

Senior Managers Program

# Strategies for a new career opportunity

THE ESADE ALUMNI ASSOCIATION OFFERS ITS MEMBERS THE CHANCE TO PARTICIPATE IN ITS SENIOR MANAGERS PROGRAM, DESIGNED WITH THE OBJECTIVE OF EQUIPPING SENIOR PROFESSIONALS WHO MUST OR WHO WISH TO BEGIN A NEW STAGE IN THEIR CAREERS WITH THE NECESSARY METHODOLOGY AND TOOLS TO DO SO.

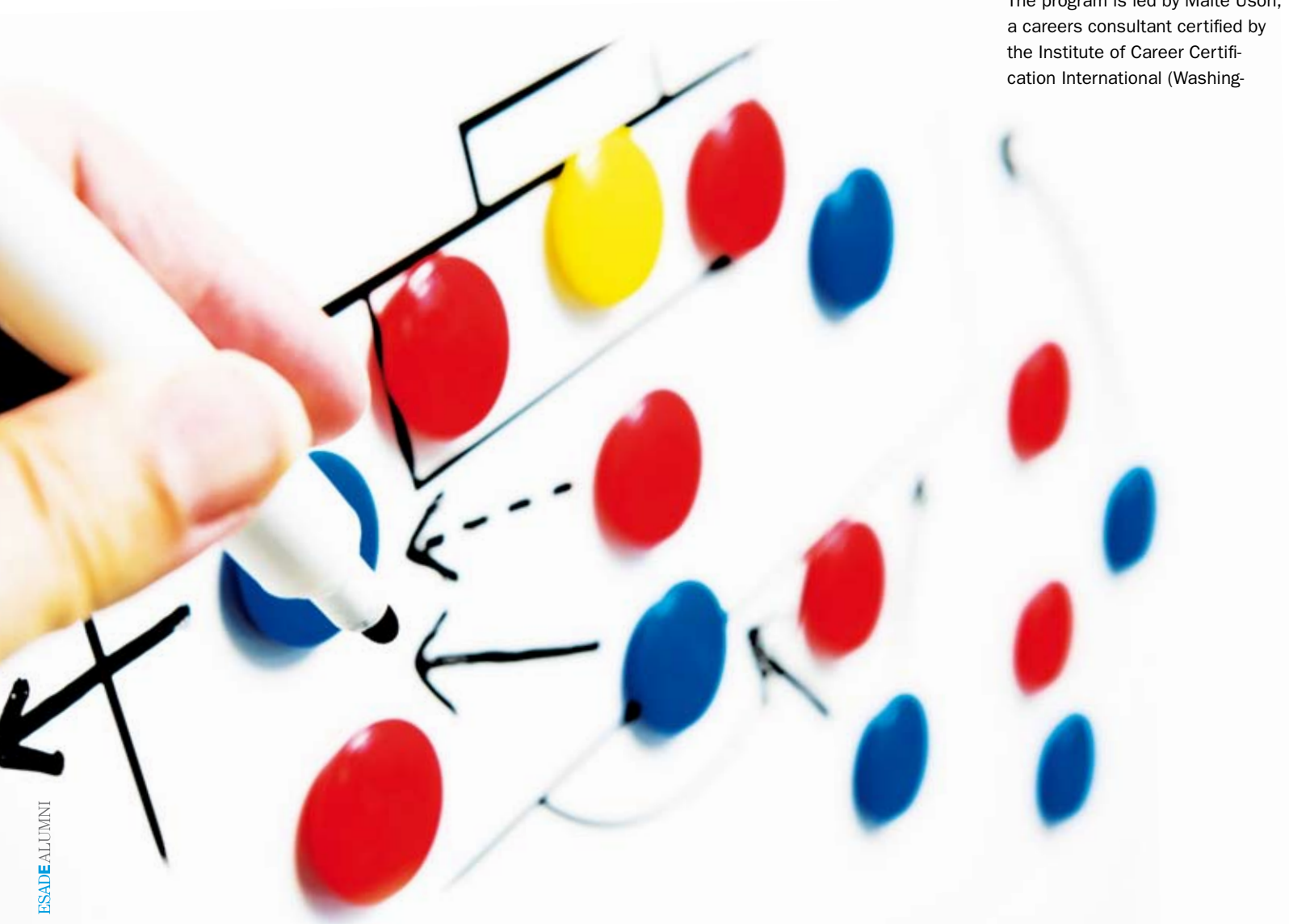
Organized by Career Services, this program is delivered as an 18-hour seminar for groups with no more than 8 participants, followed by sessions with individualized attention. Depending on participants' characteristics, the idea is to assist them in:

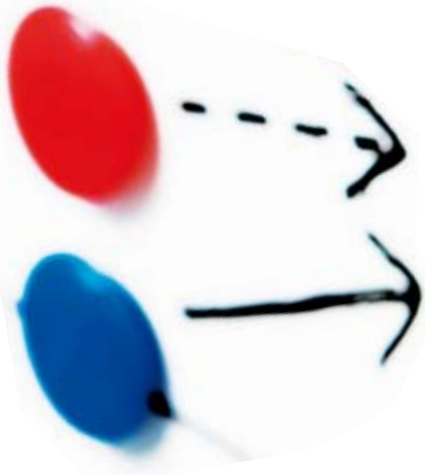
- Building communication
- Deciding on or validating a realistic, feasible career plan
- Adjusting their search strategy and personalized action plan

to match the economic activity in the area and difficulties encountered

- Learning how to properly petition help within the candidate's personal and professional context
- Managing their time and energy.

This structure corresponds to the labor market dynamic itself, and the approach is based on experience which shows that the best results are obtained by treating the search process as a project. The program is led by Maite Usón, a careers consultant certified by the Institute of Career Certification International (Washing-





ton DC), specializing in senior management and with extensive experience in this sphere. As she explains, “when you pass a certain threshold of age, access to the labor market changes, and consequently, the search strategy is different. Communication skills are basic for conveying the credibility of our experience and our chances to succeed in a new professional challenge”.

### The focus is on a search strategy which is well-adjusted to each one’s new career project

With this understanding, Maite Usón explains that “in these sessions we help structure the individual’s message and determine the content of communication in terms of information that companies need for hiring new professionals, or the right message for other players who are working in new business creation”. On this topic she adds, “it is important to keep in mind that the CV is a tool which by itself does not sell the professional, but it can open and close doors”.

The seminar’s second emphasis is in helping professionals set new employment objectives, which “may be similar to what they have been doing previously, or they may represent a partial or total change of direction in their career”. In any case, she clarifies, “we are speaking of objectives which are closely tied to the individual, his or her competencies and experience,



Maite Usón (MBA 85)

Head of the Senior Managers’ Assistance Program

*“A good CV is a tool that opens doors, but it isn’t enough for reaching our career objectives”*

Maite Usón has a degree in Mathematics from the University of Barcelona, later expanding her preparation in business with an MBA from ESADE, where she has been collaborating as a instructor for 25 years. She began her consulting work at Andersen Consulting for 8 years, one year at the company headquarters in Chicago, addressing topics of change management. Since then she has been a careers consultant specializing in upper management and doctoral graduates. Today she combines her post as Associate Director in the multinational human resources consultancy Moa-Grupo BPI, with contributions at ESADE and other university institutions.



José María Puzo (MBA 97)

*“The seminar helps you redefine your future career in the mid- and long-term”*

José María Puzo is currently the Sales Director for Spain for a medical equipment company, managing a team of 40 persons and experiencing growth forecasts in the two-digit percentages, something he labels as a “really interesting challenge”. Regarding his participation in this ESADE seminar, he comments: “It gives you a real sense of how to handle the current situation of professional change in which you find yourself due to factors outside your control. From a technical point of view, it helps you redefine your future career in the mid- and long-term, by calmly analyzing the options from different perspectives, since you are given the time needed to do so. In addition, you have invaluable contributions from Maite and from the other seminar participants who are in the same situation as yourself”. José María Puzo lists his challenges for the future: “to continue my own personal development within the company where I work, to contribute my knowledge, and to know how to develop the persons on my team”.



**Eloy Abascal**  
(DIR. GEST. MK 99)

*“Between the seminar and the networking I found a new job in 4 months”*

Eloy Abascal is Head of Sales for Europe in a division of the American company YSI Inc., which specializes in the manufacture of instruments for water analysis and control, as well as other scientific instruments. After participating in the Senior Managers Program, he spoke of its results: “It enabled me to analyze myself deeply as a person and to know where I would like to focus my new career, helping me choose between different possibilities that were appearing. Between this and the networking, I was able fortunately to find a new job in 4 months”. As for the change he has experienced in his career due to the seminar, Eloy Abascal comments: “Basically what I realized was that it was very important in my new occupation to be able to balance my career and my family life, more than anything else. And that in addition I would like to perform my responsibilities with certain independence in a mid-sized company”.



**Vicky Farriol**  
(ADE LIC&MBA 97)

*“The seminar allowed me to gain perspective and to look at my career in the mid term”*


Vicky Farriol holds the position of Head of Catering at PortAventura since February 2008. She explains, after participating in the seminar, that “I had several professional offers in a period of three months. I was able to consider them unhurriedly, unlike what I probably would have done if I had not shared in and gained perspective from the seminar”. When it came to deciding, she adds: “company location was a determining factor, and probably without the counsel of Maite Usón I would have opted for more attractive offers. Instead I went for a long-term option in a company that seemed very interesting to me, even if the position offered was not as attractive as others”. After her experience with the Senior Managers’ program organized by ESADE, she affirms: “It allowed me to gain perspective and to look at my career in the mid term, to understand the labor market situation, to plan and focus my search for a professional opportunity in an organized, reflective fashion, avoiding decision-making errors due to rushing to get short term benefits”.

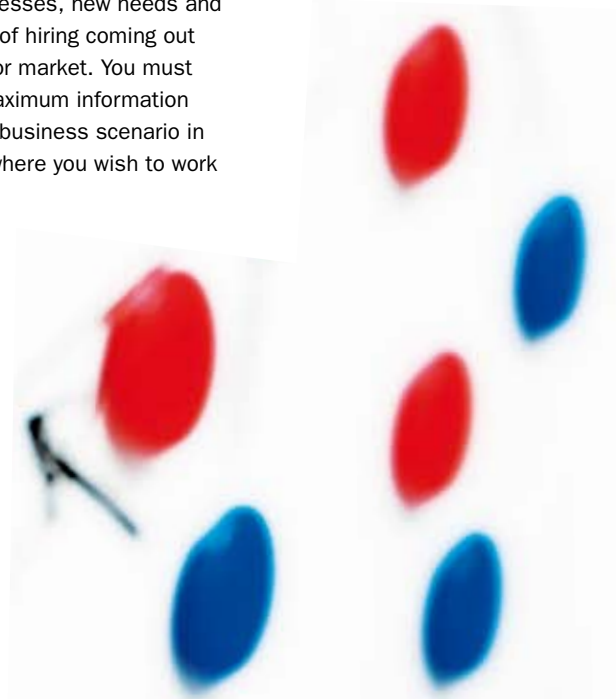


without ruling out that this accumulation of career baggage can be transferred to other complementary functions in the company, to other related market sectors and to other similar business situations.” In these cases, communicating this transferability and the credibility of the message are key to obtaining solid offers for professional collaboration.

**UNDERSTANDING THE MARKET**

Along with learning the right communication for the players involved, another fundamental aspect of the ESADE Senior Managers program is learning to do research on the labor market, to identify possible new projects that are being offered or are under consideration. “The truth is that always, regardless of the economic situation, there are new businesses, new needs and new ways of hiring coming out of the labor market. You must get the maximum information about the business scenario in the area where you wish to work

in order to have greater career opportunities”, she notes. Finally, the Senior Managers program focuses especially on knowing the means of access to the labor market which best match the professional expectations of each participant, including networking. As Maite Usón concludes, “it is a matter of learning to move around the market in order to get information about where to find career projects that are realistic, feasible, suited to your professional experience and in line with your expectations, keeping in mind that a large percentage of these projects are offered outside the traditional channels. Managing your time and personal energy are crucial in this search”. 



