

The logo for Global Alumni Weekend (GAW) features the letters 'GAW' in a stylized font. The 'G' is light blue, the 'A' is dark blue, and the 'W' is a medium blue. The letters are bold and modern.

GLOBAL ALUMNI WEEKEND

7-9 June 2019 · Madrid

AGENDA

The logo for IE Alumni consists of the lowercase letters 'ie' in a bold, dark blue font, with a small blue dot above the 'i'. Below 'ie' is the word 'ALUMNI' in a smaller, all-caps, dark blue font.



FRIDAY, JUNE 7TH

16.00-21.00: Registration opens permanently, Velazquez 130.

Registration will be open permanently from 16.00 until 21.00. Please note that we do require a valid ID or passport to match you with your event credentials at the registration point.

16.30- 16.50: Welcome Coffee, Maria de Molina 31 Bis, Student Hub.

For those of you who have just landed, or the ones that came to Madrid some days ago and need it after partying and yes, for those who run out of the office to be here on time; we have coffee to welcome you to IE. Stop, breathe and get ready for the weekend!

15.30-20.30: Kids Area, Serrano 105.

A space for your kids to have fun while you are enjoying the weekend on Campus. During Friday and Saturday, there will be activities designed for children from 2 to 12 years old. Children need to be enrolled to be admitted in the Kids Area.

17.00-17.20: Welcome Address by Deans.

The Dean of each school will meet & greet their alumni.

- **Martin Boehm**, Dean of IE Business School, Patio of Maria de Molina 31 Bis.
- **Javier de Cendra**, Dean of IE Law School, Maria de Molina 31 Bis, MMB-701.
- **Lee Newman**, Dean of IE School of Human Sciences & Technology, Maria de Molina 31 Bis, MMB-402.
- **Manuel Muñiz**, Dean of IE School of Global & Public Affairs, Maria de Molina 31 Bis, MMB-601.
- **Martha Thorne**, Dean of IE School of Architecture & Design, Velazquez 130, V- 404.

17.30-18.30: Class Reunion gathering.

It's time to come back to class with your classmates. Whether you decide to relieve a marketing class with one of your beloved professors, or you decide to vote who wins the 10 years challenge, this is the time for kisses and hugs, laughs and high-fives while you start talking as if you only saw each other yesterday...

- **Gathering ExMBA September 2012**, Maria de Molina 31 Bis, MMB-803.
“¿Hacia dónde nos lleva la tecnología? Una visión a vista de pájaro” by **Tomás Alfaro**.
- **Gathering ExMBA 2014**, Maria de Molina 31 Bis, MMB-403.

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- **Gathering ExMBA April 2013**, Maria de Molina 31 Bis, MMB-302.
“Strategy Implementation Agility” by **Jorge Dinarés**.
- **Gathering IMBA April 2013**, Maria de Molina 31 Bis, MMB-401.
“Evolve or die” by **Ignacio Gafo**.
- **Gathering IMBA November 2013**, Velazquez 130, V-401.
- **Gathering EMBA February 2009**, Maria de Molina 31 Bis, MMB-303.
“Entorno económico y retos globales. La creación de valor en el espacio digital” by **Jose M^a O’Kean**.
- **Gathering EMBA October 2008**, Maria de Molina 31 Bis, MMB-503.
“Los nuevos ganadores han visto estas películas. Y tú también...” by **Edgar Mayoral**.
- **Gathering IMBA 2009**, Velazquez 130, V-Hub.
- **Gathering MIM 2009**, Maria de Molina 31 Bis, MMB-201.
- **Gathering MIR 2014**, Maria de Molina 31 Bis, MMB-601.
“The rise and fall of Daesh: is global terrorism still a threat?” by **Michele Testoni**.
- **Gathering IMBA 2004:** Maria de Molina 31 Bis, MMB-301.
“Trade Wars, Brexit, and Uncertainty in Emerging Countries” by **Gonzalo Garland**.
- **Gathering MBA February 2004:** Maria de Molina 31 Bis, MMB-703.
“Lo aprendido y lo aprehendido desde el 2004” by **Pascual Montañés**.
- **Gathering MBA 1999**, Maria de Molina 31 Bis, MMB-202.
“EL Gobierno Corporativo: El interés social y la Creación de Valor” by **Tomas Garicano**.
- **Gathering MIDE 1999:** Maria de Molina 31 Bis, MMB-203.
“Cosmopolitan Managers” by **Santiago Iñiguez**.
- **Young Alumni Connect**, Velazquez 130, V-Garden.
- **Gathering MAF October 2008**, Maria de Molina 31 Bis, MMB-701.
- **Gathering MAJ October 2008**, Maria de Molina 31 Bis, MMB-701.
- **IE School of Human Sciences & Technology Global Reunion**, Maria de Molina 31 Bis, MMB-402.
“A world beyond the pill” by **Manuel Lopez Martin de Blas**.
- **IE School of Architecture & Design Global Reunion**, Velazquez 130, V-404.

