

innovation

investment

INSPIRE

strategy

entrepreneurship



www.iese.edu



IESE BUSINESS SCHOOL

IESE Business School has been at the forefront of management education since 1958, inspiring exceptional leaders to make a positive and lasting impact on the people, firms and communities they serve.

Since its origins, the school has aspired to promote the personal and professional development of business professionals capable of leading by example. Our top-ranked programs have empowered managers from 129 countries to drive sustainable growth and meaningful change in their organizations.

Upon completing their IESE program, they join a vibrant alumni community of 45,000 executives and entrepreneurs who are exceptionally prepared to lead business into the future.

The Full-Time MBA

The IESE MBA stands apart for its general management perspective, people-first approach and distinctly global dimension. International students represent 64 countries and comprise 81% of the class body. The school offers students unrivaled learning experiences around the world thanks to its longstanding alliances with universities in Europe, Asia, Africa, Latin America and Oceania.

Over 19 months, students master management essentials and expand their vision of leadership through exposure to different sectors, markets and regions across five continents. They also gain a broad understanding of entrepreneurship, from ideation to crafting solid business plans and securing financing.



#1 
FINANCIAL
TIMES

In the World for Executive
Education Programs

FINANCIAL TIMES, 2016 & 2015

#1

In Europe for
MBA Programs

THE ECONOMIST, 2016

#2

Salary Increase
Top MBA Programs

FINANCIAL TIMES, 2016

ACCLAIMED FACULTY



Antonio Dávila

Professor of Entrepreneurship and Accounting

Holder of the SEAT Chair of Innovation and the Alcatel-Lucent of Management of Technology, Antonio Dávila specializes in startup corporations, management systems in entrepreneurial firms, new product development and innovation management. He is the editor of *The Creative Enterprise* and co-author of *Making Innovation Work: How to Manage It, Measure It, and Profit From It*.



Thomas Maximilian Klueter

Assistant Professor of Entrepreneurship

Thomas Maximilian Klueter's research lies at the intersection of strategic entrepreneurship and innovation, with a specific focus on the impact of technological change on established and emerging firms, and corporate sales and development strategies of new technologies. His work has featured in prestigious media outlets such as *Academy of Management Journal* and the *European Management Review*.



Solon Moreira

Assistant Professor of Entrepreneurship

Solon Moreira's research focuses on the link between innovation and firm performance, trying to unravel the sources of persistent cross-firm heterogeneity in terms of capacity to innovate and generate ideas. In particular, he studies technology commercialization, appropriability strategies, and mechanisms that enable or constrain external knowledge assimilation.



Rob Johnson

Visiting Professor of Entrepreneurship

Rob Johnson is the founder of the IESE International Search Fund Center, as well as a successful entrepreneur, venture capital investor and adviser to several search fund and private equity firms. He has served as the director and chairman of several firms, offering support from their early financing stages to successful trade sales and IPOs.



Heinrich Liechtenstein

Professor of Financial Management

Heinrich Liechtenstein specializes in entrepreneurial finance, wealth management and corporate governance of family-owned firms. He is the co-author of several private-equity publications, serves on the board of family-controlled foundations, and collaborates with leading family-owned firms and financial institutions.



M. Julia Prats

Professor of Entrepreneurship

M. Julia Prats is the director of the Department of Entrepreneurship and holder of the Bertrán Foundation Chair of Entrepreneurship. An expert in growth strategies and innovation ecosystems, she focuses her research on the entrepreneurial process, including growth strategies in established firms through corporate venturing. She serves as a board member in several organizations.



Evgeny Káganer

Associate Professor of Information Systems

Evgeny Káganer is an expert in IT strategy whose research focuses on the impact of rapid digitalization on business models and organizations. As the academic director for the IESE Learning Innovation Hub, he plays an active role in leading the school's digital transformation. Outside academia, he advises early-stage startups on business model and technology design issues.



