



Commitment to synergies between the academic and professional worlds

Classes begin at the **Sant Cugat campus**

THE NEW ESADE BARCELONA–SANT CUGAT CAMPUS, DESIGNED IN LINE WITH BOLOGNA PLAN CRITERIA, OPENED ITS DOORS ON 23 FEBRUARY TO NEARLY 1,500 STUDENTS. THE CAMPUS STANDS ON LAND OWNED BY THE JESUITS TRANSFERRED FOR 50 YEARS, AND CONSISTS OF 21,760 M² OF UNIVERSITY FACILITIES AND A 44,800 M² BUSINESS PARK.

The Executive Director of ESADE's programmes unit, Carlo Galucci, says that "it's been designed to look after our students based on the idea of enhancing quality and not in order to increase their number". In line with ESADE's international commitment, the campus has a high percentage of foreign students drawn from around 40 countries. Sustainability, accessibility and improved lighting are other key factors in the construction of a

facility which has 38 classrooms (with four different types based on teaching needs), a wide array of services including a large ca-

The campus has a high percentage of foreign students drawn from around 40 countries

feteria, a library with RFID labelling which enables self-service loans, and a future residential area which can accommodate 262 students. [E](#)





Teaching programmes at Sant Cugat

- Degree in Business Administration – BBA
- Degree in Business Administration and Master's degree in Business Administration
- MSc Programmes in Management (International, Marketing and Finance)
- Master of Research in Management Sciences, PhD Programme in Management Sciences



Esadecreapolis

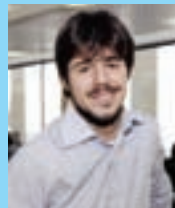


The need to live with the world of organisations gave rise to **ESADECREAPOLIS**, a third generation business park. Joan Riera (Lic&MBA 99), Director General of the project, says that “it won’t be so much R&D as innovation: our researchers won’t be scientists in lab coats but instead experts in business, in the search for new markets and in marketing”. The Rambla physically separates the academic building from the business area, but in reality both facilities deliver an enriching combination and proximity.



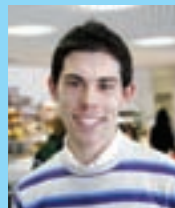
EVI LOULI (International Management Master student)
26, Greece

“I decided to come to ESADE because it’s one of the best schools in Europe. The move to Sant Cugat is good because the place is bigger and has more facilities. Even though it’s still not ready, it’s got more classes than the school in Barcelona which are bigger and more comfortable. Plus the sound in the classrooms and their amphitheatre layout make interaction between teacher and students a lot better.”



ALEJANDRO PÉREZ (Master of Sciences in Marketing Management student)
23, Tarragona

“There are still some things to be finished but I’m convinced it’s a change for the better. In fact everything’s a lot more modern. The only disadvantage compared with the Barcelona campus is that it’s not in the centre. But then on the other hand with ESADECREAPOLIS right next door you’ve got more possibilities, though it should be promoted more.”



JOAQUIM MARTÍ (Master International Management student)
24, Valencia

“I chose ESADE because of its reputation and I knew when I enrolled we’d be going to Sant Cugat. So far we haven’t been able to use all the facilities but there’s no doubt that it’s going to be great. Before we moved the delegates showed us photos of the place and when we got here it more than came up to our expectations.”



ALFONS SAUQUET (MBA 90), Dean of ESADE

“The Sant Cugat Campus is good for our students as it’s been built in line with the standards of a 21st century university. We’ve gone from concentrating teaching activities to a model in which students play an important role in their own learning. This makes it possible to share things, for instance with the outside world where companies are. ESADECREAPOLIS is designed to be a place for understanding innovation and fostering this interaction between the academic and professional worlds.”



CARLOS LOSADA (Lic&MBA 79), Director General of ESADE

“The key thing about the Sant Cugat Campus is the synergy between its university and business aspects. Its organisation and modus operandi are a major commitment to supporting the foundations of the contemporary economy which is about trading abroad, R&D and so on. The ESADE campus and CREAPOLIS have come about in order to meet these needs.”



M^a EUGENIA BIETO (Lic&MBA 73), Corporate Deputy Director General and Director of ESADECREAPOLIS

“ESADECREAPOLIS is an independent institution which will provide us with obvious mutual benefits. It’s a very important meeting point for students and companies.”



Exhibition and talks about changes in management

Hacer Hacer at CaixaForum Madrid

UNTIL 30 APRIL CAIXAFORUM MADRID IS HOSTING HACER HACER: AN EXHIBITION ABOUT THE EVOLUTION OF *MANAGEMENT*, WHICH HIGHLIGHTS THE IMPORTANCE OF THE DISCIPLINE FOR CONTEMPORARY SOCIETY. RUNNING IN TANDEM WITH THE EXHIBITION WILL BE A SERIES OF TALKS GIVEN BY LEADING ACADEMIC AND BUSINESS EXPERTS.





Management was one of the most important silent revolutions of the 20th century, and it consists of living knowledge which can be applied in many areas of society. The Hacer Hacer exhibition presents some of its major milestones and references businesspeople and academics who have left a lasting impression on the discipline.

The exhibition is supplemented by talks entitled *Where is organisation management heading?*, *Where is company marketing heading?*, *Where are company human resources heading?*, *Where is corporate social responsibility heading?* and *Where is company management heading?* The goal of


the Hacer Hacer talks is to discuss where management is going in this new century, and to that end they feature businesspeople and academics who'll be sharing their thoughts about future trends in some of the main functional areas in companies and in organisation management.

EXCEPTIONAL SPEAKERS

Among those to be giving talks are **Javier Nieto (Lic&MBA 77)**, chairman of Ediciones del Belloch and Santa&Cole; Carles Casanovas, Marketing Director at "la Caixa"; Ana García-Oliveros, Marketing and Communication Director at IBM; **Xavier Coll (Lic&MBA 85)**, Executive Director for