# ESADE's new Observatory on Spanish Multinational Companies

ESADE has created the OEME (Observatory on Spanish Multinational Companies) in order to support companies that want to go further in their process of expanding into foreign markets.

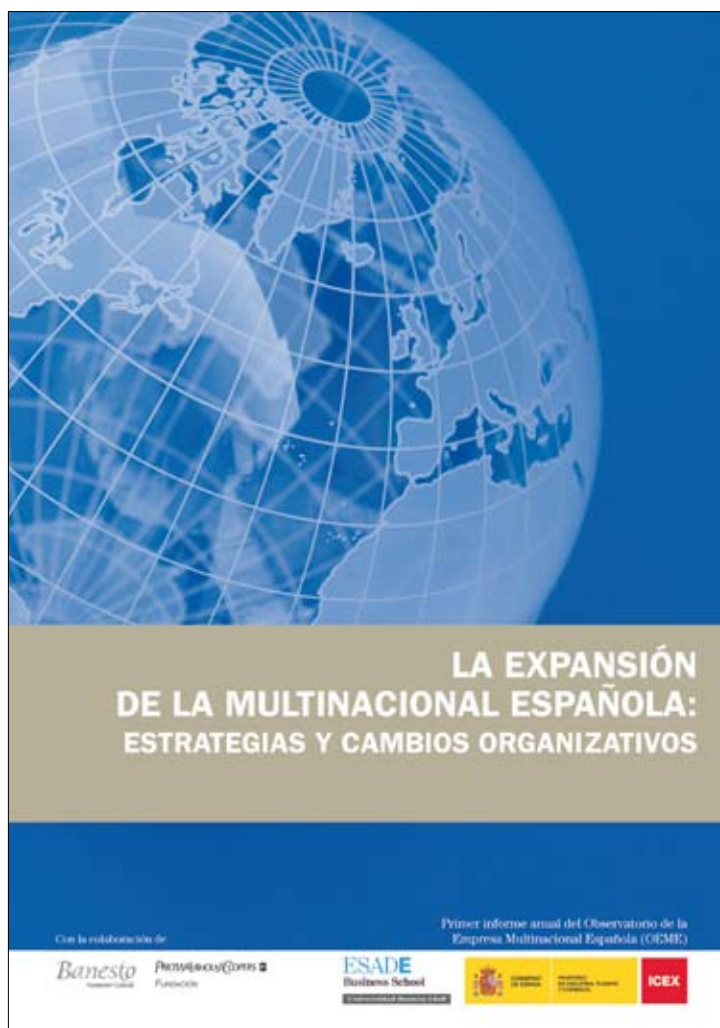
In an initiative launched by ESADE's business school, and set in motion jointly with ICEX (Spanish Institute for Foreign Trade), an important step has been taken by creating the Observatory on Spanish Multinational Companies (OEME). The project's contribution lies in producing effective knowledge and useful initiatives to support the internationalization of Spanish companies. Specifically, it analyzes and supports the path being pursued by more and more companies on their way to becoming multinationals in their own right.

**The intent of the OEME to be a reference center for studying the challenges that affect companies in advanced stages of internationalization**

On ESADE's part, the idea had already come forward with a first initiative in 2004, which eventually materialized in a collaboration agreement signed by ICEX and ESADE in December 2007. In March 2008, the first meeting of the OEME executive committee was held; its membership comprised two representatives from ICEX, two from the Ministry of Industry, Commerce and Tourism, and four representatives from ESADE (including the current dean, **Alfons Sauquet (MBA 90)**, and the Deputy Director General, **Xavier Mendoza (Lic&MBA 71)**. This committee formally ratified Pere Puig Bastard and **José M. de la Villa (MP-SEP 06)** as academic and operational directors of the OEME.

November 6th marked the first meeting of the Observatory's executive board, and the appointment of president went to ICEX president and Secretary of State for Commerce, Silvia Iranzo. Further support for the project, in the form of sponsorship, comes from the PricewaterhouseCoopers Foundation and the Banesto Foundation, who have backed the project since its beginnings. Pere Puig, ESADE professor

and OEME's Academic Director, explains: "there has been spectacular growth in Spain's DFI over the past decade and a half, coinciding with a vigorously developing Spanish economy. Thus, many companies have embarked on significant internationalization processes, but many have yet to take the step to become multinationals. "This point defines one of OEME's main lines of action: to



The first OEME Report offers a comprehensive analysis of the state of internationalization processes in Spanish multinationals, through theoretical analysis as well as in how real cases have evolved





be a reference center for studying the challenges that affect companies in advanced stages of internationalization”.

#### OBJECTIVES OF THE OBSERVATORY

“OEME objectives involve both producing a series of papers and reports as well as holding events on internationalization and on how to formally become a multinational company. It is basically a matter of creating knowledge and contributing elements of analysis that can be useful to companies which find themselves in this situation.”

On the publications side, there are the annual reports as well as more sector-specific papers and monographs, dealing with more concrete topic areas. “As for events”, Professor Pere Puig comments, “the workshops are the highlight”. “We have four scheduled for this year, three of them in Barcelona and Madrid, with relatively solid dates: January 28, March 12 and April 29. The following topic areas will be addressed at these seminars or workshops: the methodology which companies apply for risk/country analysis (led by Professor Jaime Sabal); human resources policies in companies that are fur-

thering their internationalization process (led by Professor Simon Dolan) and effects on the company’s strategies and organizational structure (led by Professor **Xavier Mendoza (Lic&MBA 79)**). Finally, a fourth meeting of experts is yet to be scheduled, aimed at evaluating the application of instruments and policies for business internationalization”. In short, as Pere Puig indicates, “we have yet to see big advances

in our context in generating knowledge about these topics, and the information that companies are using is not really up to date. In fact, there are significant gaps in this area of specialized information about the business segment that we are addressing. In summary, more recent data are needed, as well as greater academic reflection on a phenomenon which is still a recent one in Spain”. [E](#)



Carlos Losada (Lic&MBA 79), Director General of ESADE, and Pedro Mejía, President of ICEX (Spanish Institute for Foreign Trade), at the signing of the collaboration agreement

## A gathering with descendents of the ESADE founders

Descendents of the businessmen who founded ESADE held a luncheon on October 15th in Barcelona.



Descendents of the institution's founders, who were also honored with the ESADE Awards on the occasion of ESADE's fifty-year anniversary, met for a luncheon at ESADE on October 15th. Descendents of many of the initial businessmen were present, such as Eduard Bertrand Coma, Joan Coma-Cros Cazes, Albert Folch Rusiñol, Ramón García-Nieto, Fernando Maristany Pomar, Ramón Mas-Bagà Cros, Ramon Raventós, Josep Roca Soler, Josep M. Vilaseca Marcel and Josep Vilumara Carreras. Representatives of ESADE were also present, including **Carlos Losada (Lic&MBA 79)**, Director General of ESADE, **Marcel Planellas (PMD 87)**, Secretary General of ESADE, **Joan Manuel Soler (Lic&MBA 68)**, President of the ESADE Foundation Board of Trustees and **Germán Castejón (Lic&MBA 81)**, President of ESADE Alumni.



## Doctor Pugès appointed Ombudsman of the RLU Board of Trustees

On October 8th, former ESADE Director General, Dr Lluís M. Pugès I Cambra, was appointed to succeed Artur Juncosa, the first ombudsman of the Ramon Llull University Board of Trustees, who has carried out this function since mid 2004. With a degree in Philosophy and Letters and Economics,

Lluís M. Pugès over the next four years will be in charge of watching over the rights and freedoms of students, faculty, researchers, and administrative and service personnel in their dealings with the different university organizations and services, within the framework of RLU's own rules.

## ESADE and SEAT join to develop managerial competencies in talented youths

ESADE and SEAT once again opt to join forces in preparing young people with potential for occupying positions of responsibility in their career. On October 8th, the two companies decided to set in motion several internship programs so that these young people could develop their managerial competencies and skills.

For this reason, ESADE and SEAT have initiated the Trainee Program

at SEAT, based on hiring highly qualified persons, with a high level of mobility and able to develop an informational network on the company with an international scope. The participants will carry out projects in different areas of the company over a twelve-month period, in addition to an international exchange, for the purpose of preparing them to put their management skills to work in a multi-disciplinary environment.

## La Caixa and ESADE celebrate 10 years of preparing NGO leaders

The Social Area Director of La Caixa Foundation, Princess Cristina, presided at the presentation of diplomas in Madrid and Barcelona to 24 leaders from different NGOs who completed the post-graduate program on Leadership and Social Innovation, and to 44 participants in the 9th run of the Management in NGOs course (DGONG).



Princess Cristina presented diplomas to course participants in Madrid and Barcelona

24 participants completed the program on Leadership and Innovation in NGOs, offered for its second time, and they were awarded diplomas by the Director of the Social Area of La Caixa Foundation, accrediting them as specialists in the internal management of non-governmental organizations. This course seeks to prepare responsible professionals on management topics in specific fields such as collaboration with businesses, government organizations, measuring results, innovation and political lobbying. In Barcelona, the 44 participants in the ninth course on Management in Non-Governmental Organizations (DGONG) received their diplomas at the CaixaForum Barcelona. The course objectives were to develop managerial skills in persons who have leadership responsibilities in NGOs; to create a culture which encourages improved internal management of the organizations; to foster leadership ability in those who hold responsibility, and promote a culture of economic transparency.



## Saving jobs through an ERE

On September 30th, ESADE Madrid presented a speech from the Garrigues company with the title Saving Jobs through an ERE (legal proceeding for temporary or permanent dismissal of employees). In attendance at this meeting of professionals were **Pedro Navarro (MBA 67)**, Executive Vice-president of the ESADE Foundation Board of Trustees, Esther Sánchez, ESADE Professor of Labor Law, Vicente Calle Martínez, partner in the Labor Department of Garrigues, Alfredo Aspra Rodríguez, associate in the Labor Department of Garrigues, and **Mercè Navarro Massagué (MBA 07)**, senior attorney in the same department.



First public lecture in Spain from the Superior General of the Society of Jesus

# Adolfo Nicolás, SJ, appeals to dialogue between cultures

ESADE was host to the first public lecture in Spain from the Superior General of the Society of Jesus, Adolfo Nicolás, SJ, under the title: *Mission and university: what kind of future do we want?*

During his lecture at ESADE, the superior Adolfo Nicolás, SJ, proposed spirituality and socialization of the spirit so that cross-cultural differences do not generate conflict and they are resolved verbally. Additionally, he stressed ESADE's educational labor as "a place where the positions of laymen and believers engage in public dialogue on the great challenges of humanity", always appealing to dialogue as a tool for mutual understanding in a multi-cultural world.

## FOR THE FIRST TIME IN SPAIN

On the occasion of its 50-year anniversary celebration, ESADE hosted the first public lecture in Spain from the Superior General of the Society of Jesus, Adolfo Nicolás, SJ. In the speech entitled *Mission and university: what kind of future do we want?*, the world leader of the Jesuits used the concept "spirit" and its differ-

ent meanings to call for dialogue between cultures and religions. [Siguen textos repetidos del párrafo anterior]. He proposed spirituality and socialization of the spirit so that cross-cultural differences do not generate conflict and they are resolved verbally. In this framework where the spirit is no longer the exclusive terrain of religions, he took note of ESADE and its educational labor as "a place where the positions of laymen and believers engage in public dialogue on the great challenges of humanity", and appealed to dialogue as a means for mutual understanding in a multi-cultural world."

The internationalization of an increasingly global society must serve for "gathering the world's resources and putting them at the service of human development", the Superior General remarked, "and it must promote dialogue between cultures".

Father Adolfo Nicolás further indicated the necessity that no

culture try to dominate another and that development opportunities should be available for all. Similarly, Father Adolfo Nicolás commented that the Society of Jesus has chosen to "inspire", which is just the opposite of "coercing, imposing and indoctrinating", and once again called for dialogue as the only means to a solution for every kind of dispute.

