ACCELERATE: BUILDING BUSINESS FROM SCIENCE AND TECHNOLOGY

Management and Entrepreneurship for Technical Professionals

October - March. Blended program (face-to-face in Madrid and online)

www.ie.edu/ABBST
INDEX

Overview 05
Program Objectives 05
Participant Profiles 06
Program Structure 08
Methodology 12
Calendar 17
Faculty 18
Fees & Registration 22
General Information about the Program 23
An Innovative and Entrepreneurial Institution 24
IE Global Presence 26
International Recognition 28
Program Portfolio 2018-2019 30
The transition from lab to market is challenging, for both people and discoveries. But it’s a journey we must take, if we want scientific creativity to have impact. This program is dedicated to providing the knowledge and skills required for that exciting journey.

PETER BRYANT
Professor of Entrepreneurship
Many scientific and technical professionals, while experts in their respective fields, have little academic and professional background in business management. Managerial and business skills however are key to making science- and technology-based projects and research implementable, feasible and sustainable.

Accelerate: Building Business from Science and Technology provides participants with much-needed managerial skills, with modules on strategy, economic environment, finance, marketing, human resources, entrepreneurship and legal issues such as intellectual property. The program is a mix of face-to-face in-class sessions and online sessions -- a format that maximizes participants’ convenience and availability to attend the course.

OVERVIEW

Participants will learn in an optimal period of time to develop their entrepreneurial skills, acquire a command of management tools, and apply their knowledge and research in the business world. The program therefore aims to realize their full management and entrepreneurial potential, as well as broaden their professional opportunities.

PROGRAM OBJECTIVES
PARTICIPANT PROFILE

The program has been designed for technical professionals (engineers, scientists, researchers, technologists) looking to further their career in the business environment and/or take their projects or research from bench to market.

Profile of past intakes:

- From a host of countries: Armenia, Bolivia, Brazil, Colombia, Croatia, Cuba, India, Italy, Germany, Morocco, Portugal, Spain, Switzerland, Turkey, United Kingdom, United States, Uruguay...

- From a range of backgrounds: medical research (paraplegia, oncology, cardiovascular research), molecular biology, technology transfer, cosmeceutical research, medical, food, plant biotechnology, energy, astrophysics, pharmacy, neuroscience, research & development, business development, computer & software technology, engineering, manufacturing.

- Age groups:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 30</td>
<td>11%</td>
</tr>
<tr>
<td>30 - 35</td>
<td>27%</td>
</tr>
<tr>
<td>36 - 40</td>
<td>29%</td>
</tr>
<tr>
<td>Above 40</td>
<td>33%</td>
</tr>
</tbody>
</table>

70% of students underwent a career change
45% of students have been promoted
75% of students believe their IE experience has helped them progress professionally
40% of students have since been involved in entrepreneurial activity
100% of participants would recommend this program for taking on managerial positions and moving into industry
The program is hallmarked by the high quality and background of the professors. With the interactive lectures, challenging assignments and case studies, I learned to think outside the “researcher’s box” and opened my mind on how business functions - an indispensable skill for all scientists that wish to cross the boundaries between research and industry. I also certainly grew not only on a professional but also on a personal level. I had the opportunity to interact with interesting personalities from different areas of science and industry, and expanded my global network of professionals.

LISA OSTERLOH. Postdoctoral Investigator in Cancer Research

If I have to use a single word to describe the IE experience, I have no doubt: inspiring. I believe every one of us has an entrepreneur inside. This is possibly even truer for researchers, for whom that very tension between the unknown and the spirit of discovery is the basis upon which life is built. When I started at IE, I was looking for tools to enhance the synergy between curiosity-driven and business-driven science. What I found is a change in mindset and top-notch professionals who ignited that entrepreneurial spirit. Again, one word: inspiring.