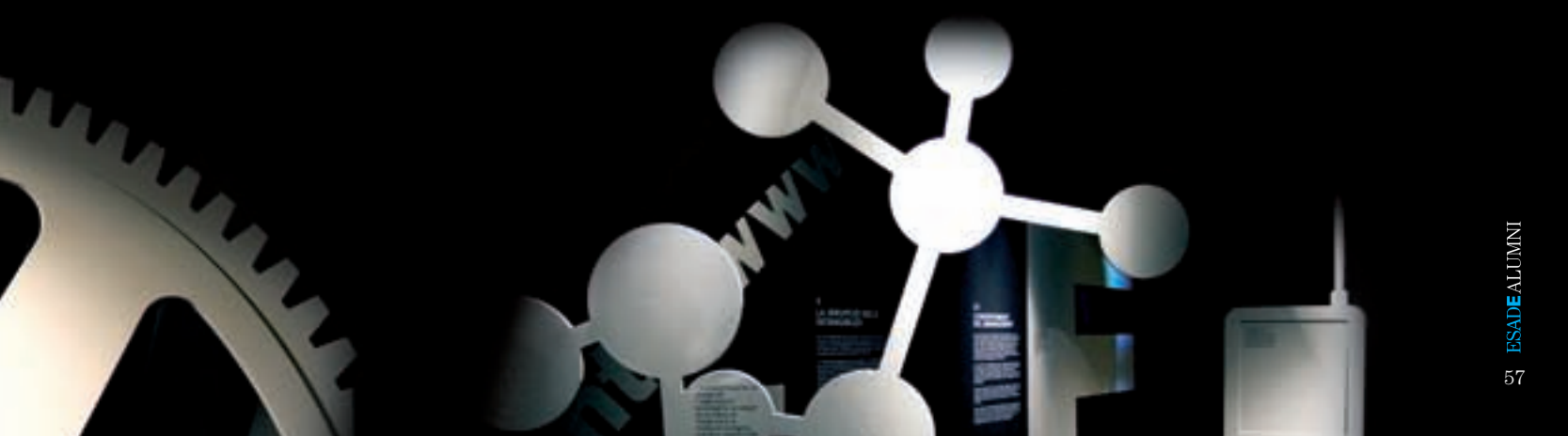
Human Resources at "la Caixa"; Pilar Oncins, Human Resources Director at Hilti Española; Fernando Bermejo, General Coordinator for Human Resources at Madrid City Council; Ángel Pes, Deputy CEO at "la Caixa"; **Josep Santacreu (PMD 89)**, CEO at DKV; and Juan María Nin, CEO at "la Caixa". *The*

The talks feature managers who will be sharing their thoughts about future trends

Hacer Hacer exhibition, jointly organised by ESADE and the "la Caixa" Foundation's Community Projects division, is part of the events being held to celebrate ESADE's 50th anniversary. 

More information:

www.esade.edu/web/esp/news_events/agenda
obrasocial.lacaixa.es/centros/caixaforummadrid_es.html



The CSR in Corporate Governance at Ibex 35 Companies Report

CSR; a key factor in business strategy



THE REPORT, PRODUCED BY ESADE'S SOCIAL INNOVATION INSTITUTE, SHOWS THAT 22% OF IBEX 35-LISTED FIRMS SAY THEY HAVE YET TO BUILD CSR INTO THEIR BOARDS.

ESADE's campus in Madrid was the venue for the launch of the CSR in *Corporate Governance at Ibex 35 Companies* report drawn up by ESADE's Social Innovation Institute. At the event it was argued that CSR needs to become part of business strategy and thus a commitment for corporate boards of directors.

"CSR is a crucial factor in avoiding crises such as the one we have now, as companies where it features in corporate governance bodies manage risk well and seek to obtain long-term business outcomes," says **Ignasi Carreras (SEP 06)**, the Director of ESADE's Social Innovation Institute. "If you don't get it

properly rooted, then company foundations will wobble again with the next crisis."

At the event it was argued that CSR needs to become part of business strategy

This means that CSR needs to have a greater presence on company boards and to be made a part of business strategies much more than it has been hitherto. In spite of this, according to the report 22% of Ibex 35-listed firms say they have yet to build CSR into their boards. The report also puts forward transparency as another of the key questions when it comes to measuring and evaluating CSR policies. [e](#)

CSR regulation

The ESADE report concludes that in order to achieve greater efficiency it might be worthwhile approaching CSR as an area suitable for regulation, especially at a time when the idea of market deregulation is not proving very popular even in the economic and financial fields. But in any case, "instead of forcing people to be socially responsible, the important thing is that anyone who decides to be socially responsible should do it properly, and it's not unreasonable to make that a legal requirement to some extent at least," say the report's authors.

ESADE-BDO presents the Company Creation Awards

The ADN Technologies project wins the 15th edition of the ESADE-BDO Company Creation Awards at Ramón Llull University.

Sergi Audivert, Ferran Mauri and Romà Suñé were chosen last 13 February as winners of the 15th edition of the ESADE-BDO Company Creation Awards for their ADN Technologies project. Their study, about genetic applications for human health, was selected from another four projects which made it to the shortlist. The award seeks to recognise business initiatives developed by final year students in the Entrepreneurship module on the MBA Part-Time programme. The jury was made up of Emilio Margallo, Associate Director of Outsourcing at BDO; **Eugènia Bieto (Lic&MBA 73)**, Corporate Deputy



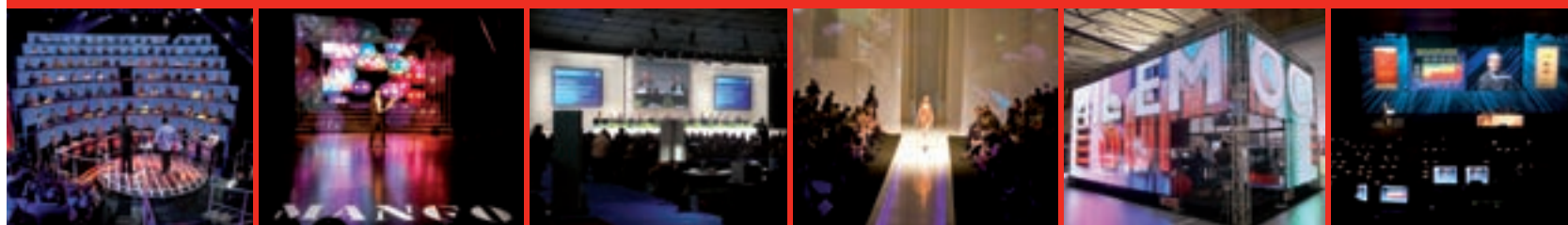
Director General and Director of ESADE's Business Initiative Centre; **Gloria Batllori (Lic&MBA 85)**, Executive Director of ESADE's MBA unit; **Jordi Vinaixa (MBA 91)**, Director of ESADE's Business Initiative Centre; Francesc Santacana, Vice-President of ESADE CREAPOLIS; **Eulàlia Poch (Lic&MBA 87)**, Associate Director of High Growth Partners, SGEER, S.A.; and **Miquel Àngel Bonachera (MBA 07)**, winner of the 13th edition of the ESADE-BDO Awards.



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SONO

Emotion
builders

First ESADE-Catalan Hospital Consortium Awards

ESADE and the Catalan Hospital Consortium (CHC) have presented Dr Joan Rodés with the Professionalism Award for his career in medicine.