Paddy Miller

Professor of Managing People in Organizations

Paddy Miller is a recognized expert in corporate innovation who has helped leading multinationals foster innovation and transition into creative organizations. Prof. Miller is the author of *Innovation as Usual* and a contributor to several books. His work has featured in prominent media outlets, including the *Financial Times* and *Harvard Business Review*.



Christoph Zott

Professor of Entrepreneurship

Christoph Zott is a recognized expert in business model innovation whose current research centers on resource management in entrepreneurial firms. He serves on the editorial boards of *Strategic Management Journal* and *Journal of Business Venturing*, and as an associate editor for *Strategic Entrepreneurship Journal*.



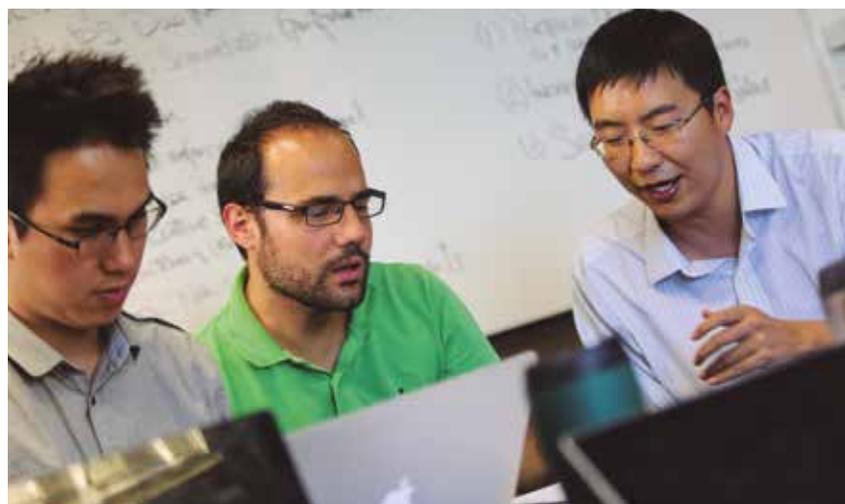
ENCOURAGING ENTREPRENEURSHIP

Entrepreneurship and Innovation Center

The Entrepreneurship and Innovation Center (EIC) aims to foster new-venture creation by promoting high-impact research and a broad range of activities that support entrepreneurs — both established and aspiring — at every stage of the entrepreneurial process.

The EIC serves as a vital link between the IESE community and the global entrepreneurial ecosystem. Among its flagship activities are the WeGrow mentoring program, the Social Entrepreneurship Network and networking forums for investors and entrepreneurs.

www.iese.edu/eic



Bertrán Foundation Chair of Entrepreneurship

The Bertrán Foundation Chair of Entrepreneurship seeks to stimulate and spread knowledge about the entrepreneurial process in new and consolidated companies. To this end, it promotes research on entrepreneurship and intrapreneurship and activities aimed at entrepreneurs and corporate managers.

www.iese.edu/bertran

Social Entrepreneurship and Social Innovation Platform

The Social Entrepreneurship and Social Innovation (SESI) Platform connects the IESE community — students, participants, alumni, faculty and non-academic staff — with entrepreneurs who aspire to launch a social enterprise. An initiative of IESE's Center for Business in Society, the SESI platform helps social entrepreneurs turn their ideas into tangible, high-impact social initiatives.

www.iese.edu/sesi



ENTERPRISING MBAs: Exploring Entrepreneurship

MBA Entrepreneurship Club

The MBA Entrepreneurship Club hosts ongoing networking events and arranges visits to startups, incubators and accelerators. It also collaborates with Career Services to secure student employment opportunities. The club also organizes global business treks to trailblazing innovators. Recent examples include Dropbox, Facebook, Google, HubSpot, IDEO, LinkedIn, Microsoft Ventures, Oracle, Twitter and Uber.



Summer Entrepreneurship Experience

The Summer Entrepreneurship Experience helps students advance their own business ventures and offers them an up-close view of the entrepreneurial process. Profs. Hakan Ener and Luis Martín Cabiedes lead the program, which offers one-on-one project monitoring, mentoring, workshops, off-campus trips and academic sessions with IESE experts, entrepreneurs and investors.