SIMONE MIGLIARI. Astrophysicist

The program allowed me, thanks to its outstanding and experienced Faculty, to undergo a mindset change, moving from Academic Research to get closer to understanding what a Pharmaceutical/Biotech Company or Start-Up is, and how it should be managed. This course provided me with solid ground to understand and apply the key elements and processes involved in business management. In addition, the fact that I did this course offered me chances and confidence to explore, within the Biotech and Pharma sector, job opportunities that I wouldn’t have explored before. In addition, adding this Program to my C.V. attracted the interest of Headhunters in the search of potential candidates to enter, develop and contribute to the Biotech/Pharma sector.

JUAN GUINEA VINIEGRA. Medical Department in Novartis Pharmaceuticals
PROGRAM STRUCTURE

The program is composed of 8 academic modules that are distributed throughout six months: from October to March of the following year.

MODULE 1
Thinking strategically
Strategy & Economic Environment

MODULE 2
Managing oneself and managing people
Human Resources, Communications, Career & Negotiation

MODULE 3
Financial Accounting

MODULE 4
Financial Management and Performance Measurement

MODULE 5
Adopting the customer’s perspective
Marketing & Sales

MODULE 6
Successful Operations for competitive advantage

MODULE 7
Legal Issues

MODULE 8
Entrepreneurship
Applying innovation
MODULE 1 - Thinking strategically

Every leader’s success depends on his/her ability to obtain results using the best and most appropriate strategy, and making the right decisions taking into account the economic environment he/she works in. Participants will therefore learn two important topics in this module: Strategy and Economic Environment.

**Strategy:** This section will guide participants to the right strategy by helping them understand market competition, learn strategy tools to obtain competitive advantage, and develop their strategic thinking skills. Packed with a case study and real time simulation exercises, the module ensures students are equipped to take on the real-world competitive arena.

**Economic Environment:** This section provides tools to understand the economic environment a firm operates in. Economic conditions influence the market, costs and pricing, competition, and profitability, and participants will be able to analyze these conditions and use this information to make strategic decisions.

MODULE 2 - Managing oneself and managing people

This module is composed of 5 areas: human resources, communication skills development, career strategy, Building and Leading Teams, and negotiation.

**Human Resources:** Participants will tackle human capital, organizational culture, performance-building, and creativity and innovation management, and develop the skills to successfully direct people to the same goals.

**Communication Skills Development:** Students will harness their presentation abilities by learning how to improve message flow, build confidence, use audiovisual aids, and manage voice and gestures.

**Career Strategy:** Participants will know how to prepare an outstanding curriculum vitae and cover letter, and do excellently well in a job interview.

**Negotiation:** Knowing how to negotiate effectively is key in reaching business objectives in deals and agreements as well as in maintaining good working relationships with business partners. This module will take participants through the core elements of negotiation: the common structure of negotiations, negotiation do’s and don’t’s, handling conflicting interests and unequal negotiating powers of parties involved, and effective techniques and best practices.

**Building and Leading Teams:** The objective of this module is to actually create an effective team through dynamic Action learning. Students will look into and apply the secrets and science of building powerful teams and effective leadership and will develop and enhance their own leadership style.
**MODULE 3 - Financial Accounting**

The first goal of managers is to create economic value for stockholders. Financial Accounting allows the measurement and communication of economic value in the form of accounting statements: income statements, balance sheets, and cash flow statements. This module will aid participants to understand and interpret these statements, enabling them to analyze a company’s financial health: solvency, profitability, capital structure, and operating efficiency.

**MODULE 4 - Financial Management and Performance Measurement**

Managers make important monetary decisions and therefore need to be equipped with financial tools that will allow them to do so effectively. This module introduces the participants to the concepts of time value of money, capital budgeting, business valuation, and the link among risk, cost of capital, and the weighted average cost of capital—all essential to bring about sound financial decisions.