The prize was presented last 18 February in Barcelona to Dr Joan Rodés, Professor of Digestive Pathology, Head of Service and Director of Research at the Barcelona Hospital Clínic and Director of the August Pi i Sunyer Biomedical Research Institute, in recognition of his professional commitment and dedication and the founding of the Hepatology Unit at the Barcelona Hospital Clínic. The Unit has

been a world benchmark facility in its field ever since Dr Rodés set it up. ESADE and the Catalan Hospital Consortium have also recognised innovation in management. There were 30 entries in this category of which four were given honorary mentions and one received the CHC-ESADE Innovation in Management Award. The winning project was the Pharmacy Service at



the Vall d'Hebron University Hospital for its project to rework its service provision. The honorary mentions went to projects at the Terrassa Health Consortium, the Blood and Tissue Bank, the Vic Hospital Consortium and the Camp Bou Health Centre.

Deutsche Bank chooses ESADE to train its executives

Managers at the German financial institution are doing ESADE's Master in Banking programmes. The two organisations have mapped out the course together to make sure it is directly applicable to the bank's business.

The Master in Banking programmes which ESADE teaches to Deutsche Bank executives have been designed to give students a general overview of their work area in the bank sector (including personal, private and corporate banking) together with a more detailed look at the various types of financial instruments and products and how they can be used with specific types of customer.

The bank worked with ESADE to customise the three Master's programmes in response to the new scenario created by the Markets in Financial Instruments Directive (MiFID).

Simon Dolan and Mario Raich present their book *Más Allá*

The presentation of the book focussed on the need to change attitudes in order to overcome a crisis brought about by a lack of economic control and the obsession with making quick profits.



ESADE lecturers Simon Dolan and Mario Raich presented their book *Más Allá. Empresa y sociedad en un mundo en transformación* last 4 February. The event, which was also attended by Coral González, Human Resources Director at Sanitas, **José María de la Villa (MP-SEP 06)**, Director of Institutional Relations at ESADE, and Justo Villafañe, chairman of Villafañe & Asociados, provided in-depth analysis of the social and business problems which have come out of the crisis.

Carlos Torrecilla presents his book *Crisis, mentiras y grandes oportunidades*



Journalist Jordi Basté and Carlos Torrecilla during the discussion

In February ESADEFORUM hosted the presentation of the book *Crisis, mentiras y grandes oportunidades* by **Carlos Torrecilla (Lic&MBA 96)**, Associate Professor in the Department of Marketing Management at ESADE, and Jordi Basté, journalist and presenter of the radio programme "El món a RAC1". The event was attended by **Marcel Planellas (PMD 87)**, ESADE General Secretary, who acted as moderator for the discussion the two authors had with the large audience, and Fermí Puig, chef at the Drolma restaurant and

a regular guest on Basté's programme.

In the book, which is published by Editorial Planeta, the authors seek to answer some of the questions people have about the crisis and its consequences for their personal economies, and also to set out the crucial factors in coming through it successfully. Torrecilla and Basté also note that not everything said about the crisis is true, reveal some of the sectors which are actually benefiting from it and look at the opportunities which may crop up along the way.



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DE BOER COVERS ALL

Meeting of students and contributing organisations and alumni

1st annual meeting of the ESADE scholarship fund



Students Xavier Pifarré and Gemma Lligadas during their talk at the meeting

ESADE HELD THE FIRST ANNUAL MEETING OF STUDENTS AND ORGANISATIONS AND ALUMNI WHO CONTRIBUTE TO THE SCHOLARSHIP FUND. EACH YEAR ESADE MAKES A SPECIAL EFFORT TO ATTRACT ACADEMICALLY EXCEPTIONAL STUDENTS WHO WANT TO LEARN, INNOVATE AND MAKE PROGRESS, REGARDLESS OF THEIR FINANCIAL RESOURCES.

The effort made by ESADE and the support of companies and people who share the school's commitment has made it possible for many students from a range of social, cultural and geographical backgrounds to have access to ESADE's scholarship fund. In the 2007/08 academic year, this fund came to €669,939. In addition to the funding provided by the school itself, a number of organisations and alumni made their contribution to help students who have talent but little money to gain access to quality education.

RECOGNITION

In order to recognise and tangibilise their efforts, ESADE has held the 1st annual meeting between scholarship students and scholarship fund donors. The event brought together students on the Business Administration and Law degree programmes, ESADE staff, alumni and partner companies. **Carlos Losada**

(**Lic&MBA 79**), ESADE Director General, underlined the importance to the school of having a strong scholarship programme which creates diversity and pluralism in its classrooms, one of ESADE's social missions.

Meanwhile in their talks **Jaume Guardiola (Lic&MBA 80)**, CEO at Banc Sabadell, and **Joaquín Acha**, delegate for the **Lic&MBA 88 class**, noted the significance of the involvement of companies and

In the 2007/08 academic year, the scholarship fund came to €669,939

alumni in the project in order to step up its social impact. Finally students Xavier Pifarré and Gemma Lligadas spoke about the need to engage both "scholarship students and donors as we are the two sides of the same reality, a project that needs to have follow-through and to be nourished by the enthusiasm and efforts of all of us".

Forthcoming Executive Education programmes:

EXECUTIVE CSR PROGRAM. ESADE-STANFORD UNIVERSITY (NEW)

Barcelona, from 22 to 24 April 2009

LEADING STRATEGY IMPLEMENTATION

Madrid, from 21 April to 1 May 2009

SALES AND OPERATIONS: BREAKING THE WALLS TO SERVE THE CUSTOMER

Barcelona, 20 and 21 April 2009

MARKETING AND SALES CONFERENCES (NEW)

Barcelona, from 4 to 25 May 2009

MANAGING OPERATIONS AND GLOBAL SUPPLY CHAINS

Barcelona, from 5 to 7 May 2009

EMBRACING DESIGN THINKING TO SEIZE NEW MARKET OPPORTUNITIES (NEW)

Barcelona, from 8 to 12 June 2009

Executive Program in partnership with the Stanford Graduate School of Business

Corporate Social Responsibility: strategic integration and competitiveness

ESADE and Stanford GSB are launching a corporate social responsibility programme which is to be run from 22 to 24 April in Barcelona. The programme is another addition to the portfolio of courses taught in conjunction by the two schools.

This programme explores the different ways in which companies can build social and environmental perspectives into their strategic thinking along with the challenges and dilemmas involved in this process. The idea is to set out for executives from different sectors the most up-to-date knowledge about business responsibility and sustainability and to show how these issues impact on business strategy. In times of economic instability, appropriate communication management and strategy foster competitiveness and provide companies with great added social value that goes beyond purely economic benefits.

Leadership is also a key factor in this process, and so an entire day will be set aside for it. The guest speaker will be Susanne Stormer, Vice-President of Novo Nordisk.

WHO IT'S FOR

The programme is designed for senior executives in charge of corporate social responsibility

programmes, environmental programmes, public affairs, philanthropy, public management and safety and social affairs. It is also addressed to senior company executives who have other responsibilities which include areas connected with CSR. Places on the programme are limited to ensure a balance between faculty and course participants.