INSPIRING INNOVATION

The MBA Innovation and Design Club

This club spotlights the latest shifts in innovation management, design and disruptive technologies across various industries and enables students to explore career options in these areas. In collaboration with IESE faculty and Career Services, the club organizes workshops on brainstorming, innovative thinking, creativity and design basics.

Barcelona Technology Transfer Group

The Barcelona Technology Transfer Group (BTTG) connects entrepreneurially minded students with laboratories, educational institutions and firms in the future and emerging trends (FET) space in need of MBA expertise to bring their products and services to market.

Launched during the 2016-2017 academic year, the venture gives students firsthand experience designing go-to-market strategies for products and services fresh out of the lab. The BTTG currently collaborates with premier scientific organizations and plans are under way to grow the network with other leading-edge R&D centers and spin-off firms.

Innovation Challenge

The Innovation Challenge brings students, multinationals and service-design consultants together to address an explicit business issue with design thinking, a novel framework that merges logic, imagination and intuition. Grouped into teams, MBA students gain hands-on experience with the core phases of design thinking: emphasize, define, ideate, prototype and test.

TEDx IESE Barcelona

An initiative of the MBA Class of 2016, this high-level event is independently organized under the umbrella of TED, a nonprofit organization that disseminates breakthrough ideas on myriad topics in more than 100 languages. The annual conference welcomes global innovators and visionaries to deliver short, powerful talks before an audience of problem solvers, funders, connectors, students and entrepreneurs.



FINANCING NEW VENTURES

Business Angels Network

Founded in 2003, the Business Angels Network provides a forum for investors and entrepreneurs to explore synergies, share ideas and exchange experiences. The network, led by Prof. Juan Roure, doesn't require an upfront outlay like traditional investment clubs. Rather, financing decisions are made on an individual basis.

The Business Angels Network has become a key business nexus for its 350 members and has facilitated the creation of 145 startups and €25 million in total direct investment.

www.iese.edu/businessangels

MEMBERS

350

NUMBER OF INVESTED
COMPANIES

145

PADEINVEST

PADEINVEST is the first Alumni Angel Investment Club that sprang from IESE's classrooms. The angel investment content of the PADE Program's entrepreneurship module triggered the creation of a group to seek and materialize investment opportunities by leveraging the deal flow and experience of IESE's Business Angel Network.

PADEINVEST has 35 members and is led by a small group of members acting as lead investors, who select, analyze and share opportunities for all members. Since 2010, PADEINVEST has built a portfolio of nine startups and invested more than €2 million.

MEMBERS

35

NUMBER OF INVESTED
COMPANIES

9



International Search Fund Center

The International Search Fund Center helps global entrepreneurs and investors secure financing in the search fund space, a niche investment vehicle that allows individuals and partnerships to identify, acquire, manage and grow a privately held company.

The Center spearheads research and events, including the annual International Search Fund Conference aimed at fostering networking among entrepreneurs and investors.

www.iese.edu/search-funds

Finaves

Finaves is a privately sponsored fund that provides seed capital to entrepreneurial initiatives headed by IESE students and alumni. The center takes a stake in businesses and invests in early stages of business development, from startups to first-phase expansions. Since its launch in 2000, Finaves has contributed to the creation of more than 40 businesses and 1,500 jobs.

www.iese.edu/finaves

advance|medical

ADVANCE MEDICAL

Founders:

Carlos Nueno (MBA '99)
and Marc Subirats (MBA '99)

Advance Medical is an international healthcare services provider that offers patients expert consultations and second opinions on their diagnosis or treatment plan. Founded in 1999, the firm has offices in Boston, Barcelona, Santiago, Budapest and Sao Paulo, as well as 600 employees, nearly half of which are physicians.

privalia

PRIVALIA

Co-Founder:

Lucas Carné (MBA '99)

Privalia is an online fashion retailer with operations in Spain, Italy, Brazil and Mexico. The firm launches short, single-brand campaigns to allow companies to easily and profitably sell their remaining stock, while giving customers a channel to purchase brand-name products at significant discounts. Privalia has more than 24 million registered users around the world.