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17.30- 18.30: Class time, let's set up the basics, classrooms of Maria de Molina 31 Bis.

It's time to come back to class and align with the IE values. During one hour you will be able to learn more about how IE embraces its values at the Institution.

Diversity:

- **Networking Session** by **Balvinder Powar**, Maria de Molina 31 Bis, MMB-801.
- **3,2,1... Networking!** by **Jane Rodriguez del Tronco**, Maria de Molina 31 Bis, MMB- 802.

Humanities:

- **Ask What Matters in Life? A Guide for Wellbeing** by **Judith Grimbergen & Nick van Dam**, Maria de Molina 31 Bis, MMB-502.
- **Where the Truth lies** by **Susana Torres**, Maria de Molina 31 Bis, MMB-602.

Innovation:

- **What it takes to be a leader in the digital age** by **Jose Esteves**, Maria de Molina 31 Bis, MMB-603.

Entrepreneurship:

- **IE Entrepreneurship Rocks** by **Paris de l'Etraz**, Maria de Molina 31 Bis, MMB-702.

17.30- 18.30: Campus tour.

Campus tour starts at the Info point stand in MM31 BIS Patio. The tour will take you to the WoW Room, Area 31 and the rest of the new spaces at IE. There are limited spots per hour; registration will be done through the GAW App.

19.00-20.30: Opening Ceremony & EPIC Alumni Awards, Patio of Maria de Molina 31 Bis.

Let's gather all together to know more about the IE 2020 Challenge, the new building and what does it means to the community.

We believe that great stories deserve to be told, to make an impact, and that is what the EPIC Alumni Awards stand for. EPIC are IE alumni awards launched by Global Alumni Relations to acknowledge Extraordinary People Inspiring the IE Community. Divided into 5 categories, the aim is to highlight the power of our network: Business Impact, Creators, Human Success, Women Inspiring Women and Young and Ambitious Minds. During the Opening Ceremony, we will announce the winners of the EPIC Alumni Awards 2019.

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20.30- 22.30: Cocktail & Live Music, Patio of Maria de Molina 31 Bis.

After the Opening Ceremony, a cocktail will be offered. While attendees are enjoying food & drinks, the IE Band and Carlos Luca de Tena as a DJ will be on stage. It's time to have fun!

Saturday, June 8th

10.00- 16.00: Registration opens permanently, Velazquez 130.

Registration will be open permanently from 10:00 until 16:00. Please note that we do require a valid ID or passport to match you with your event credentials at the registration point.

10.00- 17.30: Kids Area, Serrano 105.

A space for your kids to have fun while you are enjoying the weekend on Campus. During Friday and Saturday, there will be activities designed for children from 2 to 12 years old. Children need to be enrolled to be admitted in the Kids Area.

10.00- 11.00: Welcome Breakfast, Patio Maria de Molina 31 Bis.

Coffee is always the best way to start a new day. Even better if it is with friends at the IE Campus. Thank you to the IE International Development Department for sponsoring the Breakfast!

10.30- 12.00: Career Mentoring Roundtables, Velazquez 130, V-401 and 402.

During these sessions, you will be able to learn more about the different sectors firsthand from the members of our Alumni Board. Limited seats are available (8 per table). Registration will be done through the GAW App.

