



SHAPING THE FUTURE WITH INSPIRING LEADERSHIP

Barcelona, Spain
6th - 10th October 2025





Prof. Julia Prats

Academic Director,
IESE Business School

As Antonio Gaudí believed that artists' true monuments are the works they leave behind, leaders too create their legacy through the impact they have on their teams and organizations. In the same way that FC Barcelona has become a global icon of excellence, teamwork, and perseverance, participants of the ASEAN Global Leadership Program (AGLP) will find inspiration in the values and success of this legendary football club as they learn to lead with vision and purpose.

This is one of the most exciting elements of the AGLP, designed by IESE Business School in collaboration with SRW&Co. An immersive experience under the program's theme, "Shaping the Future with Inspiring Leadership," leaders from Southeast Asia will explore how to create their own "monuments" within their organizations—not through physical structures, but through transformative leadership and

achievements that will inspire future generations.

The AGLP Autumn 2025 edition, held at IESE's Barcelona campus, will focus on critical topics such as Global Economic Trends, Strategic Management, Corporate Innovation, Service Excellence, ESG and Climate Finance, and the role of Generative AI. Participants will explore how to drive innovation while navigating the complexities of a rapidly evolving global landscape. Participants, as well, will gain insights into leading high-performance teams, fostering adaptability, and maintaining a culture of excellence under pressure. Full-time IESE professors, known for their cutting-edge teaching methods, will lead interactive sessions using case studies, simulations, workshops, and role-playing to create an impactful, forward-thinking leadership development experience.



Prof. Philip Moscoso

Associate Dean for
Academic Affairs &
Innovation,
IESE Business School

After a very successful delivery of the AGLP IESE 2023 edition and the GLP 2024 edition, IESE Business School is delighted to collaborate again with SRW&Co. for the 2025 ASEAN Global Leadership Program. Our professors and staff are looking forward to welcoming the participants for an enriching and lasting executive learning experience in October 2025 in our Barcelona campus. We all are thankful for the opportunity and highly committed to make this program a memorable success.

It is the mission of our school to develop senior leaders of

organizations – including state-owned enterprises – who are striving to have a deep, positive, and lasting impact on the people they work with, the organizations they lead, and the society they live in through their professional excellence, integrity, and spirit of service. IESE is fully aware of the importance of Southeast Asia in the global economy and supporting the present and future leaders of the companies operating in the region in their leadership roles is the main objective of our school in this program.



Daniel Wong

Chairman & Partner,
SRW&Co.

We had a very successful AGLP edition in collaboration with IESE in Barcelona in 2023.

Feedback from the participants were very positive with good rating for the overall program design and delivery. The high rating is a consistent performance indicator of the quality of our flagship AGLP editions over the past 15 years since we launched our first edition in 2009.

We believe the 2025 edition will be just as successful as the previous edition, if not better. Indeed, the participants in every AGLP edition have enriched the discussion and knowledge sharing with the faculty and their peers besides the networking for business and professional development.

We look forward to welcoming another cohort to the 2025 fall edition of AGLP in Barcelona!

Riding on this successful collaboration, we decided to conduct another edition with IESE in 2025. We will retain the strengths of the 2023 edition with further improvement in the 2025 edition both in terms of content design and delivery approach. We will also bring in new faculty to teach on new timely topics addressing issues of concern and interest to the leaders.

We are delighted to have the shared commitment of IESE to work with us in co-designing and delivering the 2025 edition.





Why IESE Business School?

You aim high. You aspire to lead. You want to make a difference. But you want a leadership based on professional excellence, integrity and spirit of service.