WORLD SENSING

WORLDSENSING

Founder:

Ignasi Vilajosana (SEP New York-Miami '16)

Established in 2008, WorldSensing is a market leader in Internet of Things (IoT) solutions. The company specializes in low-power wireless sensing networks and offers comprehensive vertical solutions in sectors where IoT is making a measurable impact, including the mobility and industrial solutions markets.

nexenta
Enterprise class storage for everyone

NEXENTA

Founding CEO:

Evan Powell (GEMBA '08)

Nexenta is a multinational producer of software-defined storage solutions for data storage and backup. The California-based firm holds 42 patents, has built a client base of more than 6,000 customers and has forged alliances with 400 global partners over its 11-year history.

taylor4less

TAILOR4LESS

Founder:

Andreu Fernández (MBA '08)

Taylor4Less is an online clothing retailer founded in 2008 that offers affordably priced made-to-order suits and apparel for men and women. The "e-tailor" enables its customers to customize their clothing through its extensive options in terms of textiles, colors and special features.

ENTERPRISING MBAs: Negotiating Deals

Venture Capital Club

This club organizes conferences, networking forums and competitions to educate students on the venture capital industry. Among its flagship activities is the Venture Capital Investment Competition (VCIC), a global initiative organized by the University of North Carolina that comprises 50 global events, 60 business schools, 160 venture capitalists and 1,200 top MBA students. IESE MBA teams have consistently excelled at the VCIC over the years, most recently as winners of the 2015, 2016 and 2017 European Round and among the top four schools at the global finals in 2015.

Impact Investment Competition

The Impact Investment Competition allows students to experience the entire investment process with real impact investment entrepreneurs whose projects target a range of returns, from below-market to market rate. Like real venture capitalists, MBA teams research and analyze business plans before presenting their recommendations to a judging panel of venture capitalists.

New Energy Investment Competition

Hosted by the MBA Energy Club, the New Energy Investment Competition aims to gather the brightest minds from various spheres — energy firms, MBA students, venture capitalists and aspiring entrepreneurs — to find sustainable solutions in light of the paradigm shift under way in the global energy sector. BP, Gamesa, Gas Natural Fenosa and Schneider Electric sponsored the most recent event, which welcomed key players in the cleantech space to judge MBA teams and participating energy firms.



SHAPING TOMORROW'S ENTREPRENEURS

Cooltra

Cooltra set up shop in 2006 as a Barcelona-based scooter rental company with an initial fleet of 50 scooters. Today, the company has more than 6,000 scooters for rent at 100 locations and 17 official stores in five countries. In addition to scooter rentals, the company sells second-hand scooters and offers rent-to-own options and scooter tours.



"I conceived and consolidated my idea for Cooltra while doing my MBA at IESE, which is incredibly committed to helping entrepreneurs. At both the academic and professional levels, IESE put their faith in my project. In fact, the company was started thanks to the financial support of Finaves and received additional help when we decided to expand into electric mobility. Twelve years after graduation, my ties with IESE have come full circle: today there are 10 charging points on IESE's Barcelona campus where students can charge their Cooltra electric scooters."

Timo Bueteftisch (MBA '04)
Founder and CEO

Holaluz

Founded in November 2010, Holaluz is a renewable energy company that enables customers to reduce their electricity and natural gas bills by up to 20%. The company serves more than 70,000 households and SMEs in Spain, with plans under way to expand to Italy, Portugal and Latin America.



"Enrolling in IESE's Executive MBA was one of the best decisions that I ever made. The program broadened my perspective on business and changed my outlook on life. I worked alongside peers with vastly different academic backgrounds, professional expertise and life experiences. This experience taught me that, while we can achieve a lot on our own, we can achieve even more by working together. I'm completely convinced that I wouldn't have started my own company without my Executive MBA experience."