- **Fintech Roundtable** by **Nika Kurdiani**.
- **Technology & Business Accelerator Roundtable** by **Ramón Martín**.
- **Entrepreneurship Roundtable** by **Andrew Maloney**.
- **Financial Services Roundtable** by **Roxana Hidan**.
- **HR & Talent Management Roundtable** by **Nabila Toubia**.
- **Investment Funds Roundtable** by **Fernando Barnuevo**.
- **Legal & Tax Services Roundtable** by **Maria Sanchiz**.

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10.30- 12.00: Leveraging our IE International Offices: Market Insights and Opportunities around the World, Launchpad of Maria de Molina 31.

Did you know that IE hosts more than 5,000 international events every year, beyond our Campus? As an IE alumnus, you can participate in every corner of the world to connect with other alumni, companies, start-ups, partner universities, recruiters and more. We are able to do this because IE University is the only educational institution that has 30 international representative offices with a global approach: we recruit top students from every corner of the world. We work closely with companies and organizations to provide career services for our students and alumni, we lead networking and alumni engagement activities, and we provide life-long learning opportunities on a daily basis through our events and activities.

If you want to meet our International Development team that has travelled all the way to Madrid, register now! They will be sharing in detail all the services and benefits that you can enjoy as an IE alumni in Europe, Spain, North America, Latin America, Asia Pacific, Middle East and Africa. Either if you want to be more in touch with your local IE community, or to connect with our corporate and academic ecosystem within your region, or hear more about career trends at a specific market, join us! We are here to support you on your life journey.

There are limited spots per hour; registration will be done through the GAW App.

- **LATAM Roundtable** by **Newton Campos & Daniela Garcia.**
- **Europe Roundtable** by **Ines Holtreman & Joseph Freiha.**
- **North America Roundtable** by **Allison Holmes & Liesl Morris.**
- **Asia-Pacific Roundtable** by **Karan Gupta & Kaoru Iino.**
- **Middle East Roundtable** by **Eliana El Hage.**
- **Africa Roundtable** by **Onyekachi Eke.**

10.30- 12.30: Montblanc's Graphology Experience, Patio of María de Molina 31 Bis.

Meet Montblanc's graphologist team on the Patio to learn more the about the creative work they do.

11.00- 11.50: Campus tour.

Campus tour starts at the Info point stand in MM31 BIS Patio. The tour will take you to the WOW Room, Area 31 and the rest of the new spaces at IE. There are limited spots per hour; registration will be done through the GAW App.

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11.00- 13.00: Club Fair, Velazquez 130, V-Hub.

Come and meet our sectorial, national and international Alumni Club Presidents. You will have the opportunity to know more about the kind of activities they organize, find out how to be involved or inquire how to keep connected to the IE community. The alumni staff members from the IE International Offices will also be there.

- **Welcome remarks** by **Julia Sanchez**.
- **Raffle:** alumni will be able to make inquiries and clear up any doubts they may have about a specific club. Those who ask questions at the stands will be given a ticket to participate in a raffle by club representatives.
- **Raffle winner announced.**

11.45- 12.15: Book Presentation: Business Despite Borders by Santiago Iñiguez, President of IE University, Maria de Molina 31 Bis, MMB-302.

“The best antidote to bad politics is good business”, says Santiago Iñiguez. In this book, Iñiguez argues that globalization has been a key force in the development of business in recent decades. However, with nationalism on the rise in Europe, the United States and elsewhere, the future of global trade and international business has been thrown into doubt. In this new and challenging context, innovative companies have the opportunity not only to find new ways to operate across borders, but also to help forge a new system of relations between people of different nationalities and cultures.

This book features a collection of case studies, compiled by Santiago Iñiguez & Kazuo Ichijo. These illustrate how companies from different corners of the globe are succeeding in reaching out to distant customers, stakeholders and partners. It features inspiring examples of leaders who are actively developing imaginative ways to connect across continents. It is a vital reference tool for companies that plan to continue operating globally or to expand their international presence. A clarion call for the renewed relevance and importance of globalized business, this book suggests a future where companies can contribute positively to achieving sustainable growth and a fairer distribution of wealth across the globe. Registration will be done through the GAW App.

12.15-13.15: Stress-free Master Classes.

* Note: All these sessions will be repeated at 13:30h.

It's time to come back to “real” classes with our renowned professors. You remember that feeling, don't you? Now you don't have mandatory classes, but some cool ones to choose from.