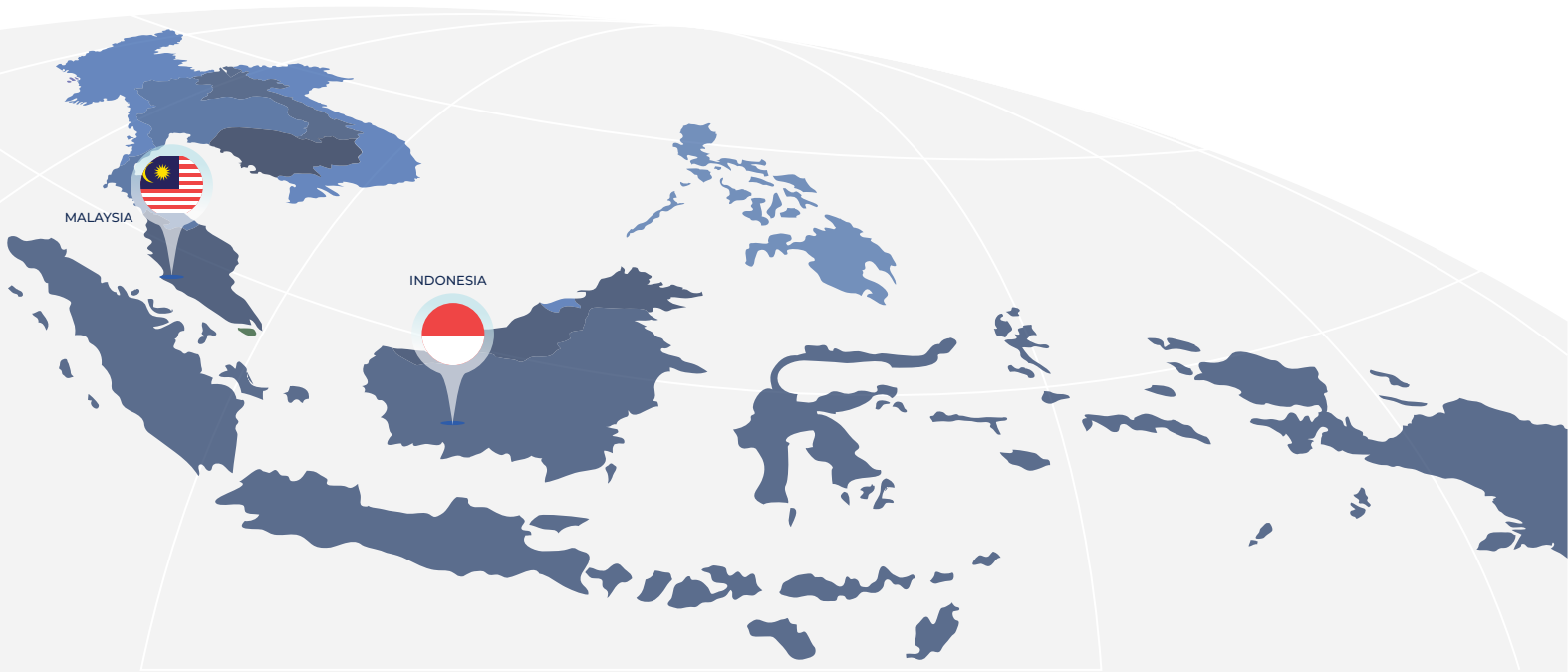
Welcome to IESE Business School.

IESE Business School is one of the world's leading institutions for executive education, consistently ranked among the top business schools globally. With a mission to develop business leaders who aspire to have a deep, positive, and lasting impact on people, companies, and society, IESE offers transformative learning experiences that combine academic rigor with a global perspective.

Founded in 1958, IESE is part of the University of Navarra and has campuses in Barcelona, Madrid, New York, Munich, and São Paulo. The school is renowned for its general management programs, executive education, and customized solutions for organizations, attracting a diverse and global community of students and executives from around the world.

IESE's approach to leadership development is grounded in its humanistic values, focusing on ethical decision-making, innovation, and the long-term success of both organizations and society. With world-class faculty, cutting-edge research, and a powerful global alumni network, IESE equips leaders with the tools they need to excel in an ever-changing business environment.

At IESE, learning is not just about knowledge; it is about fostering a sense of purpose, responsibility, and the ability to drive positive change in the world.



SRW&Co. *is celebrating its 21st anniversary in 2024. Over the past two decades, the company has grown into a reputable regional management consulting firm with three core businesses in HR Management Consulting, Executive Education and HR Technology.*

We leverage the combined expertise and synergy of our management consulting, executive education and technology businesses to provide a full range of integrated people management and development solutions. Our mission and goal are to provide technology driven HR consulting service and product offerings to improve the organizational performance of our clients.

Our consultants in all the three business units have hands-on experience in designing and implementing cost effective and practical solutions, which are being customized to meet the specific needs and requirements of our clients. We believe the success of our custom designed solutions lies in the effective implementation of the systems and programs

that we designed to deliver tangible results and value for our clients.

Finally, we value the long-term relationship and strategic partnership with our clients and business partners to deliver tangible value to our clients in every one of our core service and product offerings.