For more information and registration:
 Ester Parramón → Direct line: +34 935 560 742
 → E-mail: ester.parramon@esade.edu → Fax: +34 932 048 105
 → Register online at www.stanfordineurope.com

Meetings with managers on ESADE's SEP and PMD courses

One of the key differentiating factors in the success of the Senior Executive Program (SEP) and the Program for Management Development (PMD), run at the Barcelona and Madrid campuses, are the regular meetings with top executives, something borne out by the first programme evaluation surveys carried out among students. In the case of the CEO Forum SEP, highlights have included the attendance of Josep Piqué, Chairman of Vueling; **Jérôme Boesch (Lic&MBA 82)**, CEO at Danone España; and Roger Camrass, Fujitsu Executive Director. The PMD has been visited by Ricardo Levitt, Partner Director at Atlas Capital; **Manuel Adell (Lic&MBA 86)**, CEO at Desigual; Enric Torras, CEO at Ini6; and Ariane Arpa, Intermón Oxfam's Director General. The initial assessments by session attendees were extremely positive with

71% rating the degree of interest of the guest as excellent and 64% saying the topic dealt with was very satisfactory.



Roger Camrass,
 Fujitsu Group
 Europe Director

“There is a need for new personal qualities combined with high levels of technical skill so that tomorrow's CEOs can successfully deal with new digital realities. ESADE has made great strides in recognising these profound changes and has adapted its programmes as a result in order to train course participants so they can deliver a direct response to this new business environment.”

Executive Education runs open programmes for companies

New ESADE Partnership Program

Based on flexibility and adapting to executive diaries, this programme offers organisations the chance to provide their executives with training and recycling in content, competencies and skills while optimising their investment.

The new ESADE Partnership Program (EPP) offers two types of courses to companies seeking to develop their executives' management talent and skills: the Management Development Certificate and Company Agreements.

BESPOKE TRAINING

The Management Development Certificate consists of mapping out a bespoke training programme for the executive which can combine a number of programmes in ESADE's Executive Education portfolio based on their specific needs and tying in with their diary commitments. The training provides four flexible specialisation pathways with compulsory and optional programmes in General Management and Strategy, Marketing Management, Financial Management and Leadership and Change Management.

COMPANY AGREEMENT

In addition, firms which decide to take advantage of the Company Agreement will benefit from preferential rates which will enable them to optimise and save on their training investment by buying a number of programmes even though they may be for different people (who must however be in the same organisation). Both types of programme make training investment much more cost-effective and may lead to a saving of 25% on the cost of the course. **E**



GAES training department team at Corporate Services

More information and contact:

Maite Bourrellier
→ Business Development → Tel. 935 676 683
→ maite.bourrellier@esade.edu

COMPANY VISION

"At GAES we chose the EPP for its flexibility and because we knew we could trust it. The main problem we have in hiring training services for our executives is that their diaries are crammed with meetings and trips, which are often unforeseen, and so we often have to put off or cancel courses. Here the EPP gives us the chance to schedule training activities, cancel them if need be and replace them with ones that tie in with the executive's schedule. Both the content and the length of the programme's training options fit in perfectly with our needs."

Encarna Martínez,
GAES Head of Training

STUDENT OPINIONS

"Doing this management development programme means above all else expanding my knowledge in areas which hitherto I knew little about but need for my professional development. I also rate very highly the quality of the training, the variety of media, the teaching staff and of course the facilities. Another thing to mention is the interrelation with other professionals who come from different sectors but have similar profiles and the same needs. You get contacts, make friends and above all share lots of information from different points of view and sectors. So far I am extremely happy with this executive development programme."

José María García,
International Development Division Advisor.
GAES Group

"I really appreciate taking part in these seminars because they are a very important part of our work. Firstly you pick up new skills which help to boost the value we bring to the company, and then secondly you are keeping up-to-date with new developments. The world is a very demanding place and you need to be up to speed all the time. ESADE offers us that knowledge and the chance to share experiences with other colleagues via the theory and practice components of these courses."

Juanma Cuesta,
Internal Sales Projects Director
European Retail Analyst. GAES Group



ESADE's Winter MBA Career Week

ESADE BUSINESS SCHOOL HOLDS ITS WINTER MBA CAREER WEEK ATTENDED BY 20 LEADING MULTINATIONAL FIRMS.

The multinationals set out a range of career options for ESADE MBA students over the course of the Week. Most of the companies use this event as the starting point in their recruitment processes, and the relatively small size of an ESADE year makes for greater interaction between students and *recruiters* from attending companies and provides the latter with comprehensive knowledge of the value which each of the students can bring to their future projects. The event was rounded off by corporate presentations and functions to foster networking and was a marvellous venue

for meetings between leading companies and the talent of ESADE students.

ESADE MBA students have made their career expectations more flexible

LOOKING FOR WORK IN AN UNCERTAIN ENVIRONMENT

In a situation dominated by uncertainty, ESADE MBA students have made their career expectations more flexible in order to widen the range of sectors included in their job searches. Just a year ago investment banking and international consultancy were



Camila de Wit,
Admissions & Career Services
Director ESADE Business School

“The difficult international economic environment has changed the way companies search for talent, although in uncertain times investing in people who can lead projects and deliver innovative solutions is a crucial factor for enterprises. The current economic situation has also led to a change in the way our graduates look for work as they are more open to any type of sector now. That doesn't mean a change in their salary expectations as they have paid a significant sum of money to do the MBA and they are looking for a quick return on their investment. So with this difficult setting in mind, the Career Services team is working hard to bolster ties with the business community and expand our students' professional growth opportunities.”



the sectors most in demand, but now that's all changed as traditional industry, especially pharmaceutical and biotech companies, is making a comeback along with some more unusual ones such as Euro Disney, which came along for the first time to the ESADE campus as part of its recruitment drive. Euro Disney's corporate presentation took the

form of a master class and put forward the company's strategy in Europe as a case study. A company which says it sells "happiness" in an economic crisis is undoubtedly attractive to a group of people who in a few short months will be joining the labour market to take up their professional careers again. **E**

Participating firms

- Acciona
- Air Products
- Alfa Consulting
- Alstom
- Grupo Bergé
- Emerson
- Euro Disney Associés
- Everis
- L'Oréal
- Louis Vuitton
- Merloni TermoSanitari
- mmC Group
- Nestlé
- Novartis
- Schneider Electric
- Syngenta Crop Protection
- Centre de Recherche Public Henri Tudor Technoport
- Tradebe
- Vodafone
- Werfen Group

Spanish courses at ESADE: Get into the language as quickly as possible

CRISTINA PASCUAL



Marketing Representative

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INTENSIVE COURSES ARE AN EFFECTIVE WAY OF LEARNING SPANISH AND IMPROVING ONE'S LANGUAGE FLUENCY IN THE LONGER TERM. WE FOCUS FIRMLY ON ENSURING THAT OUR STUDENTS RAPIDLY ACQUIRE THE LANGUAGE SKILLS THEY NEED IN A SPANISH-SPEAKING SETTING. THE CLASSES ARE BOTH ENJOYABLE AND EMINENTLY PRACTICAL, HELPING STUDENTS PICK UP THE LANGUAGE RIGHT FROM THE FIRST DAY.