**MODULE 5 - Adopting the customer’s perspective: Marketing & Sales**

Sales revenue is the big contributor to a positive bottomline, making Sales and Marketing essential in any management undertaking. This module enables participants to adopt the customer’s perspective, learn the important issues in the marketing process, familiarize themselves with the current Marketing & Sales trends, understand and acquire the resources to satisfy customer needs, and gain and retain key clientele.
MODULE 6 - Successful Operations for competitive advantage

The careful design and implementation of operation processes ensures the optimal use of inputs and the effective production of goods and services. This module exposes the participants to the principles of process design, control, and improvement. Students will explore the structure and management of different kinds of operation processes, innovation, and even advanced topics such as mass customization and microfoundations of process effectiveness.

MODULE 7 - Legal Issues

In this module, participants will delve into legal issues such as intellectual property and technology transfer and licenses that are pertinent in the science and research field. The module employs a hands-on approach, using case studies to ascertain students are prepared for actual legal scenarios.

MODULE 8 - Entrepreneurship: Applying Innovation

This is the integrative theme and module of the program. Entrepreneurship converts innovations into economic goods that benefit society, addressing new needs and giving rise to fresh ventures and enterprises. This module exposes participants to the fundamental features of the entrepreneurial mindset, behaviors, and skills. They will learn to spot business opportunities, gather resources, work in a team, and build a strong business plan.
METHODOLOGY

The program has a **blended methodology** - a combination of face-to-face in-class sessions and online sessions.

FACE-TO-FACE SESSIONS

The face-to-face sessions will be held on the IE Business School campus in Madrid, Spain. These sessions are characterized by the following IE learning methods:

1) **PARTICIPATION**
   
   Class participation is fundamental in IE’s methodology, encouraging participants to speak their minds, challenge ideas, learn from each other, and make the most of their sessions.

2) **CASE METHOD**
   
   Business case studies are a chief learning methodology of IE. Cases entail real business situations where a final decision has to be made individually or by the group after undergoing stimulating discussions and debates. This is a highly effective learning model which allows participants to test their knowledge in a real scenario and gain a deeper understanding of the business world.

3) **TEAMWORK**
   
   Teamwork is another core element of the program. Participants will be trained to make business decisions while working with people of different cultures, personalities, business functions, and industries. The participants will be divided into groups where they will learn to work together and contribute their knowledge and experience in order to achieve a common goal.

4) **BUSINESS PLAN DEVELOPMENT**
   
   The startup business plan is the main team project of the program. It will help participants bring all the management concepts together and apply them to a business plan developed throughout the course. The Entrepreneurship module includes business plan consultations with the professors and will be concluded with a presentation of the plan to a panel of practitioners.
ONLINE SESSIONS

The IE Online Campus provides an exceptional communication platform, bringing together peers, professors, and IE staff members any time of the day, regardless of their location. This virtual campus is the principal tool used by students and professors and is the basic web platform which supports the program’s online activities.

Every participant is issued his or her own personal access code to allow them to use the campus whenever they wish. Once logged in, executives have access to videoconferences, forums, readings, slides, technical notes, multimedia documents, and any other files dedicated to the subjects they are currently studying. They can also use the Online Campus to conduct private forums for group work and join the Virtual Café, a space where all class members can discuss anything they choose.

The online sessions of the program are in two main formats: 1) live videoconference and 2) forum.
1) Live Videoconferences

The live videoconference is a virtual class where professors and students interact in real time via video and audio connection using webcams. This format allows the professor to discuss topics through video and with his/her slides displayed on the screen, and students to actively participate during the class using either the chat window or the video features of the system. Sessions are a mix of interactive lectures, case or exercise discussions, and group presentations.