**The internationalization of an increasingly global society must serve for "gathering the world's resources and putting them at the service of human development"**

## "PREPARING SOCIALLY COMMITTED CITIZENS"

Regarding university education, he referred to the European Space for Higher Education as a "chance to move forward in whole-person, integrated pedagogy, personalized for each student", and he stressed creativity and change as areas where universities should focus, also expressing his desire that higher education does not end up being "oriented to the immediate needs of the market". We need to prepare "people with a human touch, civic commitment and who are great professionals", he asserted.

Referring specifically to Jesuit universities, Father Adolfo Nicolás affirmed that they are committed to the idea of offering university education which is guided by usefulness, justice, humanism and faith. [E](#)





## ESADE receives Barcelona's Medal of Honor on the occasion of its 50th anniversary

The award comes in recognition of a half century of dedication to the technical training and human development of business leaders and managers



**Carlos Losada (Lic&MBA 79)**, Director General of ESADE, was handed the award from Barcelona mayor **Jordi Hereu (CE Lic&Máster 90)**, in the Saló de Cent at City Hall. This distinction recognizes the business school's fifty years of dedication to the technical training and human development of business leaders and managers, and for its contribution in promoting corporate social responsibility. During the event, the mayor recognized a total of 25 citizens and

institutions in the areas of social work, communications, culture and education, and others, for their contribution in developing citizenship and civic consciousness, with its values and virtues. The mayor devoted a few words to each of the award winners, and referred to ESADE as "an institution that fifty years ago sensed the need for professionals prepared for modern society, and which has been working ever since in the service of Catalonia, Spain and the world."

## Conclusions from the ESADE-developed EGARSAT Barometer on work absenteeism are presented

The EGARSAT Report on Attitudes of Human Resources Managers and Workers toward Work Absenteeism in Spain was prepared by Professors **Carlos Obeso (CE Lic&Master 68)** and Anna Laborda of the ESADE Institute of Labor Studies and a technical team from EGARSAT.

The report on *Attitudes of Human Resources Managers and Workers toward Work Absenteeism* in Spain confirms that workers and employers share a concern for policies that are needed to reduce work absenteeism in companies.

Professors Laborda and Obeso have designed a tolerance index with regard to the reasons we use to justify our absenteeism. Data from the EGARSAT barometer reveal that Spanish citizens

do not tolerate work missed due to headaches, stress or backache. However, we do tolerate absence due to maternity, serious illness, accidents or work/family conflict. Another conclusion from the study is that, in most cases, absenteeism is due to brief illnesses and that women miss less work for illness than do men. The trend is reversed when the absence is due to work/family conflict.

## BCG reveals energy challenges of the future

On October 8th, ESADE Madrid was host to a lecture given by Boston Consulting Group's Senior Partner and Global Leader of BCG's Energy Practice, Iván Marten.

Iván Marten spoke about Europe's main challenges in energy over the next years. One of the conclusions, according to this Senior Partner & Managing Director of BCG, was that "in the coming years there will be enough energy generated, but it will be more expensive, of poorer quality and hard to access". Marten stated that this century will see an energy revolution take place because we are living in a society based on fossil fuels: 85 % of energy consumed is hydrocarbon (36% petroleum, 23% gas and 26% coal). Furthermore, he added, "we cannot forget the developing countries, who will undoubtedly bring an increase in energy demand".

## Second session of the Manpower Lecture Series in Madrid

The meeting focused on extending years of active service in the labor force, and included participation from José M. Fidalgo, Secretary General of the Spanish trade union CC.OO.



ESADE Madrid hosted the second session of the Manpower series, which bore the title: "A viewpoint on the possibility of extending active professional life: free choice between company and worker?" The session featured debate on age management in order to sustain productivity in the labor arena. The event focused on extending active service in the labor force as a means to make use of older persons' experience and ability. The debate panel was composed of **Carmen Mur (PMD 89)**, Managing Director of Manpower, **Pedro Navarro (MBA**

**67)**, Executive Vice-president of the ESADE Foundation Board of Trustees, **Carlos Obeso (CE Lic&Máster 68)**, professor in ESADE's Department of Human Resources Management and Director of the Institute of Labor Studies, and José M. Fidalgo, Secretario General of the CC.OO. trade union. Figures reveal that in Spain 41% of workers retire before the age of 65, and that 67% of persons between 50 and 59 years of age wish to do so before the age of 65. The lecture series is sponsored by Manpower.



Pedro Hernández, ex alumno de ESADE (CE y MBA 84) y Campeón Olímpico en Barcelona 92, es Director General de Kieser Training España.

El primer centro en España tiene 1.000 m<sup>2</sup> y en él se ubican además de las instalaciones para el entrenamiento, las oficinas de la máster franquicia y el centro de formación.

## Kieser Training ya está en Barcelona para cuidar su espalda.

A partir de los 25 años, el cuerpo empieza a perder masa muscular, lo que contribuye a una mala postura corporal, pérdida de movilidad y aparición de dolores de espalda. Con el Fortalecimiento Muscular Preventivo de Kieser Training, bastan 30 minutos, una o dos veces por semana, para fortalecer por completo su cuerpo.

Los principales beneficios del método Kieser Training son: mantener la fuerza muscular, mejorar la movilidad natural, prevenir dolores de espalda y la osteoporosis, perder peso, mejorar el aspecto y el estado físico, mejorar el rendimiento y preparar su cuerpo para el deporte.

Para personas con dolores crónicos de columna lumbar, cervical u otras articulaciones, nuestra Terapia Médica de Fortalecimiento Muscular, controlada por el equipo médico del centro, eliminará el dolor o lo reducirá significativamente.

Una espalda y una musculatura fuertes mejoran la salud y la calidad de vida. El fortalecimiento muscular es imprescindible para ganar en fuerza y en vitalidad.

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**Taking Charge**

Top 10 schools and programs for leadership and management skills, according to The Wall Street Journal survey of executive M.B.A. students

1. University of Southern California (Marshall)
2. Thunderbird
3. University of North Carolina (Kenan-Flagler)
4. Emory University (Goizueta)
5. ESADE
6. Columbia University (NY Program)
7. Northwestern University (Kellogg)
8. Cornell University (Johnson)
9. University of Michigan (Ross)
10. Columbia University-London Business School

# ESADE's EMBA, number 1 in Europe

ESADE ONCE AGAIN WINS A PLACE AMONG THE TOP BUSINESS SCHOOLS INTERNATIONALLY, ACCORDING TO THE WALL STREET JOURNAL.

On this occasion, the ESADE Executive MBA (EMBA) is classed for the first time as the best program in Europe, offered in its totality by the academic institution, and it is assigned 17th place worldwide. This newspaper measured the quality of Executive MBAs delivered at business schools around the world, identifying a list of the top 25. The Wall Street Journal measured the quality of the programs with surveys that

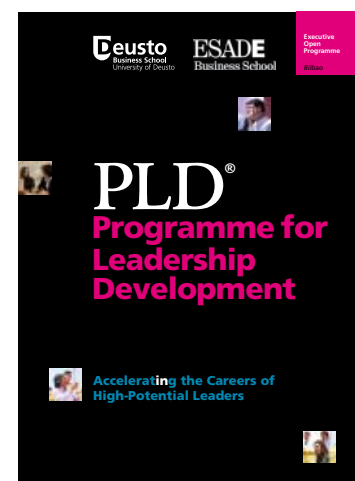
were completed by both students and businesses. In the former case, students from the second year of ESADE's EMBA gave high marks to the program's effectiveness, moving it into 8th place on the international scale. This estimation includes several factors such as the quality of the content, content applicability to the participant's job, access to the careers service, the quality of the faculty, and the rapport between classmates.

## ESADE and Deusto jointly offer executive training

ESADE and the University of Deusto have signed a collaboration agreement to strengthen relations between these two educational institutions with ties to the Society of Jesus. Especially noteworthy outcomes are the upcoming launch of the Program for Leadership Development (PLD) and the Programa Ejecutivo de Dirección Financiera (PEDF) [Executive Financial Management Program]. The PLD will begin in January 2009 and will be offered in Bilbao and San Sebastián, while the PEDF will be set in motion in February 2009 and will be offered in San Sebastián by Deusto Business School (DBS) in conjunction with Elkargi and ESADE.

The PLD, a joint program between ESADE and Deusto, is designed

particularly for professionals with at least 5 years experience in managerial functions and for owners of businesses showing growth potential. On the other hand, the PEDF, presented jointly between DBS, ESADE and Elkargi, is designed for finance professionals with a minimum of 2 years of professional experience in responsible positions, and who wish to further their understanding of the financial implications of decision making at the highest level. The objective of this training initiative is for participants to go deeper into the key principles and issues of current financial management so as to improve the quality of decision making.



For more information about the Program for Leadership Development (PLD) in Bilbao and San Sebastián, see: [http://www.esade.edu/exed/eng/programas\\_abiertos/direccion\\_general/pld\\_esade\\_deusto](http://www.esade.edu/exed/eng/programas_abiertos/direccion_general/pld_esade_deusto)



# Madrid EMBA graduation ceremony



The graduation ceremony of the Madrid EMBA (Executive MBA) was held on September 12th at the Casa de América in Madrid, hosted by **Eugenia Bieto (CE Lic&Master 73)**, ESADE's Corporate Deputy Director. The graduation speech, which was the highlight of the event, was given by Manuel Márquez, Managing Director of Amper. Prior to Marquez's speech, Michelle Quintano, Director of the

Madrid Executive MBA program, offered her point of view on the prior year. Another intervention regarding the program was given by Camelia Ilie (SEP 07), Director of Executive Education in Madrid. In addition, student representatives from the class of 2007-2008 participated in the ceremony. The event was brought to a close by Eugenia Bieto, who congratulated all the participants in the EMBA program in Madrid.

# Collaboration agreement with the Feteia Foundation

According to the agreement, both institutions will take steps to communicate, promote and advertise ESADE Executive Education products and services in the businesses, institutions and organizations (regional or sector-specific) which belong to the Feteia Foundation (Spanish federation of associations of forwarding agents who organize international shipping). The agreement was signed by Enric Ticó, President of FETeIA-olt, and **Ramón García (CE Lic&Master 88)**, Administrator of the ESADE Foundation.



## New programs in Executive Education

- **Executive Coaching**  
Barcelona, January 15th to May 16th, 2009  
Barcelona, January to December 2009
- **Leadership and Influence: social and political networking**  
Barcelona, February 3rd and 4th, 2009  
Madrid, February 16th and 17th, 2009
- **Information Technologies Management**  
Barcelona, February 18th, 19th and 20th, 2009

## Calendar: Upcoming programs

- **Taxation and Consultancy in the Family-Run Business**  
Barcelona, January 21st and 22nd, 2009
- **Managing Innovative Businesses**  
Barcelona, January 19th to February 4th, 2009
- **Executive MBA – EMBA**  
Barcelona, January, 2009 to July, 2010  
Madrid, January, 2009 to July, 2010
- **Leading Strategy Implementation**  
Barcelona, February 25th to March 18th, 2009  
Madrid, April 21st to May 1st, 2009
- **Corporate Finance: Creating Value through Financial Management**  
Barcelona, February 10th to March 24th, 2009
- **Sport Sponsorship and Cultural Patronage Strategy**  
Barcelona, February 19th and 20th, 2009
- **Think the Leadership**  
Barcelona, March 5th to June 4th, 2009
- **Program for Management Development (2nd run) Madrid, March-July, 2009**
- **Executive CSR Program. ESADE-Stanford University**  
Barcelona, March 25th to 27th, 2009
- **Program for Owner-Managed Business**  
Barcelona, March 6th to June 20th, 2009
- **Management of Service Companies**  
Barcelona, March 25th to June 17th, 2009
- **Managing Talent: the new Competitive Advantage**  
Madrid, March 9th to May 20th, 2009
- **Strategic Communications Management**  
Barcelona, March 9th to June 15th, 2009
- **Management Control**  
Barcelona, March 12th to May 28th, 2009

International Seminars of ESADE's MBA Programs


# A Global Perspective

THE ESADE MBA INCLUDES A SERIES OF INTERNATIONAL SEMINARS TO EXPOSE OUR PARTICIPANTS TO DIFFERENT BUSINESS CONTEXTS, A VIEW WHICH IS ESSENTIAL IN ORDER TO LEAD GLOBAL PROJECTS.