The **language classes** focus on students and their needs. Students' linguistic needs and progress are assessed on an individual basis. The course enhances students' verbal and non-verbal communication skills. Apart from conversation, classes also cover: listening comprehension; reading comprehension; writing skills; and the differences between formal and informal registers. Group sizes are carefully chosen to maximize practice and student participation, ensuring active learning that goes far beyond simply learning grammatical spelling rules: students share life experiences and information in the process of discovering Barcelona. The process of improving students' Spanish is enhanced by a multi-cultural climate and a cross-fertilization of ideas. English/Spanish exchanges are also organized with Spaniards of different ages and professional profiles from among those studying English at ESADE. The **cultural programme** included in the course reflects our belief that one cannot be

fluent in a language without understanding the underlying culture. The cultural activities help students progress in their language learning and come to grips with the way Spaniards, Catalans and South Americans think. The activities address Art, History and Social Issues with special focus on what Barcelona has to offer.

These courses are held from January until November Monday to Friday from 9.30 am to 2.00 pm. You will find the start dates in our website www.esade.edu/spanish, please take careful note that there are also preferential rates for ESADE alumni.

WHAT OUR STUDENTS THINK ABOUT US...


Before coming to Barcelona my Spanish was pretty basic. Now I'm in an advanced class. It's the first time I've had such approachable and friendly teachers: their teaching experience turns Spanish classes into a fun and easy learning opportunity in a very positive atmosphere. The teaching level is very high and classes are rounded off with a Cultural



Programme. My experience at ESADE has been overwhelmingly positive, and I'd recommend it to anyone who's serious about learning languages quickly and thoroughly.

Cristina Malaespina (Italy) Economics student, London.

I have studied many languages in many schools and in several countries. The classes at ESADE are the best that I have ever had: the teachers' enthusiasm is simply incomparable.

Hjalmar Didrikson (Sweden) Financial Advisor, London. 

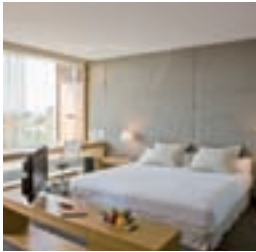
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For further information please check our website www.esade.edu/spanish or contact spanish@esade.edu - 900 180 358.

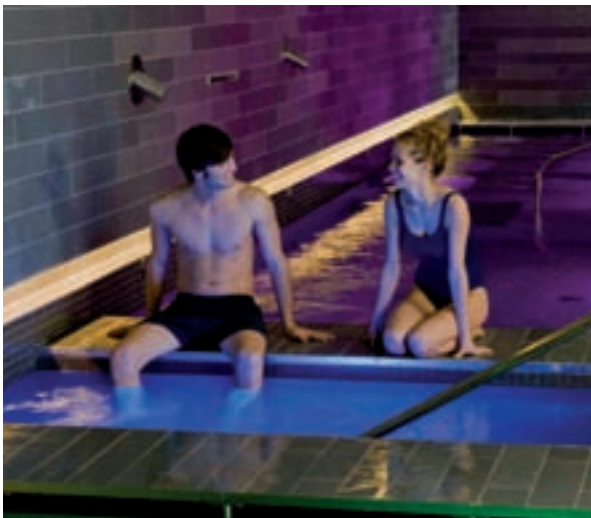


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1978

Ton del Pozo founds Punta Alta, an agency specialising in health marketing and communication



Ton del Pozo (Lic&MBA 78), former CEO at Grey, has founded Punta Alta, an independent

specialist health marketing and communication agency, with Joan Fondevila, erstwhile General Manager at Saatchi&Saatchi Healthcare.

1981

Pere Agustí Maragall joins Benecé Produccions



Pere Agustí Maragall (Lic&MBA 81) has joined audiovisual firm Benecé in its Strategic Development division. Maragall started out at Clorox and Bimbo before going on to put in place a number of sports marketing projects for the 1992 Olympic Games in Barcelona. He has also held management posts at companies including Williams Hispania-Grupo Puig and Mattel Inc.

Juan Sabriá, new lens and spectacles Sales Director at Indo



Juan Sabriá (MBA 86) is now in charge of lens and spectacles sales in Spain for Indo. The

new Sales Director will oversee sales of these products, which account for 70% of the group's total turnover, and lens and spectacles Marketing and R&D. Indo's new Sales Director has extensive sales and management experience.

Gaspar López Torres publishes *Dominio*



Gaspar López Torres (Máster Dir. Adm. de Empresas 86) has had his novel *Dominio*

published in Random House Mondadori's DeBolsillo series. After being an independent consultant for a number of years, López Torres set up Infoco which develops multimedia software. Ten years later, in 2001, he sold the company to US multinational Unisys, which has given it fresh impetus using the original team.

1989

Merche Grau, Private Banking and Asset Management Director at Caixa Catalunya

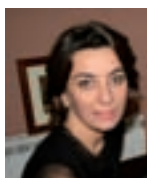


Merche Grau Monjo (Lic&MBA 89) has been appointed Private Banking and Asset Management Director

(C.Cat. Gestió) for the Caixa Catalunya group and is also on the institution's Management Committee. Grau comes from Credit Suisse, where she worked for five years, and Merrill Lynch (1993-2003).

1991

Alicia M^a Iglesias sets up Lewis&Carroll



Alicia M^a Iglesias (Lic&MBA 91) has started up the online communication and strategic

marketing consultancy firm Lewis&Carroll with her partner. The project comes out of her experience in marketing and communication at companies such as Kellogg's, Menta (Cable i Televisió de Catalunya), Datalogic, Delvico, JWT, RTVE, the University of Barcelona and 3Suisses.

1992

Jordi Iglesias, Private Transport Services Director at Sarbus



Grup Sarbus has appointed **Jordi Iglesias (MIM 92)** as the company's new Private

Transport Services Director. Iglesias has spent much of his career in managing services sector business units, especially in international tourism firms. Grup Sarbus, a specialist in passenger transport in Catalonia, has a workforce of 1,100 people, a fleet of 600 vehicles and 29 facilities.

Xavier Castañer joins HEC Lausanne



Xavier Castañer (Lic&MBA 92) has recently joined HEC Lausanne,

University of Lausanne, as Assistant Professor of Strategy. At HEC Lausanne, Xavier teaches Corporate Strategy on the Master's course and Alliance and Acquisition Management on the doctorate programme. Previously Xavier was a lecturer at HEC Paris (2002- 2008). In Paris, Xavier founded and chaired the ESADE Alumni France Chapter from November 2002 to June 2008.