Session duration: 90 minutes.
2) Forums
Online forums are a venue for executives to participate in discussions, share their opinions and experiences, and debate with professors and fellow students. The forums are open 24 hours a day, allowing each participant to make his/her discussion contributions at a time of his/her convenience. Each forum lasts three days with the professor opening the discussion with a topic or question on which the participants will share their thoughts and answers. Forum discussions may go deeper than in traditional formats as they are open for days, allowing participants and professors time to think, rethink and fortify ideas.
ADVANTAGES OF THE ONLINE METHODOLOGY

IE Business School’s online training programs offer executives the opportunity to further their studies without interrupting their work schedule.

With more than 12 years of success in the field, IE’s Online Methodology has become a reference all over the world. IE Business School has been recognized as providing the #1 distance learning Masters Program in the World by The Economist. This format has proved to be an effective learning experience.

Learn alongside other students from around the world.

Study a flexible program from anywhere in the world with minimal need for travel.

NETWORKING
Exchange work experience and expand your personal network.

BALANCE
Reconciliation between work, life and study.

INVESTMENT
Save on travel expenses and time.

FLEXIBILITY
Choose the time that is most suitable for you to actively participate.

TECHNOLOGY
Use of communication tools essential to modern business practice.
CALENDAR

- **OCTOBER 2018**
- **NOVEMBER 2018**
- **DECEMBER 2018**
- **JANUARY 2019**
- **FEBRUARY 2019**
- **MARCH 2019**

- **Face to face session**
- **Online session / Forum**
- **One-to-one career advising**
- **Business plan consultation**
- **Holiday**
FACULTY*

This international executive program has been designed and will be taught by IE Business School’s distinguished faculty members who are exceptional academics, educators and business practitioners with diverse professional profiles.

Professor Simon Gifford has more than 20 years of management consulting experience focused on assisting senior executives in addressing their strategic and operational issues. In this role, he has worked with board members and top management of medium and large organizations across 5 continents. He is a partner at Genesis Management Consulting, a consulting firm that specializes in strategy and decision making. Professor Gifford has a Bachelor of Commerce: Statistics and Business Economics degree and a Marketing - Honors degree from the University of South Africa. He also holds an MBA in Marketing and Finance from the University of Cape Town, South Africa.

Professor Gayle Allard has been teaching for more than 25 years, forming students in the area of economic environment and international economics. She holds a Bachelor’s degree with honors in Political Science from Willamette University (USA), a Master in International Economics from Johns Hopkins School of Advanced International Studies (USA), and a PhD in Economics from the University of California (USA). Aside from teaching, she worked as an Economist for JPMorgan and is currently a Research Economist for The Economist Intelligence Unit.

Professor Cristina Simon is currently the Dean of the IE School of Psychology and has been a Professor of Human Resource Management at IE since 2000, during which she created the IE Center for Human Resources. She has spent years working for consultants such as Coopers & Lybrand and Ernst & Young, maintains links with the corporate world through an HR benchmarking club, works as a Chair in People Management at Inditex, the top fashion retailer behind Zara, and is the Director of several research projects for clients such as Banesto, Endesa, Telefónica Móviles and Iberia. Professor Simon is fascinated by a wide range of elements in the relationship between an employee and his/her employment context, including market value, the job market, macro-economic trends and the philosophy and values of companies and the society.

* Professor lineup subject to change
A Business & Finance graduate who also studied a Masters in Mediation from the University of London. He has extensive experience leading business, social, cultural, media and technology projects in Spain and internationally. His main skills include communications (internal and external), creative & strategic input, business development & senior management, team leadership, relationship management & business mediation.

Currently, he is a Founding Partner, Board Member and Director at BOOSTER Space Industries and AERDRON. He is also an Adjunct Professor at IE Business School and a qualified and experienced trainer, giving sessions on Leadership, Team Management and Motivation, Innovation Culture, Mediation/Conflict Resolution Skills, Entrepreneurship and the New Commercial Space Industry. In 2015 he became a Business Mentor at “The Founder Institute.”