One of the main goals of any MBA program is to provide a global and multicultural perspective of business management. With that in mind, last September 46 students from the Full Time MBA attended the Doing Business in China seminar, which took place in the Beijing International MBA (BiMBA) of Peking University, one of China's most important business schools. During the one-week seminar, participants enjoyed a balanced program of academic, sociocultural and networking events that provided a broad perspective of the mechanisms that govern how business is done in the country. On a business level, the company

visitation program included a fitting selection of national and international firms. The Peking offices of JP Morgan and Oracle provided the perspective of multinational firms that operate in China, while the local footwear distributor Neiliansheng opened its doors to help us better understand why the economic epicenter of the planet is shifting towards this country.

The sociocultural activities included the essential tourist attractions, such as the Great Wall, the Forbidden City and the venues of the Olympic Games, as well as attending a variety of cultural events and performances. As for networking events, the seminar also included a dinner with BiMBA participants to share experiences, goals and knowledge between the students from the two business schools. 





## The Internationality of our Programs

### PART TIME MBA

The Part Time MBA includes 2 international seminars in its curriculum to give participants the opportunity to immerse themselves in the business mindset of two cultural and economic environments as challenging as those of the United Kingdom, on one hand, and either the United States or China, on the other.

#### STUDY TOUR 1: UNITED KINGDOM

The first Study Tour is voluntary, lasts three days and takes place at the Cranfield School of Management during Phase 2 of the program.

The goal is to understand the global forces that intervene in the different international markets, since this is one of the challenges managers face today. Participants receive a quick, intense exposure to the British economic context.

#### STUDY TOUR 2: USA OR CHINA

Obligatory for all participants that do not choose the exchange program, the second Study Tour takes place during Phase 4 and is completed either in China or in the USA. Based on several criteria, the program directors will assign participants to one option or the other:

- Babson College (Boston), the leading business school in the US in entrepreneurship. The ability of managers to identify new opportunities and lead investment projects will become more and more decisive. This course is delivered over one week, using a methodology based on practical cases, from an entrepreneur's or manager's perspective.
- Bimba, Peking University. The program provides an immersion into the emerging Chinese economy's culture and way of doing business— an indispensable view for today's manager.

### EXECUTIVE MASTERS IN SALES AND MARKETING MANAGEMENT

In 2008, the Madrid and Barcelona graduating classes visited one of the most prestigious European schools of marketing: the SDA Bocconi in Milan. This Italian fashion capital provides the perfect setting for hosting an international session titled "The Luxury Experience", which seeks to reveal the keys to the complex market of luxury products. The program includes success case studies such as Cartier and Bvlgari, lectures from prominent managers of l'Oreal or the Valentino Fashion Group and visits to the Bvlgari jewelry ateliers and Ermenegildo Zegna's flagship store in Milan.

### EXECUTIVE MASTERS IN FINANCIAL MANAGEMENT

The international seminar of the 2008 graduating class took place in New York at the Fordham Graduate School of Business Administration, New York. Considered to be the finance capital of the world, this city is the best possible place to check the vital signs of the international economy. Participants enjoyed a seminar with a careful balance between leisure, academic training and visits to the country's main financial centers. The



prestigious faculty of Fordham gave lectures on global finance markets, applied financial strategy, innovation in finance markets, etc. Distinguished speakers completed the academic part of the program, which also featured visits to important places of interest such as the headquarters of the NYSE & NASDAQ, Bloomberg and GE Capital.

### EXECUTIVE MASTERS IN OPERATIONS AND SERVICES MANAGEMENT

The Masters in Operations and Services Management includes an international seminar at the Cranfield School of Management, the leading business school in this area.

The three-day seminar held in May covers key issues relating to operations from a British viewpoint:

- Doing Business in a Global Environment
- International Operations Strategy Supply Chain Management (Enabling technologies for SCM, Fitting Technologies to Competitive Strategy and Innovation and Supply Chain Management).

Previous reading assignments, interaction with British professors and case studies give participants an intense exposure to the environment. Additionally, the program's social activities encourage informal networking with Cranfield's MBA students. This way, students are exposed to the leadership style of the United Kingdom's top companies, and they receive first-hand information on how the country's future leaders think – those who are now MBA participants in the British program.





# The cultural programme behind our public courses in Spanish for foreigners

AT ESADE EXECUTIVE LANGUAGE CENTER, THE SPANISH COURSES THAT WE OFFER TO THE GENERAL PUBLIC HAVE INCLUDED A CULTURAL PROGRAMME FOR QUITE SOME TIME.

#### Alex Fernández de Castro

Teacher of Spanish for Foreigners and Cultural Programme Coordinator.

The electronic version of the Real Academia de la Lengua Dictionary defines 'culture' as 'lifestyles and habits, knowledge and level of artistic, scientific or industrial development of an epoch or social group'. Culture, understood as a context that frames language, should occupy a prominent place in any foreign language syllabus. At ESADE Executive Language Center, the Spanish courses that we offer to the general public have included a

Every Friday, at twelve noon, we offer lectures on art, history, literature, cinema, society, cuisine, cultural differences in negotiations with Spanish firms, and popular culture

cultural programme for quite some time. Every Friday, at twelve noon, we offer lectures on art, history, literature, cinema, society, cuisine, cultural differences in negotiations with Spanish firms, and popular culture – including pop music and football.

For teachers, these events represent a significant educational challenge: to select and transmit knowledge on specific aspects of our cultural, and do it in a way that is understandable and interesting for students of all levels, given that events are attended both



by advanced and elementary students alike. More than ever, we should bear in mind that elementary level language skills should not be incompatible with content that is stimulating and challenging. As Woody Allen puts it, "the secret of entertaining is to assume that the audience is at least as intelligent as you are".

#### DO IT ALL IN SPANISH

The second part of our cultural programme consists of extra-curricular activities comprising at least two organised outings every month, in addition to other highly recommended visits. In the first case, we invite students of all levels to come along to flamenco performances or plays, concerts at the Palau de la Música, guided museum tours, wine tastings, boat trips, human castle building displays (castellers), traditional Catalan spring barbeques (calçotades), and

even bullfights. In the second case, we collect information and encourage our students to enjoy themselves by going along to some of the city's many cultural events, with the sole condition that they do it all in Spanish. The response from students is not always unanimous, it's not easy to please people of different ages, backgrounds or interests. For instance, in our trip to Mercat de Sant Antoni, we saw just how hard it is for students to get out of bed before noon on a Sunday morning. Even so, we are steadfast when it comes to promoting cultural events of all descriptions, and ensuring that students form their own views on the subject. This is also one of the meanings of 'culture' included in the Real Academia dictionary: 'body of knowledge that allows someone to develop their critical thinking'. 🇪

If you need more information, do not hesitate to check our website at [www.esade.edu/spanish.edu](http://www.esade.edu/spanish.edu)

1979

Xavier Serra, at the head of Affinity Petcare (Agrolimen Group)



**Xavier Serra (CE Lic&Master 79)**, Bacardi regional manager for Southern Europe until the present, will now be leading a very

internationalized business with headquarters in Sant Cugat del Vallès (Barcelona). Serra has been appointed the new general manager of Affinity Petcare, the dry pet food division of Agrolimen—the Carulla family conglomerate which deals in catering and mass consumer products. Affinity has subsidiaries in Great Britain, Belgium, Germany, the Netherlands, Austria, Italy, Greece and Poland. It is the third-largest European manufacturer of dry food for dogs and cats, and sixth in the world ranking. The company operates under such brands as Brekkies Excel, Advance, Ultima, Bon Menu, April and Rubadub. Since 1993, Serra has been a member of top management at Bacardi.

1981

Joan Casaponsa, member of the Advisory Board of Norman Broadbent



Norman Broadbent has appointed **Joan Casaponsa (CE Lic&Master 81)** as member of the firm's Advisory Board, whose objective is to advise the company in matters of business administration, strategy and development.

Jordi Vilanova, Vice-President and Partner of Mercan Capital in Canada



**Jordi Vilanova (CE Lic&Master 81)** has come on board as Vice-President and Partner of Mercan

Capital at the company's headquarters in Montreal (Canada). Mercan Capital has offices in China, Philippines, Bangladesh and India, in addition to other locations in Canada. Mercan Capital, with 20 years experience, is a pioneer in Canada in co-managing immigration programs together with the Canadian government. Mercan Capital's services include advising on Asset Management as well as on the process of acquiring Canadian citizenship.

1984

Josep Maria Fábregas, new Sales Manager for Moldstock Logística, of the Moldtrans Group



**Josep Maria Fábregas (DAF-EDIK 84)** is the new Sales Manager for Moldstock Logística, a

company created by the Moldtrans Group in 2000. The Moldtrans Group is an international freight forwarding company with over 28 years in the sector; they made the decision to offer their customers expanded service by including logistics coverage. Fábregas takes on this new stage in his career after holding several managerial posts in logistics and forwarding multinationals Unilever Transport Group, TNT, Tibbett & Britten and Geodis.

Carlos Senent, General Manager of CajaSur

**Carlos Senent (PAD Función General 84)** takes over management of the Caja de Ahorros y Monte de Piedad de Córdoba, known as CajaSur. Senent comes from the bank BBVA, where he has pursued a large part of his career. Before his appointment at CajaSur, Senent acted as an Independent Advisor for the companies Compañía Levantina de Edificación y Obras Públicas (CLEOP, S.A.) and Corporación Dermoestética, S.A.

1988

Virginia Ariño Martí, new Marketing Manager for AC Hotels



**Virginia Ariño Martí (MBA 88)** has been appointed new Marketing Manager for the hotel chain AC Hotels. Ariño

had her first contact with the hotel sector in 1999 when she joined AC Hotels as a Sales and Marketing Manager, the same post she would later hold for six years at Habitat Hotels.

1989

Miguel Ángel Alonso Estebanz, Marketing and Communications Manager for Retoucherie de Manuela

**Miguel Ángel Alonso Estebanz (Gerentes Comerciales 89)** joins Retoucherie, a clothing alterations franchise, in order to strengthen the company and contribute his experience as Marketing Manager for shopping malls such as La Gran Manzana, in Alcobendas, La Sexta Avenida, in Madrid, Centro Comercial Loranca, in Fuenlabrada, and Centro Comercial Santa Mónica, in Rivas Vaciamadrid.

1990

**Marcos Viladomiu, Marketing Manager for Logitech Spain**

**Marcos Viladomiu (CE Lic&Master 90)** takes on Marketing Management for Logitech Spain. During the last 6 years, Viladomiu has pursued his career in the technology sector in companies such as Jabra and Logitech Spain, where he already performed Marketing Management functions from 2002 until 2004, leading to creation of the department.

**Conrado Carnal, General Manager of the Zeta Group**



The Board of Directors of the Zeta Group has tapped its present Financial Director, **Conrado Carnal (MBA 90)**, for

new General Manager of the company. Carnal, who joined Zeta Group 7 years ago, has held several senior management positions over the course of his career in areas of economics, human resources, management control and finance, for companies in diverse sectors. He also combines his professional activity with teaching as a professor of International Finance at ESADE.

**Xavier Zapatero, new COO of Baker & McKenzie, Barcelona**



**Xavier Zapatero (Lic&MBA 90)** has been named Chief Operating Officer in Barcelona for the

international attorneys' office of Baker & McKenzie. Zapatero is responsible for managing departments which support the firm's operations. Zapatero was the Financial Manager of Gestmusic Endemol for over fifteen years, since its establishment (1992-2006), and since then he has headed the Administrative/Financial Department of the company Cromosoma.

**Clemente Fernández, new Technical Manager for Lógica**

The Organización Empresarial de Operadores Logísticos, better known as Lógica, has appointed **Clemente Fernández (Control de Gestión 91)** as new Technical Manager of this logistics association. Fernández has pursued a career in logistics at the multinational firm Exel, where for 14 years he held various positions of responsibility.

