisory board of the International Center for Financial Research of IESE. Furthermore, he is a member of the board of directors of the Spanish Association of Consultants and Academics of Family Business.

Prof. Tàpies has consulted for many companies and published numerous books and articles on family business, acquisitions, MBOs and private equity.

Languages: English and Spanish

Juan José Toribio
Professor of Economics

Doctor of Philosophy (Economics), University of Chicago
Master of Arts (Economics), University of Chicago
Degree in Economics, Universitat de Barcelona
ITP, Graduate School of Business Administration, Harvard University

Juan José Toribio is the dean of the IESE Business School in Madrid, where he also holds the position of chair of the International Center for Financial Research (CIIF). He began his career as an economist for Banco de España and went on to become a senior official in the Spanish government, where he served as the general manager of Financial Policy in the Spanish Ministry of Finance and, subsequently, as the executive director of the International Monetary Fund in Washington, D.C.

He has served as a chairman of several financial and investment firms and as a board member of La Caixa, Nestlé and Abertis Telecom, among others. He has held research positions at Banco Urquijo and Banco Hispano Americano, and has served on numerous institutional and non-profit boards. Prof. Toribio currently sits on the boards of Amper, the ITM Club and the Abertis Advisory Board. A weekly contributor to the CNN+ television program, Economía a fondo, he has written numerous books and published a long list of academic and practitioner-oriented articles and case studies.

Languages: English and Spanish
Juan Manuel de Toro  
Associate Professor of Marketing

Doctor of Economic and Business Science, University of Navarra  
Master’s in Business Administration, IESE, University of Navarra  
Degree in Law, Universidad Complutense de Madrid

Juan Manuel de Toro’s areas of specialization include advertising-communication, brand creation, management appraisal and promotional strategy. He is a board member of QUUM Communication and the academic director of the International Center of Business Communication of IESE and the University of Navarra.

Prof. de Toro is the author of Mejorar la eficacia de la publicidad en TV and co-author of La televisión en España; El libro blanco de la prensa diaria and Comunicación y relaciones públicas en España.

Languages: Spanish

Josep Valor  
Professor of Information Systems

Doctor of Philosophy (Operations Research), Massachusetts Institute of Technology  
Doctor of Sciences in Medical Engineering, Harvard/MIT Division of Health Sciences and Technology  
Doctor of Industrial Engineering, Universitat Politècnica de Catalunya

Josep Valor is the associate dean for Faculty and research. His research centers on the impact of ICTs on competitiveness and industry structure, particularly in the telecommunications, media and IT sectors. His work has been published in academic and practitioner journals. He has also published books on the information-telecommunications hyper-industry and information systems management.

In addition to his academic work, Prof. Valor was the coordinator of the Spanish Prime Minister’s Task Force, created to propose a nationwide strategy on information technology to drive the information society. He also served as the conference co-chair for the 2002 International Conference on Information Systems (ICIS) in Barcelona.

Languages: English and Spanish
Juan Carlos Vázquez-Dodero
Professor of Accounting and Control and Business Ethics

Ph.D. in Management, IESE Business School, University of Navarra
Master's in Business Administration, IESE, University of Navarra
Degree in Law, Universidad Complutense de Madrid
Degree in Business Administration, ICADE

Juan Carlos Vázquez-Dodero has collaborated with a number of prominent business schools, including IAE, IEEM, PAD and AESE. He is also involved in faculty training at IESE and Instituto San Telmo. In the private sector, Prof. Vázquez-Dodero has consulted for a number of firms in sectors as diverse as tourism, aeronautics, textiles and the Internet.

Prof. Vázquez-Dodero has authored and co-authored several books, book chapters and journal articles. He is currently conducting research on an all-encompassing training program for future management and business faculties, targeted not only at researchers and professors, but also at consultants and executives.

Languages: English, Spanish, Portuguese and Catalan

Manuel Velilla
Professor of Accounting and Control

Ph.D. in Management, IESE Business School, University of Navarra
Master's in Business Administration, IESE, University of Navarra
Degree in Industrial Engineering, E.T.S.I.I. Barcelona

Manuel Velilla's areas of specialization include operations planning systems, governing bodies in family businesses, turnaround processes, pricing policies and product profitability.

Languages: English, Spanish, French, Italian, Portuguese and Catalan
Pedro Videla
Professor of Economics

Doctor of Philosophy (Economics), University of Chicago
Master of Arts (Economics), University of Chicago
Master's in Economics, Universidad Católica de Chile

Pedro Videla has taught at universities across Europe and North and South America, and serves as a visiting professor at IAE, Universidad Adolfo Ibañez, IDE and Lagos Business School, among others. He has also taught at the University of Chicago, Universidad Torcuato Di Tella and the Universidad Católica de Chile.