We are committed to our mission in improving the organizational performance of our clients through designing and implementing innovative yet practical and results-driven solutions. We are proud to be able to build and grow a sustainable business for more than 2 decades with our firm commitment to invest in technology to enhance the effectiveness of our product and service offerings.

SRW&Co.
It's the People inside

AGLP
ASIAN GLOBAL LEADERSHIP PROGRAM

Profesi.io
Your Smart People Solution

AGLP

ASEAN GLOBAL LEADERSHIP PROGRAM

About ASEAN Global Leadership Program



The ASEAN Global Leadership Program is a custom designed 5-day program focusing on the 4 key themes of globalization, entrepreneurship, innovation, and leadership.

The first AGLP was launched in 2009 in collaboration with the University of Cambridge Judge Business School in the UK, followed by the Cheung Kong Graduate of Business in China, the UC Berkeley Haas School of Business in the USA, the London Business School in the UK, the New York University Stern School of Business in the USA, the London School of Economics and Political Science in the UK, IESE Business School in Spain, the University of Chicago Booth School of Business in the USA, and ESCP Business School in France.

The AGLP provides a learning platform for the participants to address the challenges and opportunities in the ASEAN Economic Community context, while promoting business networking for the participants from Southeast Asia countries.

The AGLP is aimed at those senior executives working in both the public sector and the private sector across industries in the Southeast Asia region who have responsibilities for strategic leadership and for improving their company's performance. To date, we had conducted 29 editions of AGLP in Europe, China and USA. Our AGLP Alumni comprise some 500 senior executives at the c-suite and Board level in the corporate sector, including policy makers and regulators from the public sector.

In support of the mission of executive education in the Southeast Asia region, SRW&Co. launched the AGLP Scholarship as a CSR initiative in collaboration with the ASEAN Business Advisory Council in 2016. The annual ASEAN Business Awards are conferred by the ASEAN Business Advisory Council to recognize outstanding ASEAN enterprises in various categories, with a spotlight on the promising ASEAN small and medium sized enterprises (SMEs) that have the potential of becoming global economic players. The AGLP Scholarship is granted to the selected ASEAN Business Awards Winners to attend the AGLP in a global business school.

This strategic partnership with the ASEAN Business Advisory Council across the 10-member ASEAN countries is a firm endorsement of the AGLP as a signature leadership development program for the leaders in the ASEAN countries.



AGLP IESE Program Agenda & Synopsis

Day 1 Monday, 6th October 2025

Welcome & Program Introduction

Geoeconomics. Navigating the New Global Order

Professor Núria Mas

The session will discuss the Global economic outlook and how to navigate the complexities of today's global economy. With inflation easing, the world faces new challenges: low growth and high debt. We will explore how a shifting, multipolar world with increasing tariffs is reshaping business, trade, and economic power. We will focus on the implications for business and give insights on navigating these fractured landscapes, where new strategies are essential for thriving in a rapidly evolving global market. The session should be as interactive as possible. Therefore, you are encouraged to catch up with your reading on the global economy's situation, outlook, and trends and to prepare your questions.

Strategic Management in an Interconnected Marketplace

Professor Govert Vroom

In today's economy, platform markets play an increasingly important role, underscoring the significance of multi-sided markets and network effects. As business leaders, we need to understand what this means for our own organizations. Will disintermediation impact our value chains? How will relationships among companies within their ecosystems evolve as the world becomes more interconnected? Which companies will gain power over their customers and suppliers, and which will lose power? What implications does this have for the strategies companies should adopt? In the sessions on Strategic Management, we will explore these questions and develop strategies for the future in an increasingly integrated marketplace.

Day 2 Tuesday, 7th October 2025

Experiential Learning Football Club Barcelona Experience: High Performance Teams

Professor Miquel Lladó

The Barça Experience is a unique event. It gives participants the opportunity to learn about the School of Talent of FC Barcelona (La Masia) through the in-class discussion of the IESE Business Case "FC Barcelona & La Masia: Developing World Class Talent", the "FC Barcelona methodology" and a "training session on the pitch", for participants to feel the "front line". Good reflections on how High-Performance teams are built, developed, and managed. Very good learnings totally applicable to the business world. In business we play our roles as players, captains, coaches, as football players do. We experience recruiting and developing processes very often, so participants do get good tips on how it's done in the FC Barcelona, for them to make the translation to their company. First team Former players of FC Barcelona will also join to deliver the content of this course.