**Ignasi Llauradó, appointed Sales Manager of Pertegaz S.L.**

**Ignacio Llauradó Quingles (EDIK 91)** has been appointed new Sales Manager for Pertegaz S.L., a company specializing in instrumentation and control equipment for industrial process regulation.

1991

**Lander Unzueta, General Manager of the Sales, Marketing and Media Area for F.C. Barcelona**



**Lander Unzueta (MIM 91)** takes over General Management of the Area of Sales, Marketing and Media for F.C. Barcelona (football club), after serving as General Manager for the F.C. Barcelona Foundation since 2006. Prior to this, Unzueta pursued his career in different sales and marketing departments in firms such as Decathlon, Disney Consumer Products, Ermenegildo Zegna and the New York Chamber of Commerce.

1992

**Francesc Casabella, General Manager of La Sirena**



This Spanish frozen foods chain has named **Francesc Casabella (CE Lic&Master 92)** its General Manager.

Casabella, who will be responsible to lead the company's growth plans in Spain, has extensive experience in companies such as Condis, La Piara and PriceWaterhouseCoopers.

**We want to hear about your career moves. Send us your appointment and your photo addressed to ESADE alumni: [nombramientos@esade.edu](mailto:nombramientos@esade.edu) de**



1993

Javier Cornet launches Precintia Internacional, S.A.



**Javier Cornet (Lic&MBA 93)** launches Precintia Internacional, S.A. as a repositioning of Brooks Todo Seguridad S.A., after the Baucells family purchased the company from E.J.Brooks Group. In this manner, Cornet takes on the responsibility of General Manager of Precintia, following a period as Financial Manager of Brooks Todo.

1997

Peio Arbeloa, new retail Vice-president for Pepsi in Spain



**Peio Arbeloa (MBA 97)** has been designated Vice-president of Retail for the Pepsi Bottling Group España (PBG). Arbeloa, who takes on the responsibility of designing and implementing the retail distribution channel strategy and for strengthening its development, has broad experience in the food and beverage sector.

Daniel Marín, President of the International Investment and Development Committee of the American Bar Association



**Daniel Marín Moreno (Lic&MBL 99)**, Senior Associate of Gómez-Acebo & Pombo law offices, has been elected President of the International Investment and Development Committee of the American Bar Association (ABA), a voluntary professional association with over 400,000 members. Some of the association's functions are accreditation of U.S. universities and bar associations, and promoting initiatives for improving the legal system.

1996

Carles Abelló takes on Financial Management of the Sagessa Group



**Carles Abelló (Lic&MBA 96)** has taken on the Financial Management of the Sagessa Group, a group of companies that offer health care, social and educational services in six comarcas (similar to counties) of southern Catalonia (Baix Camp, Ribera d'Ebre, Priorat, Baix Ebre, Terra Alta and Montsià). The main institutions which the group runs are the Hospital Sant Joan de Reus, Hospital Comarcal de Mora d'Ebre, Hospital Comarcal d'Amposta and the Hospital de la Santa Creu de Tortosa.

1999

Toni Sanglas, new Managing Partner for Compráctica S.L.



**Toni Sanglas Noirjean (DAF Marketing 99)** has been appointed Managing Partner of Compráctica, S.L. In his new position, Sanglas will handle the development of partnership shares for www.compractica.com, as well as management and development of the rest of the company's services, especially in the areas of Internet, consulting and management of marketing campaigns (direct and promotional).

2001

Andrés Vilamitjana, new Manager for Large Businesses and Public Administrations for Orange



**Andrés Vilamitjana (MBA 01)** takes over the responsibility for projects, sales action and professional services related to large corporations, SMEs and public administrations in Spain on behalf of Orange, the commercial brand of France Telecom España.

**Marien Bellod, new freelance Consultant for the Abantia Group**



**Marien Bellod (MBA 01)** joins Abantia Group as a new freelance Consultant. Bellod has extensive experience in Operations, especially in factory management in the automotive sector (she was head of plant in Expert Components and later Plant Manager at Arvin Meritor). She has also been in charge of Operations and Industrial Management in companies from other sectors.

**2002**

**Marta Roig joins the Procedural Law Department of Gómez-Acebo & Pombo**



**Marta Roig (Lic&MD 02)** has joined the Procedural Law Department of Gómez-Acebo & Pombo in their Barcelona office. Roig has pursued a legal career in offices such as Bufete B. Buigas and Iurisvalls Abogados, specializing in civil procedural law, arbitration and out-of-court transactions.

**Emy Teruel creates Exclusive Weddings**



**Emy Teruel (MBA 02)** has created Exclusive Weddings in Barcelona. The company offers exclusive, personalized design and organization of weddings. For the last 5 years, Teruel has led Adhoc Events Socials, an event planning consultancy for extraordinary events, whether for businesses or individuals.

**Jorge Chueca, nuevo Account Area Manager PT Industrial MRO en España y Portugal**



**Jorge Chueca (EDIK 02)** takes on the post of Account Area Manager for the PT Industrial MRO Market for Spain and Portugal. Chueca has worked for the last 11 years in the power transmission sector for a manufacturer of industrial belts, where he became very knowledgeable in the belts market and its customers in Spain and Portugal, both for the distributors market as well as for original equipment.

**2003**

**Isabel Ferrer, Marketing Manager for Mattel**



**Isabel Ferrer (ADE Lic&Master 03)** has been working at the toy company since 2000, when she came on board as Marketing Manager for the girls' toys business unit, over such brands as Barbie, Polly Pocket and My Scene. Since 2005 she has headed Marketing Management for the preschool line (Fisher Price). Previously, Ferrer worked as Product Manager for Joyco and Dana.

**Jordi Garcia i Serra, Administrative/Financial Manager of Precintia Internacional, S.A.**



**Jordi Garcia i Serra (MBA 03)** has been named Administrative/Financial Manager of Precintia Internacional, S.A., a Catalan multinational from the industrial

sector, dedicated to passive security through the manufacture and sale of all kind of products that indicate unauthorized handling of goods or documents belonging to their legitimate owner. Prior to this he served as Administrative Manager at Clickair.

**Antoni Falguera, new partner of Gamma Management**



**Antoni Falguera (MBA 03)** has been appointed partner in the Gamma Management consultancy, which specializes in Operational Efficiency/Lean Six Sigma and Usability. Falguera will be responsible for process optimization services, encompassing strategic analysis, project selection and execution, Lean Six Sigma certification programs and personalized manager coaching services.

**2004**

**Javier Granados, nuevo Internet Specialist de Nissan Iberia**



After 4 years with the marketing agency Duplex, managing *below-the-line* marketing projects for consumer goods companies, **Javier Granados (Lic&MBA 04)** moves on to form part of the Marketing Department at Nissan Iberia, in the position of Internet Specialist. His new responsibilities include Internet implementation and coordination of the company's communications strategy for Spain and Portugal, through initiating and managing interactive projects.

**We want to hear about your career moves. Send us your appointment and your photo addressed to ESADE alumni: [nombramientos@esade.edu](mailto:nombramientos@esade.edu) de**

**Jonathan Parera, Exports Manager for the SPEC Group**



**Jonathan Parera (MBA 04)** takes on Exports Management for the SPEC Group, dedicated to

developing solutions for attendance and access control systems. His main functions include promoting the company's international presence through its subsidiary, Singular-Tech. Parera has 10 years' experience in the sector of exports and has served at companies such as Innoxrom and Flamagas, S.A.

**2005**

**Ricard Crespo, new General Manager of Agrupació Mútua**



Currently serving as Financial Manager of the Hospital de Sant Pau in Barcelona, **Ricard Crespo (EMBA 05)** has been tapped by Agrupació Mútua to oversee its General Management. Crespo has pursued most of his career in the health and insurance sector. His professional path began at KPMG auditing. In 1993, Crespo came on board Agrupació Mútua, carrying out managerial functions in the institution's financial area. His work for this insurance group in the health area was the step that led to his appointment as Financial Manager for the Hospital de Sant Pau, where he led the institution's financial recovery process together with Dr Jordi Colomer's team.

**Ricardo Gómez, head of the new talent management area at Villafañe & Asociados**



The consultancy firm Villafañe & Asociados, specialized in managing intangibles, has appointed

**Ricardo Gómez (DMC 05)** as head over the company's new area of talent management. Gómez is former communications manager for Leroy Merlin España, and senior consultant with the firm since 2007.

**2006**

**Daniel Lorente, new Marketing and Communications Manager for Digital Parks**



Digital Parks has named **Daniel Lorente (DEC 06)** new Marketing and Communications Manager. Lorente has

worked in the ICT sector for the last 10 years, first as Marketing and Communications Manager for TAO-gedas and since 2006 as Marketing Operations Manager at T-Systems Iberia.

**La Caixa names Jordi Nicolau General Delegate in Girona**



Presently Manager over the business area of La Caixa in Empordà (Girona), **Jordi Nicolau (Liderazgo y Compromiso Cívico 06)** has been appointed General Delegate of the financial institution in Girona. Nicolau joined La Caixa

in 1995, and since then as held posts such as Deputy Manager and Manager over several offices.

**2007**

**Laia Gimeno, new Marketing Manager for Il Caffè di Roma**



**Laia Gimeno (MDMC 07)** joins the Italian coffee shop chain of the Lavazza Group as their Marketing Manager. Previously she held the post of Brand Manager in Fripan (Europastry).

**2008**

**Cristian Lienas, Supply Chain Manager of Combino Pharm**



**Cristian Lienas (MBA 08)** is the new Supply Chain Manager for Combino Pharm, a pharmaceutical company in the

Corporación Medicchem Group. Combino Pharm is third in the national ranking of the hospital market for generics.

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# Class reunions



MBA FT 92 – October 24th, 2008



MBA PT 07 – October 17th, 2008



First meeting DIN 09 – November 7th, 2008



MBA PT 98 – October 16th, 2008

More photos at [www.esadealumni.net](http://www.esadealumni.net) Alumni Network My class





**First annual meeting, MDMC ESADE Madrid 07-08  
November 7-9, 2008**



**Lic&MBA 06 – October 15th, 2008**



**MDOS 08 (MASTERS IN OPERATIONS AND SERVICES MANAGEMENT) – October 10th, 2008**





PMD 2008 – October 10th, 2008



MBA Program in English 98 – September 26th, 2008



MBA PT 03 – September 17th, 2008



SEP Madrid 08 – October 18th, 2008

More photos at  
[www.esadealumni.net](http://www.esadealumni.net)   
Alumni Network  My class



## A seminar to awaken the bartender in all of us!

ESADE Alumni held its first seminar on bartending in November, at the Opium Cinema (formerly the Cine Astoria).



The success of the 1st Bartending Seminar was so great that a repeat session was offered the following week at the Uno Bar. Led by Drinksmotion, a company with the world's largest physical distribution in international bartending, ESADE Alumni organized a fun and enriching seminar, mainly to gather alumni at an event where they could disconnect and spend an enjoyable evening with former classmates. The 3-hour seminar began with a theoretical part, presenting the origins of cocktail drinks, and ended

with a practical session, where participants were able to feel like real bartenders and create their own cocktails. The purpose of both gatherings was to inspire passion for bartending and to explore the mixes, nuances, tastes and aromas for a deeper appreciation of what the world offers. All of this in addition to sampling the most famous cocktails: daiquiris, margaritas, mojitos, Sex on the Beach, Tequila Sunrise, Blue Lagoon, Dry Martini, Sweet Martini, Cosmopolitan, and Caipirinha, among others.



## Golf Tournament Awards Ceremony at La Mola Hotel

The Awards Ceremony for the ESADE Alumni Golf Tournament was held at La Mola Hotel and Conference Center in October. This prestigious hotel complex offered its services and its catering, providing a pleasant finale to the tournament for the alumni who attended.

La Mola Hotel and Conference Center provides superior 4-star quality in a strategic, natural setting. The center specializes in hosting corporate gatherings of all types and duration, from company meetings to training courses, product presentations, conferences, seminars and symposiums.

