

ALUMNI
FORUM
2013
M A D R I D

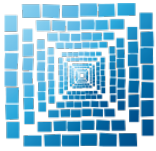
PROGRAM (subject to change)

Friday, November 15, 2013

IE Alumni Forum

IFEMA's North Auditorium. Parque Juan Carlos I, s/n, 28042 Madrid.

- 8:30-9:15 Registration and breakfast
- 9:15-9:30 Inauguration
- **Santiago Iñiguez de Onzoño**, President, IE University. Dean, IE Business School.
 - **Fernando Barnuevo**, President, IE Alumni Association. Managing Director, Kleinwort Benson Advisers AG. MBA 1985.
- 9:30-10:15 Inaugural Conference
- **Paulo Portas**, Deputy Prime Minister of Portugal.
 - Moderator: **Guillermo de la Dehesa**, Chairman of the Board, IE Business School.
- 10:15-11:00 Stumbling into the Future
- **James I Robertson**, Chief Executive Officer, Invesco EMEA region.
 - Moderator: **Fernando Barnuevo**, President, IE Alumni Association and Managing Director, Kleinwort Benson Advisers AG. MBA 1985.
- 11.00-11.30 Coffee break
- 11:30-12:45 The abduction of Europa: future challenges
- **Massimo Livi Bacci**, Demographer and Professor, University of Florence.
 - **Eduardo Serra**, President, Eduardo Serra y Asociados. Former Minister of Defense of Spain.
 - **Fernando Fernández**, Professor of economics, IE.
 - Moderator: **Rafael Puyol**, Vice-President, IE Foundation.
- 12:45-13:30 The Power of Networking
- **Ariel Eckstein**, Managing Director, LinkedIn EMEA.
 - Moderator: **Enrique Dans**, Professor, IE Business School.
- 13:30-14:30 Why the crisis is not all bad news?
- **Pilar de Zulueta**, Executive Vice president, Warner Bros. General director of Consumer Products EMEA. MBA 1987.
 - **Ramón Betolaza**, Founder and Managing Partner at Black Toro Capital LLP, IMBA 1994.
 - **Carlos Andrés De Hart**, CEO, Agroince. Former Deputy Minister of Business Development, Republic of Colombia. International MBA 2000.
 - Moderator: **Fernando Barnuevo**, President, IE Alumni Association and Managing Director of Kleinwort Benson Advisers AG. MBA 1985.



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- 14:30-16:15 Networking lunch
- 16:15-17:00 Women Entrepreneur
- **Marta Esteve**, Founder, SoySuper.com
 - **Dana Shaddad**, Strategic Marketer. Entrepreneur. Angel Investor.
 - **Paloma Castellano**, Director Wayra Madrid. Executive MBA 2009
 - **Heather Russell**, CEO de Rinkya INC.
 - Moderator: **Liz Fleming**, Deputy Director, IE International Center for Entrepreneurship Management.
- 17:00-17:45 The App World
- **Paul Murphy**, SVP, Beta Works, Global MBA 2008
 - **Dana Shaddad**, Strategic Marketer. Entrepreneur. Angel Investor.
 - **Neda Aldihany**, CEO de Brilliant Lab en Kuwait. IMBA 2010
 - Moderator: **Paris de L'Etraz**, Managing Director Venture Lab, IE.
- 17:45-18:00 Closing
- **Fernando Barnuevo**, President, IE Alumni Association and Managing Director, Kleinwort Benson Advisers AG. MBA 1985.

Thursday, November 14, 2013

Back to the classrooms: Conferences with your professors.

IE Business School, María de Molina, 31. Madrid

Please register for each conference in the [Alumni Agenda](#)

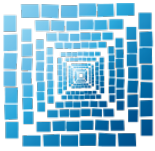
16.30-17.30 Welcome and campus tour: get to know the IE building at Maria de Molina 31.

17:30-19:00 Back to the classroom: exclusive conferences with distinguished professors for those classes that are celebrating their anniversary reunion.

Juan Carlos Martínez Lázaro - Aula MM 202, María de Molina, 31
¿Será 2014 el año de la recuperación económica?

Se pensaba que 2013 sería el año en el que la economía europea en general, y la española, en particular, iniciarían la senda de la recuperación económica. Los mercados se han empezado a serenar - una vez que se han descartado definitivamente los riesgos de ruptura del euro- pero los procesos de consolidación fiscal y unos sistemas financieros aún no normalizados, han evitado que la recuperación haya sido un hecho. No obstante, se ha avanzado de manera notable en la corrección de muchos de los desequilibrios existentes, por lo que 2014, podría ser el año en que se iniciase la salida de la situación de crisis que nos amenaza.

