

Professor of Information Systems at IESE

Doctorate in Artificial Intelligence and MBA from the Massachusetts Institute of Technology (MIT).

Researches the role of executives in creating value for information systems in environments where ICT allows for transformational sectoral changes.

Co-authored, along with Joan Enric Ricart and Josep Valor, the book "Sources of Information Value: Strategic Framing and the Information Industries" (Pergamon-Macmillan Press, 2003). Also co-authored the book "Legal Programming: Designing Legally Compliant RFID and Software Agent Architectures for Retail Processes and Beyond" (Springer, 2005).

Currently serves as director for the PwC&IESE e-Business Center.