**For more information:**

Camí dels Plans de Can Bonvilar, s/n • 08227 Terrassa, Barcelona, Spain • Phone: (+34) 937 367 247 [info.lamola@principal-hayley.com](mailto:info.lamola@principal-hayley.com)





## 1st Mini / ESADE Alumni Pádel Tournament takes place in Madrid

The 1st Mini / ESADE Alumni Pádel Tournament took place from November 18th to 22nd and was open to ESADE alumni, their families and friends.

The tournament was held at the wonderful facilities of the School Padel Center in Madrid, featuring 18 glass courts all with blue artificial turf. The competition consisted of two sets of matches: the championship bracket and the consolation bracket for those who were eliminated in the first round. Play was governed by the Federación Española de Pádel rules, and matches were determined by 9 games, except the finals, where the winner was decided by 3 sets with a tiebreak on each. As in any sports event, the goal wasn't winning, but for alumni to meet in a pleasant, relaxed atmosphere, regardless of each participant's playing level. The awards ceremony took place on November 22nd in the format of a cocktail party for all the participants, where the highest ranking players received fantastic gifts, such as a stay at different resorts, products from the sponsor Mini, pádel products from Wilson, Calidona products, Antonelli watches, and gift packs from Vins Noe, among others.



Sign up for the coming activities. We're expecting you!

- MOUNTAIN BIKE
- RUNNING
- TEST DRIVE
- COOKING COURSE "TAPAS AT THE BOQUERÍA" [APPETIZERS AT THE BARCELONA INDOOR FOOD MARKET]
- A TALK ON CHOCOLATE: THE DIFFERENT KINDS, ITS ORIGINS, ITS PROPERTIES, AND THE MOST POPULAR RECIPES
- CHILDREN'S BOOK DAY CELEBRATION
- ESADE ALUMNI REGATTA
- BARCELONA PÁDEL CHAMPIONSHIP
- A VISIT BEHIND THE SCENES AT THE LICEO
- WHISKY TASTING
- A GUIDED TOUR OF BARCELONA'S AQUARIUM.

More information at [www.esadealumni.net](http://www.esadealumni.net) Activities





A members exclusive

# Homeowners and Life Insurance from **Catalana Occidente**

ESADE ALUMNI MEMBERS CAN ENJOY  
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[j.perez@catalanaoccidente.com](mailto:j.perez@catalanaoccidente.com) and identify  
yourself as an ESADE Alumni member.

**E**SADE Alumni has made a cooperative agreement  
with insurance provider Catalana Occidente.  
The agreement gives members the chance to  
purchase homeowners and life insurance policies under  
exclusive, favorable conditions.

**23%** discount off the regular premium for  
**COMPREHENSIVE FAMILY / HOMEOWNERS  
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serious illness or surgical intervention 





New service

# Energy savings diagnosis for businesses

**E**SADE Alumni offers you free of charge eDiagnòstic, a tool that shows you how much you can save your company on energy.

## How can you request eDiagnòstic?

Request a custom-made questionnaire for your business via [www.esadealumni.net](http://www.esadealumni.net) and Twoin will send you an initial diagnosis.

## Did you know that you can save as much as 40% on your energy bill?

Thanks to an agreement signed with the energy consultancy Twoin Ingeniería & Innovación, as ESADE Alumni associates you now have at your disposal the eDiagnòstic tool, allowing you to obtain a comparison of the level of energy consumption at your company with that of other companies that have similar characteristics. You will learn best practices for using energy at your company, and *Twoin Ingeniería & Innovación* will recommend a set of measures for you to know how much you could potentially reduce your energy consumption.

## Why is energy optimization a source of competitive advantage for your company?

Because you can save on your energy bill, in some cases as much as 40%, and also see a reduction in unplanned downtime, a reduction in risks produced by price fluctuations in energy resources, and a strengthened company image in its commitment to the environment and climate change. Furthermore, commitment to energy savings is looked on positively in public contracts.



**twoin**  
integrant innovació



**FIND OUT MORE AT [www.esadealumni.net](http://www.esadealumni.net)** Benefits Or by contacting  
*Twoin Ingeniería & Innovación* by telephone: +34 93.401.96.49

**New Deutsche Bank Services:  
Retirement analysis, free for members**

**How much money do you need to enjoy your retirement?**

Deutsche bank has launched an innovative service in Spain called *Gestión Futuro db* which allows you, together with a personal adviser, to calculate whether you are on the right path to maintaining your standard of living in retirement: what income will I have when I retire? How much money do I need to maintain my purchasing power? How much should I save every year in order to do so?

By analyzing data such as age, investment profile, current salary, social security contributions and future aspirations, you can find out how much to save in order to maintain the lifestyle you want.

Exclusive benefit completely free of charge to ESADE Alumni members:

- ⊙ A personal advisor from Deutsche Bank **will visit your workplace or home** to conduct an advisory interview free of charge. (This service is only available in Catalonia and the Madrid autonomous region.)
- ⊙ **Try out the service:** an initial analysis with no obligation can be made over the phone with a personal advisor from Deutsche Bank; request a “Gestión futuro” interview, identifying yourself as a member of ESADE Alumni.



**FIND OUT MORE** at [www.esadealumni.net](http://www.esadealumni.net) Benefits Big Benefits.  
To request services: telephone +34 902 343 500 or visit [www.deutsche-bank.es/aaaesade](http://www.deutsche-bank.es/aaaesade)

**Other current benefits**



- ⊙ **Management Library**  
20 % discount off the purchase of every book



- ⊙ **Press Clipping**  
Daily selection of news published in the economic and national press



- ⊙ **Deutsche Bank Hipoteca**  
Rompedora db A mortgage that helps you get into your first home, or acquire a second one



- ⊙ **Marcial Pons** 10% discount on specialized books



- ⊙ **DKV ¡Vive la salud!** Policies under the most favorable conditions.



- ⊙ **Bankinter** Virtual banking that gives you back 50% of the profits



- ⊙ **ESADE ALUMNI CARD**  
More benefits and services with your ESADE Alumni Visa

**BECOME A MEMBER**  
902 420 020  
93 495 20 98  
[www.esadealumni.net](http://www.esadealumni.net)

Get more details about these and other special agreements that are posted regularly on [www.esadealumni.net](http://www.esadealumni.net), in the Benefits section

# SPECIAL

## EVENT PLANNING AND EXTRAORDINARY VENUES

- ▶ Ditec Comunicaciones  
(audiovisuals)
- ▶ apple tree communications  
(event planning)
- ▶ De Boer  
(event planning)
- ▶ Inedia Eventos  
(event planning)
- ▶ Sucesos Marketing & Eventos  
(event planning)
- ▶ Unit Elements  
(event planning)
- ▶ Yeti Marketing de Experiencias  
(event planning)
- ▶ Gallery Hoteles  
(extraordinary venues)
- ▶ Hotel Alimara  
(extraordinary venues)
- ▶ Hotel Sant Cugat H&R  
(extraordinary venues)
- ▶ La Mola Hotel  
and Conference Centre  
(extraordinary venues)
- ▶ Sercotel Hotels  
(extraordinary venues)





**COMPANY** | Ditec Comunicaciones

**ADDRESS** | Sicília, 368, bajos.  
08025 Barcelona

**TEL.** | 93 265 65 17

**FAX** | 93 231 24 13

**WEBSITE** | [www.ditec.es](http://www.ditec.es)

**E-MAIL** | [ditec@ditec.es](mailto:ditec@ditec.es)

**CONTACT PERSON** | Josep Maria Grau

#### ALUMNI

**General Manager** | Josep Maria Grau (MBA 81) <sup>EA</sup>

**Ditec** is a company with over 10 years in the audiovisual communications sector, offering technology services and solutions for events, conferences, lectures, conventions, exhibitions, and shows.

Knowing the importance of communications and company image, at Ditec we guarantee the success of your event thanks to our ability to adapt to each client's specific needs, to the effectiveness of our highly qualified engineering and technical team and to our extensive experience nationally and internationally, making Ditec a company of reference.

#### AUDIOVISUAL EQUIPMENT SERVICES AND RENTALS

- ▶ **Audio and video:** sound effects, simultaneous digital translation, projection, video production.
- ▶ **Multimedia:** videostreaming, electronic voting, interactive presentations, video and audio post-production, CD-ROM design, personal assistance to the speaker, etc.
- ▶ **Transmissions:** multi-point video-conferencing, audio-conferencing, satellite connections, microwaves, laser transmission, etc.





## apple tree communications

**COMPANY** | apple tree communications

**ADDRESS**

Assaonadors, 31, pral. 1ª. 08003 Barcelona  
Tel. 93 318 46 69 • Fax 93 268 09 28

**WEBSITE** | [www.appletreecommunications.com](http://www.appletreecommunications.com)

**E-MAIL** | [info@homeatc.com](mailto:info@homeatc.com)

**CONTACT PERSON**

**General Manager** | Carme Miró

**NUMBER OF EMPLOYEES** | 32

**apple** tree communications is a leading agency in communications, public relations and events. They specialize in planning large-scale corporate events and in creating and implementing highly profitable communications strategies.

Founded in 2002, the company is among the top ten agencies (in annual invoicing) specialized in event planning. This division offers two lines of services:

**CORPORATE EVENTS**

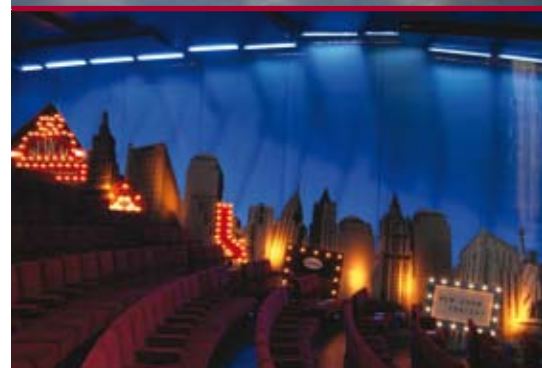
- ▶ Business conventions
- ▶ Conferences
- ▶ Regular events (shareholders meetings, anniversaries, etc.)
- ▶ Internal communication events

**PRODUCT EVENTS**

- ▶ Product presentations
- ▶ VIP Events
- ▶ Events designed for the final customer / large audience
- ▶ Street marketing events

In its communications division, the agency develops consumer programs and corporate communication plans for leading-edge companies, as well as institutional programs for national and international organizations.

apple tree communications uses a methodology based on “importing” principles typical of strategic consulting into the sectors of communications and creativity. The company is headquartered in Barcelona, with offices in Madrid, Paris and Montpellier. It operates in Spain, France, Germany, United Kingdom, Scandinavia and the Netherlands.



**apple tree communications is a member of the principal sector-specific associations in Spain**



**MAJOR CUSTOMERS** ABERTIS ASSOCIATION OF TENIS PROFESIONALS AYUNTAMIENTO DE BARCELONA BMW FC BARCELONA FUNDACIÓN “LA CAIXA” GENERALITAT DE CATALUNYA GOBIERNO ESCOCÉS HENKEL MOBILE WORLD CONGRES OLIVER WYMAN SEAT SOCIEDAD EUROPEA DE CARDIOLOGÍA SOCIEDAD ESPAÑOLA DE REUMATOLOGÍA...



**COMPANY** | De Boer Estructuras España S.L  
**ADDRESS** | Paseo de Gràcia, 81, 3º 2º. 08008 Barcelona  
**TEL.** | 93 481 52 52  
**FAX** | 93 481 52 50  
**E-MAIL** | alquiler@deboer.com



**De Boer** is a worldwide specialist in event production, temporary structures and services for a broad range of corporate, sporting, and cultural events as well as fairs and temporary housing.

At De Boer we guarantee a total solution, custom fit to meet the specific needs of our clients, with ingenious solutions and a passionate commitment.