ESG and Climate Finance

Professor David Teeters

Climate change presents both challenges and opportunities for business leaders. These sessions dive into the global ESG conversation and specifically Climate Finance, exploring the mechanisms and financial instruments available to support sustainable initiatives. Participants will gain insights into green bonds, carbon markets, and the financing of low-carbon projects, including a practical case study of a well-known Southeast Asian company. The session will also cover the evolving landscape of climate-related disclosures and the impact on investment decisions, empowering leaders to leverage climate finance as a strategic driver for growth.

Day 3 Wednesday, 8th October 2025

Corporate Innovation. Case Study: The Challenges of Corporate Innovation

Professor Julia Prats

Transforming Through Open Innovation – Interactive Lecture

Professor Julia Prats

Large corporations face the dramatic challenge of becoming flexible and adopt new technologies to remain competitive. Although many firms have well organized R&D departments, the pace and the scope are not in sync with today's needs. The best firms explore inside and outside looking for ideas, technologies and solutions but more importantly set the systems to be able to include them in as part of their offering while building new competitive advantages.

Fireside Chat

Professor Pedro Nuevo & Professor Julia Prats

In an engaging fireside chat at IESE, renowned professor Pedro Nuevo will share his insights in conversation with Julia Prats, an expert in entrepreneurship and innovation. The session will provide a unique glimpse into Nuevo's career, marked by decades of impactful work in business education and advising global companies on strategic growth. Known for his deep understanding of entrepreneurial ecosystems and his role in shaping IESE's international presence, Nuevo will engage the audience with stories of his experiences and reflections on the evolving nature of business leadership.

Julia Prats, herself a leading figure in entrepreneurship and business transformation, will guide the discussion highlighting Nuevo's expertise in navigating change and fostering innovation. Together, they will delve into the future of business education, addressing both the opportunities and challenges posed by rapid technological advancement and globalization. Their dialogue will provide practical insights into leadership, underscoring the value of resilience, adaptability, and a forward-thinking mindset.

Day 4 Thursday, 9th October 2025**Experiential Learning La Sagrada Familia – Innovative Spirit: Lessons in Leadership from the Sagrada Familia**

Professor Yih-Teen Lee

Nearly 140 years and counting in the making, the Sagrada Familia demonstrates how visionary leadership can prioritize the truly important over the distracting noise of short-term results and ego. By taking a cue from Gaudí and seeking the extraordinary in the ordinary, executives may be inspired in ways they never thought possible before. Gaudí was a man with a vision, and one who understood that the vision must be clearly communicated to be effective. The course includes a case study presentation on Gaudí, a tour of the Sagrada Familia, followed by class discussion.

Aligning Strategy and Service Model. Case: Starbucks

Professor Philip Moscoso

Digitalization of Service Models. Case: Netflix

Professor Philip Moscoso

Achieving excellent and innovative service models has played an essential role in many of the great success stories business has written. Given today's highly demanding global marketplaces, companies have to leverage more than ever all possible ways to generate competitive advantage - providing customers a great service has proven to be a particularly powerful one.

Gala Dinner and Certificate Awarding Ceremony

Day 5 Friday, 10th October 2025**Future of Work – Gen AI**

Professor Evgeny Kaganer

The session aims to cut through the current hype around Generative AI and explore its likely effects on work and organizations. To do so, we will blend the emerging insights from cases and research studies to identify main patterns of how GenAI will likely reshape work in organizations. We will conclude with a discussion about what leaders can do today to prepare themselves, their team, and their organizations for the era of ubiquitous AI.

AGLP IESE Faculty Biographies



Prof. Nuria Mas

Professor of Economics

Jaime Grego Chair of
Global Healthcare
Management

Núria Mas is professor in the Economics Department at IESE Business School. Professor Mas is also Jaime Grego Chair of Global Healthcare Management and member of the Executive Committee of IESE. She holds a Ph.D. in Economics from Harvard University and a B.A. in Economics from Universitat Pompeu Fabra. Before joining IESE Business School, Prof. Mas worked as an associate at Lehman Brothers International. Núria is member of the Fundació Institut Guttmann board of trustees and she has been a member of the Governing Council of the Bank of Spain.

Prof. Mas teaches economics and health economics in the MBA, Executive-MBA and other executive education programs. She is the Academic Director of IESE's Annual Healthcare Industry Meeting. She was member of the Advisory Committee for the Sustainability and Progress of the Healthcare System of the Government of Catalonia until September 2015.

