

Jaume Llopis is a Former Collaborator in the Department of Strategic Management . He has a Degree in Economics at the University of Barcelona, MBA IESE Business School, University of Navarra, and Ph.D in Economics and Management at the Ramón Llull University.

He is member of The Royal European Academy of Doctors.

He has served as President and CEO at a number of prominent companies, including Moulinex, Nestlé, AGF Unión-Fénix, Borges International Group.

He has been a member of more than 49 board of directors at several multinational companies as well as family owned businesses in Europe, América and Africa.

Prof.Llopis is the author of a number of books including, *Las Nuevas coordenadas de la Dirección General ( The New Coordinates of the General Management)*, *500 Tweets for Better Management*, *Qué Hacen los Buenos Directivos.El reto del Siglo XXI ( What Good Managers Do.The Challenge of the 21<sup>st</sup> Century)*, *Dirigiendo y Reinventando la Empresa: 11+1 Factores Clave del Exito Empresarial ( Managing and Reinventing the Company: 11+1 Key Factors in Business Success)*, and *Yo Dirijo.La Dirección del Siglo XXI según sus protagonistas ( I Manage: 21<sup>st</sup> Century Management According to its Protagonist)*.

And his book “*Management by Lies . Mitos y Mentiras en la Dirección de Empresas*”is a best seller. The New York Times published a review as one of the best management books of the month.

He has published various IESE cases and Technical Notes, and has organized the Annual Food and beverage Sector Meeting at IESE ( 1992-2019), and Ipade México 2015.

Currently he combines teaching with consulting , advisor and board member of several companies .

Prof.Llopis has extensive experience in the consumer goods industry and family businesses , and a wide knowledge of USA, LATAM and Africa countries.

Regular lecturer, and coach, he was elected Best Marketing Man in Spain (1975), and Best Manager of The Year in 1982 by AED (Spanish Association of Managers).

Currently he is a member of the board of The Royal European Academy of Doctors.