

Candidatures for the Board of ESADE Alumni

Dear members,

We are writing to present ourselves as candidates in our desire to carry on contributing our dedication and effort to the work carried out over the years by the Board of our association.

In addition to furthering the development of ESADE Alumni in its different spheres of action, we believe that the best way to provide value for the alumni community is to focus particularly on:

- 1. Globalising the network.** ESADE's Alumni network is increasingly international so we must provide Alumni services and events wherever our alumni are located in order to further a sense of belonging to ESADE from the moment students enter the classrooms and throughout their careers.
- 2. Career Service.** In the current economic climate, the Career Service must forge ahead with the advances made in recent years and work on increasing the quality of its services, computing tools and individualised attention in accordance with the circumstances of each alumni.
- 3. Enterprise.** ESADEBAN, the ESADE Alumni investor network, has become a benchmark for investors and entrepreneurs. But it must continue to grow in order to provide support, advice and consulting for entrepreneurs, and help them use investment forums to obtain finance.
- 4. Corporate responsibility.** Corporate responsibility is no longer merely a declaration of good intentions by companies. The most forward-looking leaders now understand that only the companies that responsibly embrace the future needs of their target consumers as if they were their own, will be able to create value for their stakeholders in the long term. In this respect, we believe that ESADE Alumni must focus its strategy on fulfilling the needs of its members and the society in which they move, with particular emphasis on the Alumni Giving Back program and schemes to help the most disadvantaged groups.
- 5. Social debate.** Many members of Esade's Alumni network are leaders in their own field, but also sufficiently concerned and committed outside their careers to engage with and understand the world in which we live and to understand the aims to be fulfilled by society. In this respect, we feel we must encourage a plural and transversal social debate within a global vision of our environment with a view to encouraging leadership and commitment to the society around us.

We also believe that we must continue to support the Alumni clubs that provide segmented events and services to cater for the interests of different professionals and industries, actively encourage links between clubs, and strengthen the support for ESADE to ensure it continues to be a benchmark for teaching and research and a global, multinational centre open to reflection and debate.

Finally, we would like to simply ask you for your support, knowing that with your help, we will be able to achieve the goals outlined above.

Sincerely yours,

Carmina Ganyet & Javier Castro

Carmina Ganyet Cirera



BA in Economics and Business Administration (UAB, 1991) and founder of the Espai Vincens Vives as part of ESADE's Vincens Vives Program – Leadership and Civic Engagement (2001). Corporate Managing Director of Inmobiliaria Colonial, board member of Société Foncière Lyonnaise, President of the Enterprise, Economy and Society Committee of the Economic Circle, and collaborator on the Women and Business Observatory, Barcelona Chamber of Commerce. Currently active in ESADE Alumni as a board member of the Property Club. She has developed her career in the world of finance, has been an auditor at Arthur Andersen, investment and management control manager at Criteria, and has taught at URL.

Francisco Javier Castro Pérez



Computer engineer (Universitat Politècnica de València), master in Telecommunications (La Salle-URL), Senior Executive Program (Columbia Business School), MBA (ESADE, 2002). Global director of sales and service channels in the Telefónica Group. Board member of Telyco and TISSAT. Previously Managing Director of the Eastern Region of Telefónica Spain and Latin America Residential Director of Telefónica International. Currently member of the UPV Alumni and ESADE Alumni boards.