1993

Josep Infesta, Vice-President for Consumer Health Care Global Strategic Marketing at McNeil



Josep Infesta (MBA 93) has been appointed Vice-President for Global Strategic Marketing in McNeil's

Consumer Health Care division and so is moving to Pennsylvania in the United States. Infesta thus becomes part of McNeil's Consumer Health Care division management board. In his new post he will be in charge of setting up and expanding OTC global strategic marketing capacity in the pain, upper respiratory system and digestive health strategic franchise areas (SFAs). Infesta brings 15 years' experience in the OTC sector to the company.

Xavier Mitjavila, new Danone Manager in Italy

Multinational dairy firm Danone has appointed **Xavier Mitjavila (Lic&MBA 93)** as its General Manager in Italy. Mitjavila started out in 1994 at Danone Spain, and over the last 6 years has headed the marketing teams at Danone Portugal and then subsequently at Danone Italy. In 2004 he was given marketing responsibilities at Danone in France. In 2006 he was made the company's marketing director for Spain.

Enric Noguer, new Hosteltur CEO



Enric Noguer (Lic&MBA 93) has been named CEO at Hosteltur, a post he will combine with being General

Manager. In his new role he will drive the company's strategic plan. After five years at Grupo Tui in a number of management posts in Spain, Germany and the Dominican Republic, he joined Hosteltur in 2000. At the Grupo Marsans chain he has been Expansion Director, Financial Director and, since March 2005, General Manager.

1994

Alfredo Moliner, Information Technologies Unit Director at Applus+ IAT



Alfredo Moliner Castellví (MBA 94) has joined Applus+ IAT as Information Technologies Unit Director.

This appointment is part of Applus+ IAT's strategy to ramp up its consultancy, engineering and technology services. Moliner has extensive experience in multinational IT firms such as IBM, Hewlett-Packard and Atos Origin.

Miguel Abelló, Country Manager for Budweiser in Spain



Miguel Abelló (Lic&MBA 94) has been appointed Country Manager for Budweiser

in Spain. Prior to this he was Overlay Marketing Director in the international division at Aguas Danone in Paris and later on was named Overlay Marketing Director for the Lightness Brands Platform and was responsible for the coordination of the Brands' Health Marketing Communication at Bebidas Danone. Abelló has also worked for multinationals such as Font Vella, Pepsico, Ruffles, Nocilla, Danone, PepsiCo and Unilever Bestfoods.

1996

Jordi Villarroya, Director of the Zona Franca Customs



Jordi Villarroya (ADE-96, FGAP-92 and EMPA-2005) has been appointed Director of the Zona

Franca Customs in the Barcelona Zona Franca Consortium. Villarroya has spent a large part of his career at Barcelona City Council where he was General Manager at ProEixample, S.A. for 12 years.

1998

Ezequiel Beneit, Partner Director at Innovation & Creativity Development

Ezequiel Beneit (MBA 98) has been appointed Partner Director at Innovation & Creativity Development. Over recent years he has been a director at IQM and one of the founding partners at HeptiumConsulting in 2000. Prior to that he was Operations Manager at British financial multinational Commercial General Union.

1999

Albert Esteve Guilera, Financial Agent at Banesto



Albert Esteve Guilera (EDIEF 99) has been appointed Financial Agent at Banesto in charge of a

branch in El Alt Penedès. His main duties include achieving the Agency's turnover, profitability and efficiency goals.

2000

Jordi Aragonés, Head of Marketing for Wallvideo's 20th anniversary



Jordi Aragonés (Gestión y Dirección en Marketing 00), Marketing and Sales Director at Wallvideo

Comunicación Audiovisual, is to head the company's 20th anniversary marketing and communication campaign.

José M^a Fabián, new Partner Director at M&S Asesores in Madrid



José M^a Fabián (MBA 00) has joined Madrid-based consultancy firm M&S Asesores as a

Partner Director. Fabián has spent most of his career at financial multinationals working on strategy and productivity improvement and cost-cutting projects.

Antonio Lamora, Legal and Tax department manager at Mercer

Antonio Lamora (AGT 00) has been appointed Legal and Tax department manager at Mercer's branch office in Barcelona. Lamora previously worked at Cuatrecasas and has extensive experience in tax consultancy and private wealth tax planning.

2001

Eva Garcés, Business Unit Head at MC Consultoría



Eva Garcés (MBA 01) has begun a new stage in her career as Business Unit Head at

MC Consultoría, a Grupo MC Asociados division. For 14 years Garcés has been working in human resources at firms such as Leroy Merlin, Danone and Price Waterhouse.

2002

Francisco Pérez García, appointed Assistant Manager at Barcelona City Council's Marine Museum



Francisco Pérez García (FGAP 02 and Control de Gestión 94) has been appointed Assistant

Manager of the new Marine Zoo division set up in Barcelona City Council's Municipal Services Department. He will be in charge of coordinating and driving the new zoo construction project and its viability and management.

We want to hear about your career moves. Email ESADE Alumni at nombramientos@esade.edu

2003

Olga Barberà sets up The Cosmetic Republic



Olga Barberà (DMG 03) has started up The Cosmetic Republic. The company has been founded in Barcelona as part of a three-way international project between Europe, America and Asia which brings together R&D breakthroughs in cosmetics.

Pablo Fuente, Marketing and Communications Manager at Riverside Europe



Pablo Fuente (EMBA 03) has been appointed Marketing and Communications Manager at venture

capital firm Riverside Europe. Fuente previously held a number of posts in the sales and marketing departments at Energizer and PepsiCo.

Enrique Bueno publishes the second edition of Estrategias en el mundo inmobiliario



The second edition of Estrategias en el mundo inmobiliario: dónde y cuándo comprar, qué construir y

cómo vender incluso en época de crisis, written by **Enrique Bueno (MP-DGM 03)** and the book which in 2005 forecast the current downturn in the real estate sector, has been published.

Vicente Casanova joins Altair Consultores



Vicente Casanova (MBA 03) has been appointed Strategy and Organisation Director at Altair

Consultores. Previously he had spent 8 years working in strategic and business consultancy at companies such as PricewaterhouseCoopers Asesores de Negocio, CMC and Improven.

2004

Santiago Rodríguez Llorente joins the European University in Madrid



Santiago Rodríguez Llorente (EMBA 04) has joined the European University in Madrid as Dean and Director of the Business Unit in the Communication and Humanities Faculty. In his new job Rodríguez Llorente will be in charge of overseeing the unit's business plan and organisation geared towards study and training in content, new media, audiovisual communication, journalism, languages and advertising.

Anna Verbon sets up La Mamavaca



Anna Verbon (Comunicación Estratégica 04) has started up La Mamavaca, a new concept in ecological

space for parents and babies in Barcelona and which comes out of her own experience of motherhood. Before starting

this project, Verbon headed a number of communication departments at organisations such as the Liceo Higher Music Conservatory and the NGO Education without Borders.