Prof. Videla has consulted for a variety of institutions, including the World Bank, IMF, the European Union, the Inter-American Development Bank and USAID. He has contributed to numerous books and case studies, with articles published in the financial and specialized press. He is currently an editor of the Journal of Emerging Economies.

Languages: English and Spanish

Joaquim Vilà
Professor of Strategic Management

Ph.D. in Strategic Management, The Wharton School, University of Pennsylvania
Master's in Organization and Strategy, The Wharton School, University of Pennsylvania
Degree in Industrial Engineering, Universitat Politècnica de Barcelona
Degree in Business and Economics, Universitat Autònoma de Barcelona

Joaquim Vilà is the head of IESE’s Business Information Center and the academic director of IESE’s executive education program on innovation management. Prior to joining IESE, Prof. Vilà was a research fellow at the Reginald Jones Center for Management Policy, Strategy and Organization, and a research associate in the Management and Technology Program, both of The Wharton School.

Prof. Vilà has collaborated with a number international corporations, including Roche Diagnostics, Amgen, Nutrexpa, Uniland, APLI, Telefónica, Henkel, Nestlé, AUSA, Chupa Chups and InterSport.

Prof. Vilà has published in the areas of innovation management, strategy-making and organizing for innovation. His current research focuses on nurturing a culture of innovation and the implementation of business innovation in continuous and systematic business areas.

Languages: English and Spanish
Victoriano Vila
Senior Lecturer of Marketing

Master's in Business Administration, IESE, University of Navarra
Master's in Telecommunications Engineering, Universidad Politécnica de Madrid

Victoriano Vila specializes in the new technologies industry, specifically data processes, telecommunications and defense. His professional experience includes executive positions at Hewlett-Packard, Oracal, Tasa International AG and Corebp. He has also held positions as the sales director for large accounts and indirect channels, marketing director, and general manager for a range of national and international information technology companies specializing in hardware and software.

Prof. Vila has done extensive consulting work recruiting for new technology firms, as well as managerial coaching and development. He is currently a member of business development at Hudson, a top-executive search firm.

Languages: Spanish

Julián Villanueva
Associate Professor of Marketing

Ph.D. in Management (Marketing), University of California, Los Angeles
Master's in Business Administration, IESE, University of Navarra
Degree in Business Administration, Universidad Complutense de Madrid

Julián Villanueva's areas of expertise include managing customers for profits (customer equity), relationship management, media, retailing and distribution. He joined IESE as an instructor in 1997 after earning his MBA at the school and returned as a professor after completing his doctorate degree. He became the head of the Marketing Department in 2005. In addition to IESE, Prof. Villanueva has taught at CEIBS and INALDE.

Prof. Villanueva has extensive consulting experience in many sectors. He is a member of INFORMS, the American Marketing Association and the European Marketing Academy, and acts as a referee for Marketing Science and Marketing Letters. He is also a member of the Editorial Review Board of the International Journal of Relationship Marketing.

He has published widely in the popular press and international journals such as Quantitative Marketing & Economics, Journal of Marketing Research and Journal of Marketing. He has also produced a large number of cases, technical notes and book chapters.

Languages: English and Spanish
Bernardo Villegas
Visiting Professor of Economics
Ph.D. in Economics, Harvard University

Bernardo Villegas specializes in development, business and social economics. Prof. Villegas has served as a special economics adviser to five Philippine presidents and numerous legislators and local officials, as well as a member of the Philippine Constitutional Commission.

Prof. Villegas has been a board member of many corporations, including McDonalds, DuPont and Rolls Royce. He has also served on the Pacific Board of Economics of *Time* and regularly writes for the local and international press, such as the *International Herald Tribune* and the *Asian Wall Street Journal*. Prof. Villegas has authored several economics textbooks that are widely used in schools and universities throughout the Philippines.

Languages: English and Spanish

Xavier Vives
Professor of Economics and Financial Management
Ph.D. Economics, University of California, Berkeley
Doctor in Economics and Business, Universitat Autònoma de Barcelona
Master of Arts in Economics, University of California
Degree in Economic Science, Universitat Autònoma de Barcelona

Xavier Vives is the holder of IESE's Abertis Chair on Regulation and Competition Policies and Academic Director of the Public-Private Sector Research Center. In addition to IESE, he has lectured at universities around the world, including Universitat Pompeu Fabra, where he serves as an adjunct professor.