Professor Javier Bernad is a communication and marketing executive with experience in higher management positions (CEO, Marketing Director, Development Director) in FMCG companies (Procter & Gamble, BAT, Buongiorno) and in Communications and Media agencies (MediaCom, Mediaedge:cia). He has led teams of 100+ people, while managing some of the largest advertising accounts in Spain. Founder and CEO of Speak & Span, a Public Speaking training center, he has coached thousands of managers in large F500 and in smaller companies, in both group and personal settings. Professor Bernad holds a degree in Law and in Business Administration from ICADE.

In addition to his role as Vice-chairman of the International Advisory Board of IE and Chairman of its Center for Innovation in Tourism and Leisure Management, Professor Julio Urgel manages to find time to serve as Director of European Quality Improvement System (EQUIS) and of Quality Services at the European Foundation for Management Development (EFMD) in Brussels, as well as to teach finance and negotiation at IE. Professor Urgel’s areas of focus include financial analysis, cash and credit management, global risk management, valuation and real options, and negotiation. He holds a Doctorate in Business Administration from Harvard Business School, an MBA from IESE, Spain, and a Master in Telecommunications Engineering from Universidad Politecnica de Madrid.

Professor Virginia Bombin holds an MBA from IE Business School and a Bachelor in Business Administration from the European University in Madrid and Brussels. Professor Bombin has been a freelance consultant and a Finance Professor at IE Business School since 1999. After finishing her MBA in 1997, she became a manager of executive development programs, where her teaching vocation also started. She gave her first class in 1999 and since then has enjoyed transmitting financial knowledge to students in all types of programs (MBA, higher education programs, seminars and tailor-made courses). She specializes in teaching finance to non-finance professionals, generating enthusiasm for the subject among executives new to the field.
Ana Rumschisky has a wide and varied experience in marketing in Spain, having worked in both blue-chip national and multinational companies. She has combined this practical experience with an excellent and relevant academic background. Ana has worked with American multinationals initially in the health and beauty aids sector, before switching to the packaged foodstuffs area. In these companies, she had extensive experience working with multicultural teams on pan European marketing projects. This was followed by a switch to the fashion sector, before entering the world of publishing. With her characteristic energy and enthusiasm, Ana combines her work as an associate professor with independent consultancy. She has completed projects for clients based in Latin America as well as Europe. She is regularly consulted by the Spanish media.

Professor Fabrizio Salvador is a member of the Operations Management faculty at IE Business School, an Adjunct Professor at the Massachusetts Institute of Technology (MIT)-Zaragoza Logistics Program, and a Research Affiliate at MIT. He has also been a Faculty Research Associate at Arizona State University. He received a PhD in Operations Management from the University of Padova, Italy where he also graduated with a degree in Industrial Engineering and a Master in Engineering and Management. Dr Salvador’s research focuses on operation strategy in uncertain environments and customer-centric organization design. He has been conducting research on topics such as mass customization, concurrent product-process-supply chain design and organization design for efficient product configuration. He has also done consulting work for numerous companies on how to overcome product-variety management problems and implement information systems.

Dulce specializes in IT and intellectual property with a 20-year work experience in this field. She has advised on many IP disputes, primarily in the fields of patents, trademarks, copyright and unfair competition. In patents, her advice covers a wide range of technologies, including, among others, pharmaceuticals, life sciences, mechanical, medical devices and engineering. She is also a specialist in copyright (music, films, media, etc.) advertising and data protection, and a designated independent expert collaborating with the European Commission in the assessment and in drafting a report on IP Valuation. She currently works as IP/IT Partner at Deloitte Legal.
Professor Peter Bryant joined IE’s Entrepreneurship Faculty in 2009, having earned his PhD in 2006 from the Macquarie Graduate School of Management in Australia. He also holds a Master in Management from the same university, and a History degree from the University of Sydney. His research focuses on the origin and evolution of entrepreneurial organizations and their capabilities and strategies. His research program synthesizes a number of disciplines and fields, including social cognitive psychology, organizational theory, the theory of the firm and competitive strategy. Professor Bryant’s work is published in The Journal of Business Venturing, Applied Psychology: An International Review, Management Decision and Frontiers of Entrepreneurship Research. He has presented at some of the most prestigious conferences in the fields of entrepreneurship and strategy, including the Babson College Entrepreneurship Research Conference and the Academy of Management Annual Meeting and Strategic Management Society Conference.