Elvira Martín, new Deputy Manager & Sales CSP at SCHOTT Solar in Spain España



Elvira Martín (Management Control 04)

has been appointed the new Deputy Manager & Sales CSP at SCHOTT Solar in Spain. Her new duties include expanding the business in Spain. Martín has extensive experience in the renewable energies sector.

2005

Perla Osollo sets up advertising agency Alice & Peter



Perla Osollo (MDMC 2005)

has started up Alice & Peter in Madrid, where she is founding partner and Director of Strategy. The company is designed to be an "Ideas Agency", a new type of integrated advertising agency which prioritises ideas over the channels through which they will be implemented.

2007

Germán Tijero, Country General Manager at Molson Coors



Germán Tijero (EMBA 07) has been appointed Country General Manager at Molson Coors in order to grow the markets in Spain and southern Europe. For the last 8 years Tijero has been Sales & Marketing Director at Eden Springs Spain, a Danone Group joint venture.

Jorge Mestres heads a strategic project at Baxi Group



The Baxi Group has put **Jorge Mestres (EMBA 07)** in charge of implementing a worldwide strategic project with special emphasis on the Iberian market for wall-mounted high energy efficiency boilers. Mestres, who up until now had been the company's Sales Manager for Spain and Portugal, will now report to Baxi Group's Chief Executive Officer.

2008

Robert García, new European Business Development Manager at Toshiba Tec



Robert García (EMBA 08)

has been appointed European Business Development Manager at

Toshiba Tec, the business division at Japanese multinational Toshiba that manufactures and markets heat transfer printers and RFID solutions. He is to coordinate strategic alliances in Europe and manage international accounts.

Antonio Díaz Bueno, Director of Private Banking at Banco Santander in Seville



Antonio Díaz Bueno (MBA 08)

has joined Banco Santander in Seville as Director of Private Banking.

Díaz Bueno has extensive experience in private wealth management from his five years at Morgan Stanley in London. He has also worked as a consultant at Barclays Wealth Management in London.

Josep Gálvez joins TUI Travel PLC



TUI Travel PLC has hired **Josep Gálvez (DIN 08)** as Legal Adviser for its Portfolio Incoming division. In his new post Gálvez gives legal support to numerous corporate and international procurement operations as part of the company's worldwide growth strategy.

Florian Koestner, Sales Manager Lexatel



Lexatel Technologies has appointed **Florian Koestner (EMBA 08)** as its new Sales Manager. In his new job he will be in charge of all the company's sales processes and is to develop a team of salespeople for direct sales alongside an indirect distribution channel. Koestner has more than 12 years' experience in the telecoms industry in management posts in marketing and sales acquired at companies such as BT, Vodafone, Tempos 21 and Comunitel.

Laura Ojeda, Human Resources Manager at Reckitt Benckiser



Laura Ojeda López (MBA 08)

has been promoted to the post of Human Resources

Manager at Reckitt Benckiser. Laura has spent her entire career in human resources at large companies such as Retevisión and Caprabo, and since August 2007 has been working for mass consumer products multinational Reckitt Benckiser Spain. In her new post she will be in charge of the selection, training and development of the company's employees.

2009

Robert Visa launches Royal MANGO

Robert Visa (PMD 09) and Anjaney Borwankar have launched their Royal MANGO project which consists of importing Hapus-Alphonso mangoes from the west coast of India. Harvest time is restricted to April and May and only 10% get through quality control checks. This fruit will now be available in Spain for the first time.

We want to hear about your career moves.
Email ESADE Alumni at nombramientos@esade.edu

Cultural event featuring Iberian cured ham

53 alumni took part in the 5th edition of this culinary occasion that looks at Iberian cured ham and its special features.

The owner of Reserva Ibérica (www.reservaiberica.com), **Manuel López (Lic&MBA 93)**, gave a knowledgeable talk about the various denominations of origin for cured ham and the differences between them, how the ham gets from the field to the table, its various types and how to tell one from the other when you're buying it. He also gave a series of tips about how to carve a leg or shoulder and how to enjoy the ham right down to the last morsel.

The session featured some premium quality wines from the Buil Gine winery, which was also represented by alumni such as **Anna Cuadrat (Lic&MBA 99)** who gave handy

advice about marrying wines and food.

This ESADE Alumni event was extremely successful and future sessions are already being planned.



'Burma VJ': the power of information

ESADE Alumni members went along to the premiere of a documentary about the difficulties faced by journalists who try to report from closed countries, shown as part of the DocsBarcelona festival.



One of the ESADE Alumni cultural sessions involved a number of members going along to the premiere of *Burma VJ – Reporting from a Closed Country*. This documentary, directed by Danish journalist Anders Hogsbro Ostergaard, looks at the problems faced by video reporters seeking to get

information out despite the risk of being tortured and imprisoned during the mass uprising of Buddhist monks in September 2007. The tools of their trade were small hand-held cameras which they used to secretly make their reports which were then smuggled out and broadcast via satellite.





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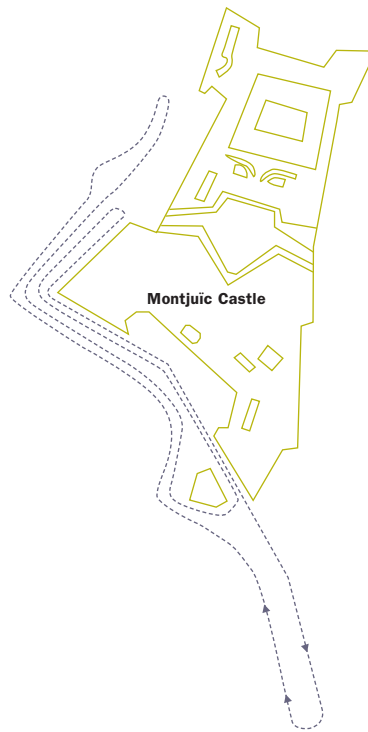
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Nacex to sponsor ESADE Alumni sports and cultural activities



Nacex, the third biggest express delivery company in Spain by sales volume, is to sponsor the entire ESADE Alumni programme of sports and cultural activities during 2009.

More information at www.nacex.es
Contact comercial@nacex.es



Nacex-ESADE Alumni fun run

The best attended alumni sports event is back: the fun run around Montjuïc Castle. The venue and route are the same as last time with the option of doing the short (5 km) or long (10 km) route. The event is to be held in May and will be followed by a Catalan sausage meal for all and the prize-giving ceremony.

Registration:
www.esadealumni.net
(sección de deportes)

NACEX-ESADE Alumni/MBA's Challenge Golf Championship

The now traditional alumni golf championship is to be held once again this year, and for the first time will be open to students on ESADE's MBA programmes. This means even greater opportunities for networking and a good time is guaranteed for all.



