

4th IESE Family Business Conference

Governance and Succession Insights

March 29th, 2019 | IESE South Campus, Barcelona

In the context of IESE's mission to develop leaders who aspire to have a profound, positive and lasting impact on people, firms, and society, IESE Family Business Club presents the 4th Annual Family Business Conference. This year, the event's title is "Governance and Succession Insights," and it will take place on the South Campus of IESE Business School in Barcelona, on Friday, March 29th, 2019.

On this occasion, we will delve into two essential aspects for the success of a family-owned business: the governance of the enterprise-family system, and the transition process from generation to generation. In fact, according to the thinking of members at IESE's Family Business Club, these are precisely the challenges considered most relevant for the continuity of the family enterprise.

Among the activities of the conference, we will have presentations of family members and senior executives of global family businesses, who will share their perspective on family governance. Also, next-generation members in family companies will share their vision and personal experience of their landing process, successful or not, into their companies. In this context, we will analyze four models of family businesses:

- Family-Run Business (FRB)
- Family-Managed Business (FMB)
- Family Governing the Business (FGB)
- Family Holding (FlnvB)

The conference will also include a series of workshops, divided into groups, and an MBA

students' panel, with the purpose of discussing leadership transition and the perspective of the next generation in family business. Finally, through a networking lunch, attendees will have the opportunity to meet members of family companies from different countries, cultures, and sectors, be they executives, students or just family members who face the challenge of being positive agents in their families and companies.

This conference is designed primarily for those who wish to *give* and *receive*: share with others their own experience and be open to the vision of those who have had similar experiences in their family business. We are convinced of the value of life-long connections between people who are interested in or belong to family-run companies, with the objective of sharing experiences and best practices. The climate of trust and familiarity will be an essential aspect of the conference, necessary to create a safe area in which to open one's reality and learn from others.

Like last year, we expect the attendance of MBA students belonging to the family business clubs of various European business schools. With these, IESE's Family Business Club has already established contact for deeper and meaningful collaboration, therefore creating a sense of community and cooperation among business schools in the topic of Family Business.

For those who wish, we will also carry out an additional social/networking activity, taking advantage of the city of Barcelona.

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- 9.00 – 9.25** **Registration and Workshop Selection**
- 9.30 – 9.45** **Welcome Speech**
Prof. Josep Tàpies, holder of the Family-Owned Business Chair at IESE
- 9.50 – 10.40** **Keynote Speech – Governance in a “Family-Run Business”**
Mr. Ignasi Buxade, Export Manager at Laboratorios Viñas
- 10.45 – 11.35** **Keynote Speech – Governance in a “Family-Managed Business”**
Mr. Enrique Cusco, CEO Olé Communications & Chairman A+E Networks Latam
- 11.40 – 11.55** **Coffee Break**
- 12.00 – 12.50** **Keynote Speech – Governance in a “Family Governing the Business”**
Mr. Nikolas Oetker, Head of Marketing at Dr. Oetker Ibérica
- 13.00 – 14.30** **Networking Lunch: *Opportunity to get to know each other, speakers and IESE***
- 14.40 – 15.30** **Keynote Speech – Governance in a “Family Holding”**
Mr. Carlos Gallardo, Board member of Gallardo Family Group
- 15.35 – 16.30** **Parallel Workshops**
- A. Generational Transition in Family Business**
Lucía Ceja, Researcher IESE Family-Owned Business Chair
- B. Governing your Family Business**
María del Mar de Ros Raventós, Sales and Strategic Projects IESE
- C. Landing into the Family Business**
Ramón Roqueta, General Manager at Roqueta Origen
- 16.35 – 17.20** **MBA Students’ Panel – The “Next Generation” Perspective in Family Business**
Conducted by Next Generation family members
- 17.20 – 17.30** **Closing Speech**
Prof. Josep Tàpies, holder of the Family-Owned Business Chair at IESE
- 20.30** **Networking Dinner - optional***

*Location to be announced, not included in Conference’s ticket

Keynote Speakers Bios

Mr. Ignasi Buxade



Ignasi is the Export Manager at Laboratorios Viñas, a family-run company in the pharmaceutical sector, founded in Barcelona in 1911.

Ignasi started his career in Singapore, working at Procter & Gamble and BBVA bank. In 2010 he joined the family business, now in its 4th generation, setting up its international department.

Ignasi holds a Bachelor of Business Administration and MBA from ESADE, and an EMBA degree from IESE. He is married and father of two daughters.

Mr. Enrique Cusco



Enrique is the founder, owner and Chief Executive Officer of OLÉ Communications, based in Miami, Florida.

OLÉ Communications is a founding partner of HBO Latin America Group, A&E Networks Latin America, NBCUniversal Latin America, Playground Americas, and a variety of media-related wholly-owned service companies that conduct business throughout Latin America.

OLÉ Communications is now in its 2nd generation, facing the generational transition process at a time of industry change and uncertainty.

Mr. Nikolas Oetker



Nikolas is the Executive Head of Marketing at Dr. Oetker Ibérica.

Dr. Oetker is valued by consumers in around 40 countries for its pizzas, cakes and desserts of the highest quality, and forms a core part of the Oetker Group. With 26,330 employees and yearly sales revenue of ~6.2 bn€, the Oetker Group is one of the largest family businesses in Germany, with a history spanning more than 125 years. The group is now in its 5th generation and continues to be fully family-owned.

Nikolas holds a Bachelor of Arts in International Relations & Communication from the University of Southern California, and a GEMBA from IESE Business School.

Mr. Carlos Gallardo



Carlos is a member of the Gallardo family, owner of the Gallardo Family Group (GFG), where he holds a number of responsibilities including GFG Board Member and Board Member of Almirall S.A.

Carlos is also the founder and CEO of CG Health Ventures. CG Health Ventures builds digital health companies and invests in early stage digital health companies globally.

Carlos holds an MS in Industrial Engineering from Universitat Politècnica de Catalunya and an MBA from Stanford Graduate School of Business.