Professor Daniel Soriano is the Director of the International Center for Entrepreneurial Management and Associate Professor at IE. More than 10 years of professional experience in IE has allowed him to stay in touch with the basics of the entrepreneurial process both academically and practically. As the Executive Director of the Banesyme-Orange Project, a nationwide competition for innovative technology start-ups, he has first-hand experience in entrepreneurial opportunity identification, feasibility analysis, and fundraising. He has also been responsible for managing the professional advisory services of new technology-based companies in Madrid, where he has identified the needs of newly established firms with a large technological component. Currently Professor Soriano is a member of an Investment Committee for a micro Venture Capital instrument at Caixa Capital Risc and is also acting as a Professor and Mentor in Corporate Innovation Projects at Financial Times | IE Business School Corporate Learning Alliance. Professor Soriano studied Computer Science at the Universidad Politécnica de Madrid and afterward obtained an MBA from IE. His interests are focused on the creation of technology-based start-ups, implementation of innovative business models, and strategic planning in sectors with high growth potential. He is also the representative of IE in the Spanish Association of Business Angels Network (AEBAN).

Manuel Fuertes is an engineer, investor, business owner and technology transfer expert. He is General Manager at Kiatt Group; Special Projects Manager and General Manager for Spain at Isis Innovation, the technology transfer company of the University of Oxford. Manuel currently sits on the investment board of several funds and institutions for science and technology commercialization, such as the Asian Technology and Science Investment Platform, Biocell Investors Club or HICIX Capital Fund. He has also lectured on subjects like innovation commercialization and technology adoption at numerous institutions worldwide, including University of Oxford, Bogazici University in Istanbul or Tecnológico de Monterrey.
FEES & REGISTRATION

APPLICATION PROCESS

Interested parties are required to have at least a Bachelor’s degree from an accredited university or equivalent, and as well as work experience in a science- or technology-related field before applying.

Applicants are then asked to complete the registration form on the program website and send the following items to jeanette.holyoak@ie.edu:

1) Their curriculum vitae
2) Proof of a Bachelor’s degree from an accredited university or equivalent
3) Send a motivation letter explaining why they want to participate in the program and what they expect to gain from the course

Other requirements may be asked for depending on each candidate’s case.

Applications will be processed on a first-come, first-served basis. Early application is encouraged as places are limited.

PROGRAM INVESTMENT

The program fee is 11,800 euros. Fee includes:

- Tuition
- Course material and documentation
- All coffee breaks and lunches during the face-to-face periods

FINANCIAL AID & CONCESSIONS

It is possible to secure financing for any of our Executive Education programs thanks to different agreements that IE Business School has established with various financial institutions. Furthermore, the IE Foundation has funds reserved exclusively for scholarships made possible by generous donations from alumni, private businesses and non-profit organizations.

Contact us for more information on how to apply for a scholarship.

Concessions are available for IE Alumni, groups coming from the same organization, as well as Early Bird concessions for registrations received by 15/08/2018.
GENERAL INFORMATION ABOUT THE PROGRAM

DATES AND VENUE
The program will be held from October to March:

- The face-to-face sessions will take place on the first week (15th-20th October, 2018) and on the last week (11th-16th March, 2019) of the program at the IE Business School campus in Madrid, Spain.
- The online sessions with videoconferences and forums will be via the IE Online Campus

FOR MORE INFORMATION
Contact:
JEANETTE HOLYOAK
Associate Director of Executive Programs
jeanette.holyoak@ie.edu
+34 62 631 47 38