DETAILS

DATE: SUNDAY 19 APRIL 2009 • **VENUE:** GOLF PORTAVENTURA (SOUTH COURSE) • **TYPE:** STABLEFORD – PAIRS • **TEE-OFF TIMES:** SIMULTANEOUS FROM HOLE 1 AND 10 BEGINNING AT 9 AM • **LIMITED PLACES:** 120
• **MORE INFORMATION:** WWW.ESADEALUMNI.NET

ESADE Alumni-Nacex Baqueira Beret Ski Weekend 2009

The alumni enjoyed a great weekend in the snow in an activity designed for all the family.



ESADE Alumni made the most of some exceptionally good skiing conditions after the heavy snowfall this winter in the Pyrenees on the Baqueira Beret Ski Weekend 2009 held on 6, 7 and 8 March. The event was designed for everyone (families, couples, groups

of students and so on) and featured great facilities for all participants. They stayed in the Hotel Montarto, right next to the slopes, and had the run of the recently opened spa facility when it was reserved exclusively for ESADE alumni for one hour.

Other leisure and cultural activities from the programme

The world of chocolate (06/04/09)

A really yummy activity in which ESADE alumni went along to a chocolate tasting session and found out all about the culture of chocolate, ranging from how it is made to the packaging of the finished product and taking in cutting-edge processing and innovative ideas for its use along the way. A fabulous array of possibilities provided by Cacao Sampaka

Children's Book Day (14/04/09)

Through her tales and stories, **María José Bataller (Lic&MBA 84)** helps to celebrate Children's Book Day. There are some great writers among ESADE alumni as was shown in the ESADE Alumni-RBA fiction competition which had a large number of extremely high quality entries. The association has authors who write stories for adults and also ones who produce children's books and tales.

Discovering the Liceo (16/05/09)

ESADE Alumni laid on the chance to find out about the most secret areas of Barcelona's Liceo Theatre on a tour which took in the stage, the rehearsal rooms, the costumes section, the make-up room, the dressing rooms and other areas which the public don't usually get to see. Participating alumni had the opportunity to have a first-hand look at the other side of one of the city's most important hallmark buildings.

Class reunions



"la Caixa" alumni – 12 February 2009



Lic&MBA 1969 – 12 February 2009



SEP 2008 – 19 December 2008



Christmas Dinner EMBA 06 Madrid – 17 December 2008



EMBA 2007 – 12 December 2008



MDMC 2008 – 12 December 2008



MBA PT2008 – 12 December 2008



SEP 2007 – 11 December 2008

More photos at www.esadealumni.net
→ Alumni Network → My class



25th anniversary MBA FT 1984 – 27 November 2008



Lic&MBA 2004 – 20 November 2008



1st Master IP&IT2006 reunion – 28 November 2008



MBA PT1999 – 27 November 2008



EMPAS reunion – 25 November 2008

Other class reunions

FD 2007 – 16 January 2009

MDEF 2008 – 9 January 2009

DIN PT and FT 2008 – 13 December 2008

Christmas Dinner EMBA 07 Madrid – 13 December 2008

EMPA 2008 – 27 November 2008

Lic&MBA 1985 – 27 November 2008

MBA PT2007-2009 – 15 November 2008

Benefits for members

Exclusive transport and courier services from Nacex

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ESADE Alumni has reached an agreement with Nacex under which the company, a leader in the express courier segment thanks to the high quality of its service and its use of state-of-the-art information technology, is to offer ESADE Alumni members special conditions for a range of services and products that meet their needs.



⊙ **Nacex ESADE**

Entrepreneurs. Special rate with a minimum 30%* off the Nacex Published Rate for 2009. Addressed to professionals and businesspeople who started out less than 3 years ago.

⊙ **Nacex ESADE Company.**

Special rate with a minimum 35% off the Nacex Published Rate for 2009.** Specially designed for companies and professionals who have been in business for more than 3 years.

⊙ **Nacex ESADE Worldwide.**

Special rate with a minimum 10%* off the Nacex Published Rate for International Services in 2009.** Addressed to professionals and companies who need to make deliveries abroad with full traceability and guaranteed service.

⊙ **Nacex ESADE Students.**

Special rate with a minimum 20% off the Nacex Published Rate for 2009. Exclusive service for students who need to send items either in Spain or abroad while doing a course.

**Find out more at: www.esadealumni.net → Benefits → Big benefits or at www.nacex.es
Nacex contact: comercial@nacex.es - 902 119 415**

* If you are already a Nacex Agency customer, please contact us and we'll look at your current situation to advise you about the best options available to you.
** Special offer up to 200 shipments per month
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This time round we'd like to pick out the **special Personal Loan** which comes with excellent conditions. Ask for detailed information!

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FIND OUT MORE ABOUT ESADE Bankinter Branch products by calling Marta Sagrera, Private Banking Accounts Director, on **901 30 00 20** or email her at msagrera@bankinter.es. Check out our offers at www.esadealumni.net → Benefits → Bankinter

ESADE Alumni Membership Card + VISA credit card

The ESADE Alumni card, which is both a membership card and a credit card, is essential for accessing all the association's events and services.

The card makes it possible to enhance service for members and speed up access to facilities and events.

If you haven't received one or have mislaid it, call us on 902 420 020 and ask for a replacement.

Plus you can use your card as a VISA or AMERICAN EXPRESS card and take advantage of some special conditions for alumni:



- ⊙ No maintenance fee
- ⊙ "la Caixa" loyalty points
- ⊙ 2% off in Repsol, Campsa and Petronor petrol stations with a €300 monthly fuel limit per customer.

CHECK OUT DETAILS AT www.esadealumni.net → Big Advantages

Metro-3: benefits exclusively for members

The Barcelona-based housing developer has come to an agreement with ESADE Alumni under which members can benefit from exclusive conditions and advantages on top of the "best price" and "best price guaranteed until 2011" campaigns:

- ⊙ Free advice about interior design and installations to rework a home to meet the specific needs of its occupants.
- ⊙ An increase of up to 3% of the sale price in the home's specifications and facilities

– layout changes, household appliances, furniture, curtains etc. – or handling the sale of the current home.



MORE INFORMATION: Phone number 93.415.27.27 / www.metro-3.es

Other current benefits



Expertos en futuro desde 1864

- ⊙ **Catalana Occidente:**
home and life insurance
with exclusive prices –
93 280 48 99



- ⊙ **Deutsche Bank Services =**
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and free retirement
analysis 902 343 500



- ⊙ **Marcial Pons**
10% off specialist books -
91 304 33 03



- ⊙ **TWOIN energy consultants**
Free energy saving advice
for companies –
93 401 96 49



- ⊙ **DKV**
Health policies with
excellent terms and
conditions - 93 214 00 17

Get more details about these and other special agreements that are posted regularly on www.esadealumni.net, in the Benefits section.



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