



KEYNOTE SPEECH - FUNDADOR GRUPO INTERCOM

"28 CARACTERÍSTICAS OBSERVADAS EN 30 EMPRENDEDORES APASIONADOS CON SUS PROYECTOS EN INTERNET"

Barcelona, November 20th

Public: IESE Students.

Antonio González-Barros is a founding partner and main shareholder of Grupo Intercom and PADE (Senior Management Program) from IESE.

His involvement in the internet industry began in 1995 with the creation of Intercom, he has since led 40 internet-related businesses from many different sectors online, which gives him a special vision of the sector, both broad and deep. Some of his best known involvement is with Infojobs, Softonic, Emagister and Mailxmail.

During all these years, Antonio has carefully evaluated the characteristics most essential for all entrepreneurs to start from scratch and see their project succeed and he has been trying to extract the main keys to launching profitable businesses on the Internet.

In his presentation Antonio will discuss these characteristics.

The keynote speech will be held on **November 20th** on the campus of Barcelona from 13.00 to 14.00.

If you would like to participate, please write an e-mail to Sandra Schoenes (sandra.schoenes@iese.net) or Marta González (MGonzalezI@iese.edu).