Her fields of research interests focus on health economics, with a special interest on the organization of healthcare systems to achieve

the Triple Aim of better health for their population, better care for the patients and rationalization of costs. She has studied the effects of different health care systems on the health of the population, and she also analyzes how hospitals and doctors respond to different incentive mechanisms. She has also worked on evaluation of public policies. Her work has been published in numerous international journals such as the *Journal of Health Economics*, *The Review of Industrial Organization*, *Food Policy* or *the International Journal of Healthcare Finance and Economics*.

Prof. Mas has been an advisor and consultant on health economics for the European Commission as well as for different public sector institutions and the healthcare industry.

Area of Interest:

- **Public Economics**
- **Public management**
- **Health economics**



Prof. Govert Vroom

Professor of Strategic
Management

Govert Vroom is a Professor in the Strategic Management Department of IESE. Govert received his Ph.D. from INSEAD in 2005. In 2004, his doctoral proposal was awarded second place in the Organization Science dissertation proposal competition. His doctoral dissertation received the Blackwell Outstanding Dissertation Award for the best doctoral dissertation in the Business Policy and Strategy division of the Academy of Management in 2006.

Govert's research interests include competitive strategy, corporate diversification, strategy in the networked economy, and entrepreneurship. In his research, he explores how firm characteristics, such as organizational design, ownership structure, and firm objectives, affect managerial decision making and interfirm rivalry. He is also working on how strategies are influenced by competition in network environments where critical mass, standards, and externalities play an important role.

His work has been published in leading scholarly journals such as *Academy of Management Journal*, *Management Science*, *Strategic Management Journal* and *Organization Science*. He has been elected Chair of the Competitive Strategy interest group of the Strategic Management Society, a role he fulfilled in 2012.

Prior to his academic career, Govert worked in the Netherlands at KPN Telecom as a financial controller and cost management consultant. He teaches strategic management, competitive strategy, corporate strategy, and strategy in the networked economy in a wide variety of programs including the MBA, Ph.D., and international executive education.

Area of Interest:

- **Competitive strategy**
- **Managerial incentives**
- **Organizational design**
- **Industrial organization**



Prof. Miquel Lladó

Senior Lecturer of Strategic Management

Miquel Lladó is a Senior Lecturer at the Department of Strategic Management. He holds an Advanced Degree in Economics and Business from the University of Barcelona.

He combines teaching with Strategic Management consulting through his own firm Peak Business Advisory and as a partner at Sopho Factory. Experience in 20 sectors-industries. Member of the Advisory Board at Vallformosa (Wines), and the Advisory Council of Adelsys (Electrical solutions), Sant Aniol (Waters) and Katia (Knitting).

Keynote speaker for companies and institutions in Spain, Portugal, Russia, Armenia, Ukraine, Croatia, Slovenia, Greece, UK, Italy, Romania, Brazil, Switzerland, Germany, Austria, Serbia, Georgia, Slovakia, China, Peru, USA, Luxembourg, Mexico, France, Ireland, and Andorra
Visiting professor: IEDC Bled School of Management in Slovenia, AESE Business School in Portugal, Carlson Executive Academy University of Minnesota, Timoney Leadership Institute in Ireland.

Visiting professor: IEDC Bled School of Management in Slovenia, AESE Business School in Portugal, Carlson Executive Academy University of Minnesota, Timoney Leadership Institute in Ireland.

He has an extensive Executive background: Group President and CEO at Sara Lee Bakery Europe, CEO at Bimbo Spain & Portugal, Vice president Marketing & Sales at Bimbo Spain & Portugal, Vice president New

Businesses at PepsiCo Foods Spain & Portugal, Director of Sales & Special Projects at PepsiCo Foods International in the USA as well as other executive positions. Former Member of the Board of Directors at Plásticos Tatay, Berlys, Grupo Panasa, and Gomà-Camps Group.

He has completed Executive Education programs at IESE (PADE), Harvard Business School, Wharton School, Kellogg School of Management, ESADE, McGill University and IEDC Bled School of Management, Slovenia.

Author of the book: "Falling in Love with the Future".

Business Cases co-author: "A true FC Barcelona icon: Xavi Hernández, from team player to team builder", "FC Barcelona: Developing World Class Talent", "Dorna Sports MotoGP", "Ricoh Spain, Transforming the Business".

Miquel Lladó was elected Spain's Best Executive 2000 by the Spain Business Association AED.