Our solutions have accommodated events of great international prestige, and we have won the confidence of such organizations as: Volvo Ocean Race, Telefónica, Mobile World Congress, Bread & Butter, F1 McLaren-Mercedes, Qatar Masters, Volvo Masters Golf and the Real Club de Polo of Barcelona, to mention a few. Headquartered in the Netherlands, we currently have regional offices in Germany, United Kingdom, Belgium, France, Spain, Switzerland, Austria, China and Qatar as well as in the United States.

**SERVICES**

- ▶ **Logistics and comprehensive design of space**
- ▶ **Personalized decoration**
- ▶ **Additional services related to the event**
- ▶ **Continuous management of the space during the entire event**
- ▶ **Quick, safe set-up and take-down (ISO 9001:2000)**





**COMPANY** | INEDIA EVENTOS

**ADDRESS** | Pallars, 85, 4º 6ª. 08018 Barcelona

**TEL.** | +34 931 12 44 06

**FAX** | +34 93 534 00 55

**E-MAIL** | inedia@inediaeventos.com

**WEBSITE** | www.inediaeventos.com



#### ALUMNI

##### Account Manager

Cristina Sánchez-Piqué (Lic&MBA 93) <sup>EA</sup>

##### Production Manager

Luca Bernaroli (EDIK 95) <sup>EA</sup>

##### Art & Design Manager

Ivy Roselló (100% Creativity 99) <sup>EA</sup>

**INCENTIVES CONVENTIONS SALES AWARDS INCENTIVE-RELATED TRIPS AND ACTIVITIES TEAM BUILDING  
CORPORATE AND COMMUNICATIONS ROADSHOWS AND PRODUCT LAUNCHES COMPANY ANNIVERSARIES AND EVENTS SPONSORSHIP MANAGEMENT**



**“If you want different results ... don’t do the same thing over and over”, Albert Einstein**

**Inedia** was created in 2004 by ESADE graduates who had extensive experience in the areas of marketing and communications in multinational companies. This background gave them great familiarity with the customer dynamic and needs. Inedia produces events which are unprecedented (inéditos). Unprecedented, because each event is unique and unrepeatable, thanks to its creativity and production, with attention to the last detail and total personalization for every customer and project.



#### EVENT HIGHLIGHTS

- ▶ **ASICS Tour 08 Roadshow:** Sportshoe shop/ showroom on a touring bus, in order to present new collections to distributors.
- ▶ **BAYER Team building:** “Made in Spain” Tapas & Sangría workshop, in la Boquería.
- ▶ **SIMON medieval convention:** Artillery, chivalry and infantry contests amid catapults, segways, jesters, bazaar tents and fire eaters.
- ▶ **BAS Computers Incentive Trip:** BCN Sailing Raid.
- ▶ **SCHINDLER Sales Meetings:** Ramblas Performances & Photorally.
- ▶ **GORETEX Christmas:** The Barman Challenge
- ▶ **RCTB 1899 Christmas:** Illusionism between tennis players
- ▶ **TELEPIZZA Product Launch:** 100% Nostre, pizzas and Rumba Catalana with “Los Manolos”.

# sucesos

MARKETING PARTNERS

**COMPANY** | SUCESOS

**ADDRESS**

**Barcelona**

Balmes, 54, 1º 2ª. 08007 Barcelona  
Tel. +34 93 467 00 22

**Madrid**

Calle Aguarón, 23 A, Bajo M  
Edificiò Catalpa - 28023 Madrid  
Tel. +34 91 352 73 24

**E-MAIL** | sucesos@sucesos.es

**WEBSITE** | www.sucesos.es

**CONTACT**

**Barcelona** | Carlos F. Haas

**Madrid** | Julio Riudavets

**BRANCH OFFICES** | Barcelona y Madrid



**Sucesos** is a marketing and communications agency specializing in non-conventional media, experiential marketing and event production.

All our projects are developed with the two-fold objective of creating powerful experiences for the target audience and at the same time enhancing brand notoriety and differentiation, reinforcing brand attributes and positioning.

With this in mind, we seek out innovative solutions that adapt to the specific needs of each customer.

**Since 1998, Sucesos has been carrying out promotions and events for customers such as:**

20TH CENTURY FOX ONO AJUNTAMENT DE BARCELONA BACARDI BOMBAY GIN CANAL BARÇA CAROLINA HERRERA COCA-COLA DEWAR'S WHITE LABEL EUROSPOORT GALLINA BLANCA HALLS MARCILLA MARTINI NBC UNIVERSAL NIKE PANRICO PUIG ROXY SAMSUNG SUNNY DELIGHT SVELTESE TMB TRIDENT





**COMPANY** | Unit Elements

**ADDRESS**

**Barcelona**

Roger 65, bajos • 08028 Barcelona  
Tel. 902 190 415 • Fax 934 912 714

**E-MAIL** | barcelona@unitelements.com

**Madrid**

Cronos 24, portal 3, 3ª F1 • 28037 Madrid  
Tel. 911 532 821

**E-MAIL** | madrid@unitelements.com

**WEBSITE** | www.unitelements.com

**MANAGEMENT**

**General Management** | David Funollet

**Sales Manager** | David Berrocal

**Creative Department** | Sergi Muñoz

**Communications** | Quim Sans

**ALUMNI** | Quim Sans (AGT 02) <sup>EA</sup>



**Unit Elements** is an agency specialized in offering comprehensive, personalized service for event planning. We take part in our customers' business objectives, proposing one-of-a-kind experiences that contribute value to the company (organization, brand, products, customers, etc.). By constant innovation in finding new resources and technologies, and with large doses of fancy and creativity, we achieve surprising results which more than meet the aspirations of our customers and of all the participants.

**We take part in our customers' business objectives, proposing one-of-a-kind experiences**

**WE HANDLE ALL OF THE FOLLOWING FROM START TO FINISH**

- ▶ **Internal events** (corporate conventions, sales conventions, teambuilding, conferences, CSR actions, etc.)
- ▶ **External events** (product presentations, fair stands, press conferences, roadshows, networking events, inaugurations, etc.)
- ▶ **Experiential training** (leadership skills, adapting to change and proactivity, the "Strength of Sales" special, identifying with the company, etc.)
- ▶ **Motivational and incentive trips.**
- ▶ **Marketing and communications** (corporate image, print formats, website design, multimedia presentations, video and photography editing, audiovisual editing and mounting, etc.)
- ▶ **Outdoor activities.**

**SOME OF OUR CUSTOMERS** ADECCO AFFINITY AGFA AMGEN BAYER CEIGRUP CARLSON WAGONLIT COTY DANONE EADA FLUIDRA GORE-TEX HESPERIA JVC KLM KRAFT MULTIDEVELOPMENT MUTUA EGARA NESTLÉ NIKE ORANGE PALEX PANASONIC PANRICO DONUTS PUIG ROCHE SALOMON SANOFI AVENTIS TELEPIZZA UNILEVER UNIQUE WRIGLEY...



# yeti

marketing de experiencias

**COMPANY** | Yeti

**ADDRESS**

**Barcelona**

Torre Mapfre. Marina, 16-18, planta 19. 08005 Barcelona  
Tel. +34 93 406 79 70 • Fax +34 93 406 70 17

**Madrid**

Anabel Segura, 7, 1º izqda. 28108 Alcobendas  
Tel. +34 91 658 59 90 • Fax +34 91 650 39 37

**WEBSITE** | [www.yeti.es](http://www.yeti.es)

**E-MAIL** | [marketing@yeti.es](mailto:marketing@yeti.es)

**CONTACT PERSONS**

**Barcelona Office Manager** | Javier Juez

**Madrid Office Manager** | Omar Zeidan

**Yeti** is the leading agency in Experiential Marketing. Our company is dedicated to Motivation, Incentives, and Loyalty-building in employees, customers and consumers. We make experiences happen, since they are the most effective tool for increasing the bond between employee and company, or for optimizing the brand-consumer relationship. For this purpose we conceptualize and carry out actions, developing comprehensive proposals with 360º campaigns. Founded in 1992 and with offices in Barcelona, Madrid and Lisbon, we prepare experiences around the world.



**SERVICES**

► **Employee motivation**

- Internal communication campaigns
- Corporate events
- Conventions and conferences
- Inaugurations
- Motivation and Incentive trips
- Company Open House
- Social Programs

► **Sales incentives**

- Communications concepts
- Presentations to the distribution channel
- Motivation programs
- Fidelity programs
- Technology platforms
- Incentive catalogues
- Theme campaigns

► **Attracting and building customer loyalty**

- BTL actions
- Product launch
- Promotional marketing
- Street marketing
- Road shows
- Point of sale actions
- Product samplings



**PRINCIPAL CUSTOMERS** BACARDI BAYER BINDA COTY PRESTIGE DANONE DEUTSCHE BANK FEU VERT FIAT GRUPO DAM GRUPO ELECENOR GRUPO SANTILLANA GRUPO URALITA INVERSIS BANCO ISDIN KELLOGG'S KYOCERA MITA LA CAIXA LANCIA LEROY MERLIN NESTLÉ PEPSICO PUIG ROCHE SAPEC AGRO SEAT UNILEVER



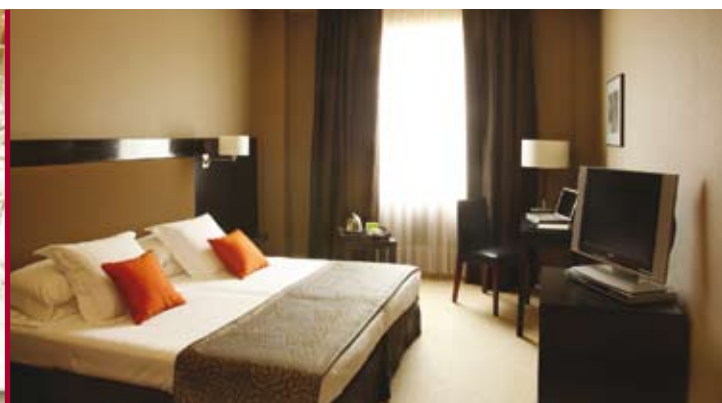
**COMPANY** | Gallery Hotel  
**ADDRESS** | Rosselló, 249 • 08008 Barcelona  
 (between Passeig de Gràcia and Rambla de Catalunya)  
**TEL.** | 93 415 99 11  
**FAX** | 93 415 91 84  
**E-MAIL** | galleryhotel@galleryhoteles.com  
**WEBSITE** | www.galleryhotel.com  
**CONTACT** | Sofia Morales

Strategically located right in city center, we offer multi-functional spaces with natural lighting and more than 18 years' experience in hosting meetings and events. We invite you to round out your experience with an appeal to your senses: our restaurant, El Café del Gallery, offers a gastronomical experience featuring the best products of the market. For more information, don't hesitate to contact us, we are delighted to be at your service.

**GALLERY HOTEL**

Meeting Room	M <sup>2</sup>	Dimensions	Height	Theater	Schoolroom	U	Banquet	Cocktail	Boardroom
Ambassador	187	16.9x11.10	3.25	200	125	50	140	200	50
Ambassador II	99	11.10x9.00	3.25	100	55	40	60	100	35
Ambassador I	88	11.10x7.90	3.25	90	45	30	50	70	30
Crillon	103	13.70x7.40	2.63	80	35	35	70	70	35
Metropol	68	10.30x6.60	2.55	60	30	25	40	40	30
Madison	57	10.30x5.60	2.44	50	25	20	40	30	25
Dover	56	7.90x6.90	2.64	40	15	15	30	30	20
Scotch	51	9.40x5.40	2.43	40	24	20	40	40	22
Robert	36	7.30x5.10	2.58	-	-	-	14	-	14
Terraza	195	24.30x8.00	-	-	-	-	100	200	-

**Make your next meeting a guaranteed success at Gallery Hotels**





# HOTEL ALIMARA

## BARCELONA

**COMPANY** | Hotel ALIMARA Barcelona

**ADDRESS** | Berruguete, 126. 08035 Barcelona

**TEL.** | 934270000 • 935040444

**FAX** | 934279292

**E-MAIL** | alimara.reunions@cett.es

**WEBSITE** | www.alimarahotel.com

### CONTACTS

**Sales Director** | Cristina Santolaya

**Sales Manager** | Montse Noguera

**Events Manager** | Isabel Gallego



Located in the upper part of the city, in a natural setting with peaceful surroundings, Hotel Alimara Barcelona occupies a strategic spot within the urban nucleus, just 12 minutes from the Paseo de Gracia and Plaza Catalunya, and 15 minutes from El Prat International Airport.