Prof. Vives is a member of the EC Economic Advisory Group on Competition Policy and the CESifo's European Economic Advisory Group; the vice president of the Spanish chapter of the International Association for Energy Economics; and the president of the Spanish Economic Association for 2008. He is also a research fellow at the Center for Economic Policy Research, where he served as the director of the Industrial Organization Program from 1991 to 1997. He is a member of the European Academy of Sciences and Arts; a fellow and council member of the Econometric Society; and a fellow and executive committee member of the European Economic Association.

He has received numerous accolades for his research, including the Premio Juan Carlos I and the Premi Catalunya d'Economia.

Languages: English, Spanish and Catalan
**Eric Weber**  
*Associate Professor of Accounting and Control*  
Ph.D. of Management, Kellogg Graduate School of Management, Northwestern University  
Master's in Business Administration, IESE, University of Navarra  
Degree in Industrial Engineering, Universidad Simón Bolívar  

Eric Weber is the associate dean of IESE Business School, the director of IESE's New York City center, and a member of IESE's Executive Committee and Harvard Business School-IESE Advisory Committee. He has held various positions at IESE, including the associate dean of the MBA, Executive Education and Executive MBA programs, and the academic director of the Global Executive MBA program.  

Prof. Weber’s research centers on management control and advanced cost systems. He has served as a member of the Research Policy Task Force of the Graduate Management Admission Council, as well as an advisory board member of academic and non-academic organizations.  

Languages: English, Spanish and German  

**Christoph Zott**  
*Visiting Professor of Entrepreneurship*  
Ph.D. in Commerce and Business Administration, University of British Columbia  
Degree in Economics and Business Engineering, Technische Universität Karlsruhe  
Master's in Industrial Engineering, Institut National Polytechnique de Grenoble  

Christoph Zott's current research centers on resource management in entrepreneurial firms; the acquisition and mobilization of resources through entrepreneurs' symbolic management and emotion-management actions; and the deployment of resources through dynamic capabilities.  

In addition to his academic work, Prof. Zott consults for growth ventures and advises start-up companies and larger firms interested in entrepreneurial leadership. He has published in numerous publications, including the *Administrative Science Quarterly, Organization Science* and *Strategic Management Journal*.  

Prof. Zott serves on the editorial boards of the *Academy of Management Review* and the *Journal of Business Venturing*. He is also an associate editor for *Management Science* and a member of the BPS Executive Committee of the Academy of Management.  

Languages: English, French and German
ACADEMIC PROGRAMS

IESE Business School offers the following degree programs:

Full-Time MBA
Global Executive MBA
Executive MBA
Ph.D. in Management

Full-Time MBA

IESE’s top-ranked MBA program provides a solid foundation in general management in a highly international setting. Throughout the program, an emphasis is placed on leadership skills and entrepreneurship capabilities with a practical learning approach to solving business problems. Located in Barcelona, the school’s world-class campus affords an unparalleled multicultural experience.

Length of program: 19 months
Number of students: 430
(average of 215 students admitted per year)
Applications to places: 6:1
Average age upon entering: 27
Average years of work experience: 4
International students: 80%; 55+ countries represented
Women: 29%
Student-teacher ratio: 4:1
Average GMAT score: 670
Program highlights: Bilingual, exchange program, corporate internship

Global Executive MBA

The Global Executive MBA’s flexible format allows international executives to learn in a global setting without putting their careers on hold. The program offers an international view of the situations that global managers face as executives in today’s highly competitive and globalized world.

Modular in structure, the program is offered in two formats: 14 weeks over a 16-month period, or 17 weeks over a 22-month period. Classes are held on three continents and participants typically represent around 25 countries. The bimonthly format takes place in Barcelona, Shanghai, Silicon Valley, and Madrid, while the monthly format takes place in Barcelona, Madrid, India, and New York City.

Countries represented: 20
International participants: 80%
Average age: 38
Average years of work experience: 13
(7 years at management level)
Women: 20%
Some companies represented: American Express, Apple Computer, BASF, Johnson & Johnson, Mattel Europe, Volkswagen
Executive MBA

The Executive MBA is a bilingual (Spanish-English), internationally-focused program designed for professionals with at least five years of experience. It is available in two possible program formats: weekly and bi-weekly.

The program is offered in Madrid (weekly and bi-weekly formats) and in Barcelona (weekly). The last intensive week is held at the China Europe International Business School in Shanghai.

Ph.D. in Management

The Ph.D. in Management, offered on IESE’s Barcelona campus since 1969, incorporates the most advanced interdisciplinary business research methods.