MARISOL ZORRILLA
Coordinator of Executive Programs
marisol.zorrilla@ie.edu
+34 91 782 13 13

Visit our website:
www.ie.edu/ABBST
AN INNOVATIVE AND ENTREPRENEURIAL INSTITUTION

IE shapes leaders with global vision, an entrepreneurial mindset and a humanistic approach to drive innovation and change in organizations. IE provides a learning environment where technologies and diversity play a key role.
Focused on academic excellence since 1973

Over 1,000 executives enroll in our Open Programs every year

More than 500 professors from all continents

128 nationalities are represented on campus

More than 60,000 alumni hold management positions in over 165 countries

60% of students receive financial support from IE’s Financial Aid Department

More than 150 multinational organizations attend our annual International Careers fair

29 international offices around the globe

More than 180 student and alumni clubs and organizations
IE GLOBAL PRESENCE

IE is present in countries worldwide:

- 29 offices around the world
- 583 people who work on improving the school daily
- 1500 events a year, around the world

**IE HUB / Campus**

**NORTH AMERICA**

- **GENERAL**
  - northamerica@ie.edu
- **Los Angeles**
  - westcoast@ie.edu
- **Miami**
  - southusa@ie.edu
- **New York**
  - northeast@ie.edu
- **Toronto**
  - canada@ie.edu

**LATIN AMERICA**

- **Buenos Aires**
  - argentina@ie.edu
  - uruguay@ie.edu
- **Lima**
  - peru@ie.edu
- **Quito**
  - ecuador@ie.edu
- **Sao Paulo**
  - brasil@ie.edu
- **Caracas**
  - venezuela@ie.edu
- **Santiago de Chile**
  - chile@ie.edu
- **GENERAL**
  - latam@ie.edu
- **Mexico**
  - mexico@ie.edu
- **Bogota**
  - colombia@ie.edu
- **Centroamerica**
  - centroamerica@ie.edu
<table>
<thead>
<tr>
<th>Region</th>
<th>General Email</th>
<th>City</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td><a href="mailto:europe@ie.edu">europe@ie.edu</a></td>
<td>Paris</td>
<td><a href="mailto:france@ie.edu">france@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Madrid &amp; Segovia</td>
<td><a href="mailto:iespain@ie.edu">iespain@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Milan</td>
<td><a href="mailto:italiana@ie.edu">italiana@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lisbon</td>
<td><a href="mailto:portugal@ie.edu">portugal@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Moscow</td>
<td><a href="mailto:eeca@ie.edu">eeca@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Istanbul</td>
<td><a href="mailto:turkey@ie.edu">turkey@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sydney</td>
<td><a href="mailto:australia@ie.edu">australia@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shanghai</td>
<td><a href="mailto:china@ie.edu">china@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Seoul</td>
<td><a href="mailto:korea@ie.edu">korea@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tokyo</td>
<td><a href="mailto:japan@ie.edu">japan@ie.edu</a>, <a href="mailto:singapore@ie.edu">singapore@ie.edu</a>, <a href="mailto:southeastasia@ie.edu">southeastasia@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Riyadh</td>
<td><a href="mailto:saudi@ie.edu">saudi@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dubai</td>
<td><a href="mailto:uae@ie.edu">uae@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lagos</td>
<td><a href="mailto:nigeria@ie.edu">nigeria@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Johannesburg</td>
<td><a href="mailto:southernafrica@ie.edu">southernafrica@ie.edu</a></td>
</tr>
</tbody>
</table>
INTERNATIONAL RECOGNITION

IE and its schools are recognized by the international press as being among the top international schools.
ACCREDITATIONS

AACSB INTERNATIONAL ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS

AMBA ASSOCIATION OF MBA'S

EQUIS EUROPEAN QUALITY IMPROVEMENT SYSTEM
PROGRAM PORTFOLIO
2018-2019

PROGRAMAS EJECUTIVOS

VENTAS
Dirección Comercial
www.ie.edu/dc
• 26 - 29 noviembre 2018
• 24 - 28 junio 2019