Area of Interest:

- **Strategy**
- **Strategic Thinking**
- **General Management**
- **CEO Mentoring**
- **Leadership**



Prof. David Teeters

Senior Lecturer of Financial Management

David Teeters is currently a candidate for a Ph.D. in Economic History at London School of Economics, holds an MBA from IESE Business School, a M.Sc. in Economics from London School of Economics, and a B.S. / B.A. in Neuroscience, History, Political Science and Philosophy from the University of Pittsburgh.

Professor Teeters has over two decades of experience in public and private international financial markets. He has worked as an equity analyst in New York, and as a managing director at bulge bracket investment banks in London and Singapore built and managed capital markets businesses. He has worked extensively with sovereign wealth funds and central bank reserve managers around the world, and has strong client relationships with the global hedge fund community. For the past five years until joining IESE he was a principal in private equity firms, closing

transactions, managing portfolio companies from the board of directors, and exiting investments across industries.

His areas of academic interest include corporate finance, with a focus on company valuation, restructuring, and governance of small and medium enterprises and the evolution of corporate financing decisions vis-à-vis private equity and private credit markets. In capital markets, his current teaching interests and research in financial market history includes macrofinance (and the emergence of Bretton Woods III), the effects of financialization (from the perspective of both sovereign and household balance sheets), safe asset determination and shortage (specifically the role of collateral in credit creation in the Eurodollar market), green finance, and decentralized finance.



Prof. Pedro Nuño

Emeritus Professor of Entrepreneurship

Pedro Nuño is a Technical Architect, Industrial Engineer and Doctor of Business Administration from Harvard University. He is also Professor of Entrepreneurship at IESE and CEIBS.

He is the founder and Honorary President of the China Europe International Business School (CEIBS), leading school of business in Asia, with campuses in Shanghai, Beijing, Shenzhen, Accra and Zurich.

He was member of the Visiting Committee of the Harvard Business School for six years (2005-2011). He is in the board of several companies and institutions and during his career he has been in the board of more than 30 companies and institutions in Europe, the USA, Latin America, China and Africa.

Prof. Nuño is also founder of FINAVES, a venture capital corporation associated to the entrepreneurship activity of IESE Alumni that supported the launching of more than 40 companies, creating directly more than 3000 new jobs. His areas of interest include entrepreneurship, starting new ventures, global management, management of technology and innovation.

He authored 22 books translated to several languages about corporate turnaround, innovation and entrepreneurship. He has written more than 100 cases on Entrepreneurship, and published many articles.

He has received many Honors such as the Cross of Saint Jordi from the Spanish Government (2003), the Friendship Award (2009) and the Outstanding Contribution Award from the Chinese Government (2014), and "Commander by Number or the Order of Queen Elisabeth the Catholic" by the Kind of Spain (2015).

Area of Interest:

- **Entrepreneurship, intrapreneurship and starting new ventures**
- **Management of privatization and turnaround processes**
- **Industrial alliances, joint-ventures and acquisitions**
- **Industrial procurement, customer-client integration**
- **Management of technology and innovation**
- **Internationalization processes**



Prof. Julia Prats

Professor of Entrepreneurship

Bertrán Foundation Chair of Entrepreneurship

M^a Julia Prats is an accomplished professional with a Doctorate of Business Administration from Harvard University's Graduate School of Business Administration, an MBA from IESE Business School, and a Bachelor of Industrial Engineering from the Polytechnical University of Catalunya.

She is regularly involved in consulting activities and serves as a board member of several international firms, including a consulting, engineering, and architecture firm, and a manufacturer of laminating adhesives. It also holds several Advisory Board positions in professional services firms related to technology and other institutions such as the Scientific Advisory Council for Scientific Management and Industrial Transfer at The GADEA for Science Foundation, and a member of the Scientific Advisory Committee of Parc Tauli Institute for Research and Innovation. She is an Innovation Expert and Strategic Intelligence Co-curator at the World Economic Forum.

As a researcher, she focuses on entrepreneurship, innovation, and professional service firms, and has conducted longitudinal field-based projects to identify the challenges faced by large corporations dealing with entrepreneurial activities. She has published several articles in the Harvard Business Review and MIT Sloan Management Review, and

other publications on topics related to her expertise including a book on European Champions featuring firms from ten countries, several book chapters, more than sixty business cases, and multiple field-based research reports. Currently, she is working on various research projects related to entrepreneurship, including corporate venturing and intrapreneurship. She belongs to the Royal European Academy of Doctors.