Considered one of the most prestigious programs in its field, IESE’s Ph.D. is renowned for its practical focus and conceptual and human approach to business. The program lasts between three and five years.
General Management Programs

IESE’s general management programs give managers an invaluable opportunity to step back from their careers to learn new skills, gain fresh insights and reflect on how they are leading their organizations. IESE faculty experts from 25 countries provide a broad and enriching view of today’s changing business environment.

- Advanced Management Program (AMP)
  This flagship program is designed for senior executives of international companies with 10-15 years of managerial experience. Editions are held Barcelona, Munich, Warsaw and São Paulo.

- Senior Executive Program - Miami
  This general management program is aimed at senior executives with specific interests in Latin America.

- Program for Management Development (PMD)
  The PMD is an English-language program designed for managers with 5-10 years of managerial experience who wish to broaden their knowledge of critical management issues and boost their leadership skills.

- PADE, PDG, PDD
  These Spanish-language programs are designed for executives with ample experience and responsibility within their organizations.

- Global CEO Program for China
  This program, offered in conjunction with China Europe International Business School (CEIBS) and Harvard Business School (HBS), provides an unparalleled opportunity for CEOs of leading Chinese enterprises to gain new insights on social, cultural, political, and economic factors that significantly influence business in the global environment.

- Global CEO Program for Latin America
  An initiative of IESE, China Europe International Business School and The Wharton School, this program is specifically designed for Latin American CEOs with global operations.
Short-Term Programs & Industry Meetings

IESE's short-term programs spotlight today's most relevant business issues and provide an intense learning experience designed to have an immediate impact on personal and company performance.

Some programs include renowned faculty from other leading academic institutions around the world who provide participants with the latest first-hand knowledge. Other programs focus on specific geographical areas, such as Africa, China and India. These region- or country-specific programs take participants abroad to give them a first-hand view of doing business in those regions.

Industry meetings focus on specific industries or sectors. Offered annually, these meetings spotlight the latest challenges and opportunities in various sectors while bringing together industry experts, academics and government leaders.

In-Company Programs

IESE's In-Company programs offer focused solutions to leading corporations all over the world. The programs are designed to deliver knowledge on a specific business area or examine a complex problem relevant to the organization.

International Faculty Development Program (IFDP)

The IFDP is a three-week program that focuses on improving the research and teaching skills of junior faculty from developing regions of the world.

This unique program introduces participants to the case study method, explores curriculum and course design, and helps them improve existing teaching techniques.
Program Directors

MBA

Luis Palencia
Academic Director of the MBA

Javier Muñoz
Director of MBA Admissions

GLOBAL EXECUTIVE MBA

Eduardo Martínez Abascal
Academic Director of the Global Executive MBA

Maria Puig
Executive Director, Global Executive MBA

EXECUTIVE MBA

José Ramón Pin
Academic Director of the Executive MBA

Elena Liquete
Executive Director (Barcelona)

Ricardo Lobera
Executive Director (Madrid)

INTERNATIONAL EXECUTIVE EDUCATION

Mike Rosenberg
Director

EXECUTIVE EDUCATION BARCELONA

César Beltrán
Director

EXECUTIVE EDUCATION MADRID

Luis Arias
Director of Open Programs

Antonio Núñez
Director of In-Company Programs

Cristina Rambaud
Director of Special Programs

ALUMNI ASSOCIATION

Mireia Rius
Director

IESE - NEW YORK CITY OFFICE

Joseph Kerwin
Director, Business Development, U.S. and General Counsel

IESE - MUNICH OFFICE

Rudolf Repgen
Business Development Director, Executive Education, Central Europe

IESE - WARSAW OFFICE

Radoslaw Koszewski
AMP Program Director
## RESEARCH CENTERS

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<th>Centers and Initiatives</th>
<th>Director</th>
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<tr>
<td>Center for Business in Society (CBS)</td>
<td>Prof. Joan Fontrodona</td>
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<td>Center for Enterprise in Latin America (CELA)</td>
<td>Prof. José Ramón Pin</td>
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<tr>
<td>Center for Family-Owned Business and Entrepreneurship (CEFIE)</td>
<td>Profs. Josep Tàpies &amp; Pedro Nueno</td>
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<tr>
<td>Center for Globalization and Strategy</td>
<td>Prof. África Ariño</td>
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<tr>
<td>e-Business Center PwC &amp; IESE (EB Center)</td>
<td>Profs. Sandra Sieber &amp; Josep Valor</td>
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<tr>
<td>IESE Platform for Strategy and Sustainability (IPSS)</td>
<td>Prof. Christian Seelos</td>
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<tr>
<td>International Center for Competitiveness (ICC)</td>
<td>Prof. Eduardo Ballarín</td>
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<tr>
<td>International Center for Financial Research (CIIF)</td>
<td>Prof. Pablo Fernández</td>
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<td>International Center for Logistics Research (CIIL)</td>
<td>Prof. Marc Sachon</td>
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<tr>
<td>International Center for Media Corporations (CIEC)</td>
<td>Prof. Juan Manuel de Toro</td>
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<tr>
<td>International Center on Work and Family (ICWF)</td>
<td>Profs. Nuria Chinchilla &amp; Steven Poelmans</td>
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<tr>
<td>International Research Center on Organizations (IRCO)</td>
<td>Prof. José Ramón Pin</td>
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<tr>
<td>Public Sector-Private Sector Research Center (SP-SP)</td>
<td>Prof. Xavier Vives</td>
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<tr>
<td>Sports Business Management Research Center (SBM)</td>
<td>Prof. Sandalio Gómez</td>
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### Academic Chairs