The 20 meeting rooms all face the central garden, and make up a total surface of 2000m<sup>2</sup> in modular, well-lit spaces that are adaptable to any kind of event through combining open spaces with multi-functional meeting rooms, perfectly equipped with the latest integrated technology and prepared to accommodate everything from small private events to conferences with over 500 delegates.

The hotel boasts 156 sleeping rooms, all of them with city views, and complete with every convenience for our guests' comfort: WiFi Internet access, interactive satellite TV, air-conditioning, minibar, safe deposit box and room service. Sleeping rooms for smokers are also available on dedicated floors. Business suites include, in addition, a meeting room for six persons.

In order to round out the success of any event, Hotel Alimara Barcelona offers restaurant service with a variety of the choicest cuisine, exquisitely prepared, with special attention to a balanced composition of its menus.

**The quiet atmosphere lends itself to work, at a facility which specializes in meetings, conferences and conventions**

### HOTEL ALIMARA

Meeting Room	M <sup>2</sup>	Height	Banquet	Cocktail	Schoolroom	Theater	U Shape	Boardroom	Natural Light	Unobstructed
Gran Saló Catalunya (A+B+C+D)	520	4.5	400	550	350	600	-	-	Yes	Yes
Cadaqués (A)	130	4.5	60	100	65	100	35	35	Yes	Yes
Amposta	65	4.5	30	40	30	45	20	20	Yes	Yes
Besalú	65	4.5	30	40	30	45	20	20	Yes	Yes
Sitges (B)	130	4.5	60	100	65	100	35	35	Yes	Yes
Rupit	65	4.5	30	40	30	45	20	20	Yes	Yes
Montblanc	65	4.5	30	40	30	45	20	20	No	Yes
Llavorsí (C)	130	4.5	60	100	65	100	35	35	Yes	Yes
Llivia (D)	130	4.5	60	100	65	100	35	35	Yes	Yes
Gran Saló Mediterrània (A+B+C)	364	4.5	300	400	250	450	-	-	Yes	Yes
Corfú (A)	121	4.5	60	100	55	100	30	30	Yes	Yes
Capri (B)	121	4.5	60	100	55	100	30	30	Yes	Yes
Medes (C)	121	4.5	60	100	55	100	30	30	Yes	Yes
Barcelona (D+E+F)	150	2.5	120	120	75	120	-	-	Yes	No
Favència (D)	50	2.5	40	40	25	30	16	20	Yes	No
Júlia (E)	50	2.5	40	40	25	30	16	20	Yes	No
Augusta (F)	50	2.5	40	40	25	30	16	20	Yes	Yes
Heures	64	2.5/5.5	40	40	30	45	20	20	Yes	Yes
Consell	25	2.5	-	-	-	-	-	12	Yes	Yes
Foyer	200	2.5/5.5	-	150	-	-	-	-	Yes	No

### OUTDOOR SPACES

Garden	784	-	-	850	-	-	-	-	Yes	No
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## SANT CUGAT | H&R



**COMPANY** | Sant Cugat Hotel & Restaurant  
**ADDRESS** | César Martinell, 2  
08172 Sant Cugat (Barcelona)

**TEL.** | +34 935 442 670

**FAX** | +34 935 442 671

**E-MAIL** | info@hotel-santcugat.com

**WEBSITE** | www.hotel-santcugat.com

**CONTACT** | Montse Bresco / Conventions & Banquets

**DIRECTORY** | Esther Bombeli

**CATEGORY** | 4 \*\*\*\*

**OPEN SINCE** | April 13th, 2004



Located on the Rambla de Cellers, next to the new Cugat City Hall, and 20 km from Barcelona. Its biconvex shape creates ample spaces which are open and interconnected; the décor, minimalist but appealing, gives a natural flow to the surroundings. Since it first opened its doors, Sant Cugat H&R has been a meeting point in the city for working, relaxing, celebrating or organizing events.

### HOTEL FACILITIES

A total of 97 sleeping rooms includes 85 doubles, 9 upgraded rooms and 3 handicapped-accessible, with avant-gardist design and contemporary décor, all of them designed and equipped to assure your comfort. The hotel offers its Lounge/Bar as a well-frequented meeting point with guests, a library with computers at your disposal in addition to a wide selection of books, and the parking area, free of charge to event participants. Wi-Fi and ADSL connection is also free of charge throughout the hotel.

### VERMELL RESTAURANT

Our restaurant offers Mediterranean cuisine prepared with seasonal products and accompanied by an attractive selection of wines. In summer, our unique terrace is the ideal place to enjoy the cuisine with others. In addition to a la carte choices, our menu of the day is available each afternoon from Monday through Saturday (16th, VAT included). Hotel parking free of charge.

## Your meeting place

Meeting Room	Cyan	Magenta	Yellow	Blue	Orange	Violet	White
M <sup>2</sup>	40	40	40	40	40	80	395
Theater	30	30	30	30	30	60	-
Schoolroom	20	20	20	20	20	50	-
U-shape	16	16	16	16	16	30	-
Cocktail	30	30	30	30	30	70	400
Banquet	24	24	24	24	24	56	270





## Welcome to La Mola, welcome to a new concept in Conference Centers



**COMPANY** | La Mola Hotel and Conference Centre

**ADDRESS** | Camí dels Plans de Can Bonvilar, s/n.  
08227 Terrassa, Barcelona

**TEL.** | +34 937 367 267

**FAX** | +34 937 367 268

**E-MAIL** | info@lamola.es

**WEBSITE** | www.lamola.es

**CONTACT** | Raquel Corredoira

**ALUMNI**

**Finance Manager** | Ivonne Ortiz de Zarate (MDEF 08) <sup>EA</sup>

**General Manager** | Maite Illa

At the Mola Hotel and Conference Centre everything is ready for the highest levels of performance at your meetings, conferences, training programs or company conventions.

One of its kind in Spain, the center is located in Terrassa, just 30 minutes from Barcelona and next to Sant Llorenç del Munt i L'Obac Natural Park, where the perfect combination of nature and technology brings about inspiration and tranquility for your company's needs. An exceptional venue that, in addition, boasts 26 meeting rooms with capacities for 5 to 250 guests.

**MEETING ROOM**

Room name	M <sup>2</sup>	Theatre	Boardroom	U shape	Banquet	Cocktail
Miranda	68	68	24	24	30	40
Closca 1, 2, 3, 4, 5	15	8	8	N/A	6	N/A
Sabadell	184	190	44	44	140	180
Matadepera	30	26	12	15	20	25
Montcau	60	74	20	24	50	60
Castellar	30	26	12	15	20	25
Terrassa Ballroom	290	284	58	58	220	260
Niu 1, 2	15	8	8	N/A	6	N/A
Agora Nord	160	N/A	N/A	N/A	N/A	N/A
Agora Sud	160	N/A	N/A	N/A	N/A	N/A
Verdissa	60	74	20	24	50	60
Videoconference room	30	N/A	N/A	N/A	N/A	N/A
Casual Room 1, 2, 3, 4, 5, 6	8	N/A	5	N/A	N/A	N/A
Mas Bonvilar Ballrom	452	400	-	-	350	400





**COMPANY** | Sercotel Hotels  
**ADDRESS** | París 120, 1º. 08036 Barcelona  
**TEL.** | +34 933 636 369  
**FAX** | 902 906 936  
**E-MAIL** | sercotelmeetings@sercotel.es  
**WEBSITE** | www.sercotel.com

**S**ercotel Meetings is the division of Sercotel dedicated exclusively to serving customers who need to organize meetings, conferences or conventions. We offer 80 hotels with over 500 meeting rooms and ballrooms, purposefully prepared to accommodate any kind of company or private event. These include a wide range of room capacities, joint reservations at multiple sites, flexible budgets and the latest technical equipment. Always with an excellent quality-to-price ratio.

Sercotel Meetings has created its MICE selection of hotels where service is further specialized to meet your organizational and conference needs: Sercotel Meetings Club. These select hotels are located in strategic areas and have extensive experience in event planning. The member hotels of Sercotel Meetings Club offer you highly favorable conditions and a variety of extra bonuses.

**Contact our Sercotel Meetings department and we will advise you on the best option for your needs**

**MEMBER HOTELS**

- ▶ **Álava-La Guardia:** Villa de Laguardia ★★★★★
- ▶ **Alicante:** Spa Porta Maris ★★★★★
- ▶ **Alicante - Elx:** Huerto del Cura ★★★★★
- ▶ **Alicante - Elx:** Jardín Milenio ★★★
- ▶ **Almería - Vera:** Valle del Este ★★★★★
- ▶ **Andorra La Vella:** Andorra Park ★★★★★
- ▶ **Barcelona:** Barcelona Princess ★★★★★
- ▶ **Barcelona:** 1898 ★★★★★
- ▶ **Barcelona:** U232 ★★★★★
- ▶ **Barcelona - Castelldefels:**  
G.H. Rey Don Jaime ★★★★★
- ▶ **Barcelona - Montcada i Reixac:**  
Sercotel Ciutat de Montcada ★★★★★

- ▶ **Cádiz - Pto. de Sta. María:**  
Duques de Medinaceli ★★★★★
- ▶ **Cádiz - Pto. de Sta. María:**  
Monasterio de San Miguel ★★★★★
- ▶ **Isla de la Toja:** Talaso Hotel Louxo La Toja ★★★★★
- ▶ **Lleida:** Sercotel Condes de Urgel ★★★★★
- ▶ **Madrid:** Auditorium Madrid ★★★★★
- ▶ **Málaga - Marbella:** G.H Guadalpin Marbella ★★★★★
- ▶ **Murcia:** Sercotel JC1 ★★★★★ (next opening July 2009)
- ▶ **Santiago de Compostela:** Los Abetos ★★★★★
- ▶ **Seville:** Fernando III ★★★★★
- ▶ **Valencia - Bétera:** Ad-hoc Parque ★★★★★
- ▶ **Valencia:** Sercotel Sorolla Palace ★★★★★<sup>SUP</sup>
- ▶ **Zaragoza:** Boston ★★★★★





# Two Butterflies

Once upon a time there were two butterflies who came out of their cocoons the same day. One of them found out that their species has a lifespan of only three weeks, so she said to the other:

“Don’t you know that butterflies only live for three weeks? We are going to die in 21 days!”

The other butterfly hesitated thoughtfully, but decided to pay no attention to what her fellow creature was saying, and she flew off.

A week and a half later, they met again by chance. The one who had ignored the warning was peacefully sunbathing. The other, even more anxious than before, reprimanded her:

“You are a fool! Don’t you realize that half of our lifetime has already passed?”

Her friend, incredulous, left again with no reply.

One week later, they happened to meet again. Instead of sunbathing, this time she was on a riverbank, enjoying the cool air.

Her friend spoke to her, dejectedly:

“We have just a few days left. Then we will die. Don’t you realize that this is the end?”

But she preferred to ignore her once again.

Three days later they met again, and sure enough, they were dying, since butterflies, on the average, live just three weeks.

“I told you so! This is the end!” snapped the dying butterfly who had spent her short life bitterly counting the days and hours until the end.

And the one who had lived without caring what was to come, answered her before expiring:

“Thank goodness I took no notice of you ... because you were right!” **E**



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Degree in Business Sciences and MBA from ESADE and the University of Michigan. Founding partner of Salvetti&Lombart, instructor at ESADE, lecturer and writer. Together with Philip Kotler, he authored *Marketing Lateral*, and he is also coauthor of *Good Luck*, with Álex Rovira. As a single author he also published *El vendedor de tiempo*, *El libro negro del emprendedor*, and fictional works *Relatos Absurdos*, *Palabras bajo el mar* and *El coleccionista de sonidos*. He is a regular contributor to *El País* and *La Vanguardia* newspapers.