At IESE, Professor Prats teaches courses both in the MBA as well as in the International Executive Education programs. Specifically, she has designed and taught courses in custom programs for companies such as TDK, Marriott, Henkel, E&Y, Deloitte, Boehringer, BMW, BBVA and Telefonica among others. She has also been visiting professor at The Wharton Business School (USA), IPADE (México), INALDE (Colombia) and The University Asia Pacific (Philippines) among others.

Professor Prats is Patron of several Foundations based in London and Barcelona, and served as President of the Harvard Business School Alumni Club of Barcelona and is currently a member of that Club Alumni Board.



Prof. Yih-Teen Lee

Professor of Managing People in Organizations

Yih-Teen Lee is Professor in the Department of Managing People in Organizations and the academic director of the IESE Coaching Unit. He specializes in leadership, fit, and cultural bridging in his roles as educator, researcher, and consultant. His research work appears in leading scientific journals (e.g., *Journal of Management*, *Personnel Psychology*, and *Academy of Management Discoveries*) and books such as *The Handbook of Chinese Organizational Behavior*, *Leadership Development in a Global World*, and *The Routledge Companion to International Human Resource Management*. He is also co-editor of the books *Les compétences culturelles and Cultural Contexts of Human Resource Development*. He is a member of the Editorial Board of *Journal of Management*, *Journal of World Business*, and *Advances in Global Leadership*. He is also the Director of the book series "*Diversité culturelle et dynamiques des organisations*" (Cultural Diversity and Organizational Dynamics), published by the Editor L'Harmattan, Paris. He has served as a member of the Teaching Committee of the International Management Division of the Academy of Management. At IESE, Yih-Teen teaches subjects such as leadership, leading global collaboration, self-leadership, leading multicultural teams, and strategic human resource management in the MBA and executive programs.

Yih-Teen has been living and working in Europe for almost 20 years, and identifies himself as a multicultural individual. He is fluent in Chinese, English, French, and Spanish, and has delivered training programs and seminars to senior executives in all four languages. This exposure, alongside his unyielding passion for various cultures, drives him to

embrace diversity and devote his energy to the search of deep-level cultural knowledge and cultural competences, with the goal of contributing to the ability of managers and organizations to navigate global cultures effectively. He sees such development as a transformational journey of each individual and emphasizes the importance of anchoring cultural competences in one's cultural identities and sense of self.

Yih-Teen earned his Ph.D. from HEC, University of Lausanne (Switzerland) and his Bachelor's and Master's degrees from National Taiwan University. Prior to IESE, he taught at HEC University of Lausanne (Switzerland), Angers Graduate School of Business ESSCA (France), and the American Graduate School of International Management Thunderbird Europe (France), among others.

Area of Interest:

- **Cross-cultural management & cultural identities and competences**
- **Person-environment fit**
- **Leadership in multicultural teams**
- **Human resource management: selection and training issues**



Prof. Philip Moscoso

Professor of Operations, Information and Technology

Eurest Chair of Excellence in Services

Philip Moscoso is the Dean for Academic Affairs and Innovation at IESE Business School. He is the Eurest Chair of Excellence in Services and is full professor in the Department of Operations, Information and Technology. Philip has completed a Service Management Program at Harvard Business School, a General Management Program (PDG) at IESE, and received his M.Sc. and Doctorate in Industrial Engineering and Management from the Swiss Federal Institute of Technology (ETH) in Zurich.

At IESE, Prof. Moscoso teaches executives in both open enrolment programs as well as in-company programs, and to master students in the different MBA programs of the school. Furthermore, Philip is the academic director of several programs at IESE, and since many years he is a Visiting Professor at the Chinese business school CEIBS and at the fashion business school ISEM.

His research analyses how operations excellence and innovation can generate competitive advantage for companies, with a particular attention to service and consumer product companies. Over the years, he has had the opportunity to develop his areas of interest through teaching, research projects and consulting work. Philip has published more than 40 articles in

international journals, such as *Ergonomics*, *Journal of Engineering Design or Production*, *Planning & Control*, in conference proceedings and in business newspapers. He has also authored more than 30 teaching cases and technical notes, as well as two books on operations management.

Professor Moscoso complements his scholarly work with advisory services to companies. He has worked for international consultancies as Bain & Co. and KPMG, and for over 25 years has advised clients from different industries on issues as strategy, organization, or performance and service improvement.