Carlota Pi Amorós (Executive MBA '09)
Co-Founder and Chief Marketing Officer

MBA & Company

MBA & Company is a global marketplace that allows companies to hire top-notch independent consultants for short-term projects on demand. The firm has 25,000 consultants in 132 countries whose collective expertise spans 100 sectors.



"My adventure would not have come to fruition without the support I received from IESE. I came up with the idea for MBA & Company and crafted the business plan while taking an entrepreneurship class, and was able to really grow the business thanks to Finaves and other IESE connections. Today, six years later, IESE continues to be a key support in my career through PR opportunities, investor contacts and access to a dynamic entrepreneurial ecosystem."

Daniel Callaghan (MBA '09)
Founder and CEO

Neuroelectrics

Neuroelectrics develops cutting-edge diagnostic and treatment technologies to help patients suffering from brain disorders and diseases of the central nervous system. The company was crowned the winner of the Bupa Startup Stage at WIRED Health 2015.



"IESE is a microcosm of the real world and a small-scale representation of the challenges that high-tech startups face when trying to make inroads in global markets. AMP participants reflect a wide array of nationalities, which opened my eyes to the huge impact that cultural differences have on decision-making. The program exposed me to new perspectives and management tools to successfully lead my company into the future."

Ana Maiques (AMP '15)
Co-Founder and CEO

Parclick

Parclick is an online operator that offers long-stay parking spaces in more than 800 parking garages across Europe with user discounts of up to 70%. Luis París and Iván Rodríguez founded Parclick shortly after earning their Executive MBA degrees.



"IESE's Executive MBA played a vital role in my decision to become an entrepreneur. First and foremost, it offered a great networking forum where I met Iván Rodríguez, my future business partner and co-founder. Second, it equipped me with key leadership skills and enhanced my grasp of management areas where I didn't have prior expertise. Perhaps most importantly, it gave me the confidence to believe that I was capable of launching my own business."

Luis París Carmona (Executive MBA '11)
Co-Founder and CEO

BuyVip

BuyVIP is a private online fashion and lifestyle shopping club that organizes sales campaigns for its members with discounts of up to 70% on store prices. Founded in Madrid in 2006, it was sold to Amazon in 2010, when it had more than six million members in seven European countries: Spain, Germany, Italy, Portugal, Austria, the Netherlands and Poland.



"The PDG had a big impact on my career. It provided me with a practical overview of the different aspects of business. To me, it meant starting from scratch, and during the program I began thinking about my new company. My transformation at IESE could not be more clear: it gave me the general management vision and all the tools to start my own company."

Gustavo García Brusilovsky (PDG '05)
Co-Founder and former CEO

MBA CAREER SERVICES

MBA Career Services connects entrepreneurs and investors with top MBA talent worldwide. Throughout the year, the team organizes high-impact activities to expose students to the entrepreneurial ecosystem, including accelerators and startups, early-stage growth and venture capital firms.

A vital mentoring resource for students, the team lends ongoing support to student-led clubs, business treks and competitions aimed at promoting awareness in the entrepreneurship and innovation space.

MBA Career Services serves the global business community from IESE's campuses in Barcelona, New York and Sao Paulo, and its offices in Shanghai, Singapore and Tokyo.

Contact

MBA CAREER SERVICES

+34 93 253 42 00

mbacareer@iese.edu

ENTREPRENEURSHIP AND INNOVATION CENTER

+34 93 253 42 00

eic@iese.edu



**A WAY TO LEARN
A MARK TO MAKE
A WORLD TO CHANGE**

 IESE Business School

 IESE Business School

 iesebs

 iese

Barcelona

Av. Pearson, 21
08034 Barcelona, Spain
+34 93 253 42 00

Madrid

Camino del Cerro
del Águila, 3
28023 Madrid, Spain
+34 91 211 30 00

New York

165 W. 57th Street
New York, NY 10019-2201
USA
+1 646 346 8850

Munich

Maria-Theresia-Straße 15
81675 Munich, Germany
+49 89 24 20 97 90

Sao Paulo

Rua Martiniano de
Carvalho, 573 Bela Vista
01321001 Sao Paulo, Brazil
+55 11 3177 8221