TECNOLOGÍA E INNOVACIÓN
Digital Playroom
www.ie.edu/dpr
• 20 septiembre 2018
• 18 octubre 2018
• 22 noviembre 2018
• 23 enero 2019
• 20 febrero 2019
• 20 marzo 2019

Liderando la Transformación Digital
www.ie.edu/ltd
• 10 - 14 junio 2019

FINANZAS
Gestión de Tesorería
www.ie.edu/gt
• 27 febrero - 1 marzo 2019

Programa de Finanzas Corporativas (Online)
www.ie.edu/fco
• 4 marzo - 20 mayo 2019

Project Finance
www.ie.edu/pf
• 22 - 24 mayo 2019

Fundamentos Financieros para la Dirección
www.ie.edu/fnf
• 12 - 15 marzo 2019

ESTRATEGIA Y LIDERAZGO
Liderazgo Transformacional
www.ie.edu/lt
• 18 - 21 marzo 2019

MARKETING Y COMUNICACIÓN
Customer Experience Management
www.ie.edu/ce
• 19 - 21 noviembre 2018
• 20 - 22 mayo 2019

GESTIÓN DE PROYECTOS
Dirección de Proyectos
www.ie.edu/dp
• 26 - 29 noviembre 2018
• 4 - 7 junio 2019

RESPONSABILIDAD SOCIAL CORPORATIVA
Programa Ejecutivo en Responsabilidad Corporativa
www.ie.edu/persc
• 11 - 16 marzo 2019
• 17 - 22 junio 2019

RECURSOS HUMANOS
Y GESTIÓN DEL TALENTO
Taller de Negociación
www.ie.edu/tn
• 21 - 22 noviembre 2018
• 30 - 31 mayo de 2019

EMPRESA FAMILIAR
Empresa Familiar 4.0
www.ie.edu/es/executive-education/programas/empresa-familiar-4-0
• 20 - 24 mayo 2019
### INTERNATIONAL EXECUTIVE PROGRAMS

#### STRATEGY & LEADERSHIP
High Impact Leadership Program  
www.ie.edu/hilp  
- November 28th - 30th, 2018  
- June 20th - 22nd, 2019

Executive Summer School  
www.ie.edu/exss  
- July 8th - 12th, 2019

Winning Exponential Strategies  
www.ie.edu/wxe  
- March 25th - 29th, 2019

#### SECURITY
Effective Management for Security Professionals  
www.ie.edu/emsp  
- July 2nd - 5th, 2019

#### COMMUNICATION
Communication Skills and Public Speaking  
www.ie.edu/cns  
- March 7th - 9th, 2019

#### TECHNOLOGY, ANALYTICS, INNOVATION
Accelerate: Building Business From Science and Technology  
www.ie.edu/abbst  
- October 15th, 2018 - March 16th, 2019

#### FINANCE
Venture Capital  
www.ie.edu/vc  
- November 19th - 21st, 2018  
- June 10th - 12th, 2019

Private Equity  
www.ie.edu/pe  
- November 22nd - 23rd, 2018  
- June 13th - 14th, 2019

Strategic Corporate Finance  
www.ie.edu/scf  
- June 12th - 14th, 2019

Behavioral Finance  
www.ie.edu/bhf  
- June 17th - 18th, 2019

### CONTACT

**JEANETTE HOLYOAK,**  
Associate Director of Executive Programs  
jeanette.holyoak@ie.edu  
+34 62 631 47 38

[More Information: www.ie.edu/ABBST](http://www.ie.edu/ABBST)

**MARISOL ZORRILLA,**  
Coordinator of Executive Programs  
marisol.zorrilla@ie.edu  
+34 91 782 13 13

IE Business School Executive Education  
@IEExecEducation