Area of Interest:

- **Operations Management as a source of competitive advantage**
- **Service excellence and innovation**
- **Project management**



Prof. Evgeny Kaganer

Professor of Operations, Information and Technology

Evgeny Kaganer is a Professor of Operations, Information, and Technology at IESE Business School, where he teaches MBA and executive courses on digital business and transformation. His research explores how digitalization and artificial intelligence reshape business models and organizations. He has published articles on these topics in premier academic and business journals, including *Academy of Management Review*, *MIS Quarterly*, *Journal of the Association for Information Systems*, *MIT Sloan Management Review* and *Communications of the Association for Computing Machinery* among others. His work on the effects of digitalization in business and education has been cited in major media outlets, such as the *Financial Times*, *Business Week*, *Forbes*, *Handelsblatt*, and the *CIO Magazine*.

Evgeny has extensive experience working with senior executive teams in Europe, North and South America, Asia, and Russia on the topic of organizational transformation. He has taught, directed customized programs, and consulted with multinational companies, including Schneider Electric, Oracle, ERSTE Group, Amadeus, Carlsberg, and Gazprom Neft among others. In 2013 he was included in the 100 Best Business School Professors list compiled by the Economist Intelligence Unit.

Evgeny was a founding Academic Director of the Learning Innovation unit at IESE Business School,

helping develop the virtual classroom solution based on Barco's weconnect technology and launch IESE Online. Between January 2020 and February 2022 he took a leave of absence from IESE to become Dean for Academic Affairs at Moscow School of Management Skolkovo. In this role, he played a key part in developing local faculty and attracting international faculty to Skolkovo. He also bolstered research and program partnerships with top global business schools and helped Skolkovo enter and climb the *Financial Times* business school ranking. Currently, Evgeny serves as Academic Director of Focused Programs, IESE Lifelong Learning, and the Global CEO Program, offered jointly by IESE Business School and MIT Sloan School of Management.

A native of Ekaterinburg, Russia, Evgeny holds an MD degree from the Ural State Medical Academy, MBA from Syracuse University, and PhD from Louisiana State University.

Area of Interest:

- **Digital business strategy**
- **Digital transformation**
- **Impact of digital on learning**
- **IT Consumerization**
- **Data-driven organizations**



AGLP IESE Program Information



Barcelona City

Barcelona is one of Europe's most dynamic cities, offering a unique blend of rich cultural heritage and forward-thinking innovation. Known for its breathtaking architecture, from the modernist works of Antoni Gaudí to the historic Gothic Quarter, the city seamlessly combines tradition with modernity.

As a global business hub, Barcelona is home to a vibrant entrepreneurial ecosystem, hosting numerous multinational companies and startups in industries ranging from technology to finance and design.

Its strategic location on the Mediterranean, combined with a highly skilled workforce, has made the city a magnet for international business, innovation, and investment. Beyond its business prowess, Barcelona offers a high quality of life with its pleasant Mediterranean climate, world-class cuisine, and an abundance of cultural attractions. Whether exploring the bustling markets of Las Ramblas, enjoying the artistic treasures of the city's many museums, or networking in one of Europe's leading smart cities, professionals find Barcelona an inspiring place to learn, grow, and connect.

With its blend of tradition and innovation, Barcelona serves as an ideal destination for business leaders and aspiring professionals who wish to expand their global outlook while experiencing the best that Europe has to offer.

Travel & Accommodation

Participants will be responsible for the costs of travel, accommodation, and visa. We will recommend hotels within walking distance of the IESE campus. We suggest that all participants make hotel reservations as early as possible to secure rooms during the program period.

Who should attend?

This program is aimed at those senior executives who have responsibilities for strategic leadership and improving their company's performance.

Particularly, this program is very relevant to CEO, members of Boards of Directors, members of Boards of Commissioners, and senior executives who are about to assume top management positions. The program is applicable for executives working in both the public sector and the private sector across industries.



Registration

Applications are accepted on a first-come, first-served basis. Early registration is recommended.

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Editions Since 2009

500+

AGLP Alumni

9

Global Business School Partners



AGLP 2024 London School of Economics and Political Science



AGLP 2023 University of Chicago Booth School of Business



AGLP 2023 IESE Business School



AGLP 2022 NYU Stern School of Business



AGLP 2019 Cheung Kong Graduate School of Business



AGLP 2017 UC Berkeley Haas School of Business



AGLP 2016 London Business School



AGLP 2012 Cambridge Judge Business School





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