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<tr>
<th>Chair Name</th>
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<tbody>
<tr>
<td>Abertis Chair for Regulation, Competition and Public Policy</td>
<td>Prof. Xavier Vives</td>
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<tr>
<td>Alcatel Chair of Technology Management</td>
<td>Prof. Josep Riverola</td>
</tr>
<tr>
<td>Anselmo Rubiralta Chair of Strategy and Globalization</td>
<td>Prof. Pankaj Ghemawat</td>
</tr>
<tr>
<td>Bertrán Foundation Chair of Entrepreneurship</td>
<td>Prof. Pedro Nueno</td>
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<tr>
<td>“La Caixa” Chair of Corporate Social Responsibility and Corporate Governance</td>
<td>Prof. Antonio Argandoña</td>
</tr>
<tr>
<td>“Carl Schröder” Chair of Strategic Management</td>
<td>Prof. Joan Enric Ricart</td>
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<tr>
<td>Chair of Family-Owned Business</td>
<td>Prof. Josep Tàpies</td>
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<tr>
<td>Chair of Business Ethics</td>
<td>Prof. Domènec Melé</td>
</tr>
<tr>
<td>“Crèdit Andorrà” Chair of Markets, Organizations and Humanism</td>
<td>Prof. Josep Maria Rosanas</td>
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<tr>
<td>Grupo Santander Chair of Financial Institutions and Corporate Governance</td>
<td>Prof. José Manuel Campa</td>
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<tr>
<td>Nissan Chair of Corporate Strategy and International Business</td>
<td>Prof. Eduardo Ballarín</td>
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<tr>
<td>PricewaterhouseCoopers Chair of Corporate Finance</td>
<td>Prof. Pablo Fernández</td>
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<tr>
<td>SEAT Chair of Labor Relations</td>
<td>Prof. Sandalio Gómez</td>
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</tbody>
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ASSOCIATED BUSINESS SCHOOLS

AESE  Associação de Estudos Superiores de Empresa, Lisbon, Portugal
http://www.aese.pt

PAD  Escuela de Dirección de la Universidad de Piura, Peru
http://www.pad.edu

CEIBS  China Europe International Business School, Shanghai, China
http://www.ceibs.edu

IAE  Escuela de Dirección y Negocios, Universidad Austral, Buenos Aires, Argentina
http://www.iae.edu.ar

IDE  Instituto de Desarrollo Empresarial, Guayaquil, Ecuador
http://www.ide.edu.ec

IEEM  Instituto de Estudios Empresariales de Montevideo, Universidad de Montevideo,
Montevideo, Uruguay
http://www.ieem.edu.uy

INALDE  Instituto de Alta Dirección Empresarial, Universidad de la Sabana, Bogota, Colombia
http://www.inalde.edu.co

IPADE  Instituto Panamericano de Alta Dirección de Empresa, Universidad Pan-Americana,
Mexico City, Mexico
http://www.ipade.mx

ISE  Instituto Superior da Empresa, Brazil
http://www.ise.org.br

LBS  Lagos Business School, Pan-African University, Lagos, Nigeria
http://wwwlbs.edu.ng

Tayasal  Escuela de Negocios - Universidad del Istmo, Guatemala
http://www.unis.edu.gt

ESE  Escuela de Negocios. Universidad de Los Andes, Santiago de Chile, Chile
http://www.ese.cl
UA&P University of Asia and the Pacific, School of Business Administration, Manila, Philippines  
http://www.uap.edu.ph

IME Institute for Media Entertainment, New York City, United States  
http://www.ime.edu

NTU Nile Tech University, Cairo, Egypt  
http://www.nileu.edu.eg

SBS Strathmore Business School, Strathmore University, Nairobi, Kenya  
http://www.sbs.ac.ke