Enrique Dans - Aula MM 201, María de Molina, 31
Your personal brand in the social web: understanding neo-humanism



The definition of success is changing. More and more, we tend to measure success according to parameters such as influence or visibility, factors that can also end up playing a role in corporate communications. More and more, the value of some executives is related to their ability to be found on the web, to communicate, to develop influence or to lead conversations in a community, to the extent that we even see the development of metrics specially designed to account for that. On the other hand, we still see legal restrictions, all sorts of potential problems, and the last gasps of a corporate culture that values "being discreet". How should we approach the social web scenario?

Rafael Pampillón - Aula MM 301, María de Molina, 31
Perspectivas de la economía mundial y española.

En esta sesión, se analizarán las previsiones del Banco Mundial, la OCDE, el FMI y la CE. Así mismo comparará unas regiones con otras, haciendo un especial análisis de la economía española. Los organismos internacionales prevén que existen diferentes escenarios en el mundo debido a que cada zona está saliendo de la crisis económica de forma y ritmos distintos. Sin embargo, los motores de la economía mundial seguirán siendo Estados Unidos y el Resto del Mundo (Asia, América Latina y África), que crecerán a ritmos bastante superiores a la Unión Europea (UE).

Lee Newman - Aula MM-601 in María de Molina, 31
Positive Leadership

How behavioral science can change our thinking, for the better. Positive Leadership applies the new science of positive psychology to leading in the workplace. It provides a methodology for navigating the challenges of the modern workplace to lead ourselves and others to achieve outstanding results. This workshop will touch on three areas of Positive Leadership: (i) training "mindware" to make better decisions, (ii) strengths-based approaches to development, and (iii) professional fitness.

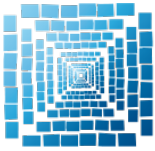
Joseph Pistrui - Aula MM-602 in María de Molina, 31
Nextsensing: how it could change your future

Disruptive ambiguity occurs when the leaders of a business are overwhelmed by turmoil in the marketplace and the lack of time to think through the implications of a changing competitive landscape. Joseph Pistrui has been looking into the challenge of making sense of disruptive ambiguity, and how to help leaders become more systematic about identifying the emerging new business opportunities inherent in grave market uncertainty. The focus of the workshop will be the *nextsensing* process and how it can help executives develop their own opportunity *foresense* and frame strategic opportunities with the potential to create new streams of value in the future.

Gayle Allard - Aula MM 402, María de Molina, 31
The road ahead

How is the economic landscape likely to change in the medium and long term, and what challenges will it pose for businesses, consumers and global citizens? How will changing demographics, environmental issues and slower growth alter our future? What responses would help us to meet the challenges and make a better world?

Manuel Becerra - Aula MM 302, María de Molina, 31
Diversification strategy of Spanish firms



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Product and geographic diversification are important options for sustaining growth, but their likelihood of success and the skills they require are very different. In this session we will discuss both strategic alternatives and the recent performance of Spanish firms in using these strategies to deal with the crisis in their traditional markets.

Daniel Kselman - Aula MM-502, María de Molina, 31

The Fate of Democracy in the 21st Century

With the End of the Cold War, many analysts, policy-makers, and commentators predicted the onset of a new 'democratic' era, in which the number of democratic countries in the world would quickly multiply, and the quality of democratic processes would strengthen and improve. While these predictions have to some extent been borne out, the last 15 years have also witnessed many challenges to democracy's status as the world's dominant form of political regime. This master class will examine the prospects for democracy and democratization in the 21st century, with an eye towards a hopeful but also realistic assessment and conclusion.

Luis Leis - Aula MM 303, María de Molina, 31

La fiscalidad corporativa, una especialidad de futuro

Conocimiento de los aspectos fundamentales de la Fiscalidad de la Empresa, con especial énfasis en el Impuesto sobre Sociedades. Aspectos prácticos y esenciales de los demás tributos relacionados con la empresa (IVA, IAE, IRPF, Fiscalidad Internacional). Se planteará las cuestiones fundamentales de las estructuras nacionales e internacionales, así como el régimen fiscal de las operaciones de reestructuración empresarial.

Lucía Egea - Aula MM 401, María de Molina, 31

P/L versus Statement of Cash Flows

Amber Wigmore Alvarez – Aula MM 102, María de Molina, 31

Alumni Career Update

To help you build a successful career management and job search strategy, Amber Wigmore Alvarez, Executive Director of Career Services, will provide you with a full update on the advancements in the IE Career Management Center and how you can make the most of its resources and tools to manage your next career move

19:00-21:00

Networking cocktail at IE Business School, María de Molina, 31 with professors and classmates.