- **Hey you, who is building your city?** by **Cristina Mateo**, Maria de Molina 31 Bis, MMB-501.

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- **Disruptive Branding** by **Jacob Benbuan**, Maria de Molina 31 Bis, MMB-502.
- **Challenges in Confronting Misinformation around the World** by **D.J. Flynn**, Maria de Molina 31 Bis, MMB-601.
- **Populism Past and Present** by **David Moshfegh**, Maria de Molina 31 Bis, MMB-602.
- **An EU legal regime for mass contracts. Finally or too late?** by **Francisco de Elizalde**, Maria de Molina 31 Bis, MMB-701.
- **Reclamaciones de daños causados por cárteles: análisis de casos recientes (azúcar, sobres, seguro decenal y camiones)** by **Francisco Marcos**, Maria de Molina 31 Bis, MMB-702. *This session will be held in Spanish.
- **Human Centric Design and Innovation** by **Luis Zunzunegui**, Maria de Molina 31 Bis, MMB-401.
- **Artificial intelligence: the big opportunity for transforming business. How to face digital disruption today?** by **Elena Gonzalez-Blanco**, Maria de Molina 31 Bis, MMB- 402.
- **World Economic Outlook: the coming recession?** by **Gayle Allard and Gonzalo Garland**, Velazquez 130, V-Garden.
- **The Future of Marketing** by **Pedro Moreno de los Rios**, Maria de Molina 31 Bis, MMB-201.
- **¿Se encuentra la economía mundial al borde de una nueva recesión?** by **Juan Carlos Martinez Lázaro**, Maria de Molina 31 Bis, MMB-203.
*This session will be held in Spanish.
- **The Future of Work** by **Nick Van Dam**, Maria de Molina 31 Bis, MMB-301.
- **Residential Real Estate: the New Global Asset Class** by **Pedro Gete**, Maria de Molina 31 Bis, MMB-202.
- **Come and Celebrate ie Women** by **Celia de Anca**, Maria de Molina 31 Bis, MMB-801.
- **Business School Rankings** by **Ines Drieselmann**, Maria de Molina 31 Bis, MMB-802.

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12.15-13.15: Taking Advantage of the IE Alumni Community.

- **EPIC Panel: Young & Ambitious Minds**, moderated by **Martin Boehm**, Velazquez 130, V-401.
 - **Adolfo Fernández Sánchez (MIM 2015)**, from Spain. He is Global Program Manager for International Growth Strategy at Google.
 - **Enrique de Solis Tello (IMBA 2016)**, from Spain. Forbes 30 under 30, he is the founding partner of a new boutique hotel chain One Shot Hotels.
 - **Pablo Gonzalez Ruiz de la Torre (BBA 2016)**, from Spain. Forbes 30 under 30: founder and CEO of global youth talent ecosystem Trivu, which changed its name from Pangea in 2018.
- **EPIC Panel: Business Impact**, moderated by **Julia Sanchez**, Velazquez 130, V-402.
 - **Ahmed Ben-Mussa (IMBA 2016)**, from Libya. COO of Tatweer Research where he has partnered with institutions such as MIT.
 - **Diana Morato Feliciano (EMBA 2011)**, from the Phillipines. General Manager of Deliveroo Spain.
 - **Eva María Pavo López (EMBA 2006)**, from Spain. Directora de Comunicación y Marketing en Correos.
- **EPIC Panel: Women Inspiring Women**, moderated by **Tetyana Kretova**, Maria de Molina 31 Bis, MMB-503.
 - **Adiki Ayitevie (part-time MCC 2017)**, from Ghana. Senior Journalist and News Editor with Public Agenda, a well-respected Ghanaian newspaper.
 - **Belinda Holdsworth (EMBA 2016)**, from United Kingdom. Director, Global Operations Strategy.
 - **Rana Fadwa Sameer Adeeb Al-Sabbagh (EXMPLS 2018)**, from Jordan. Executive Director of Arab Reporters for Investigative Journalism.

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- **Short Alumni Talks**, Velazquez 130, V-404.
 - **Nathalie Jacobs**: Reinventing Yourself.
 - **Antonio Meo**: More than a football game. The Homeless World Cup 2020, road to Rome.
 - **Aida Diaz**: How to balance motivation and pressure in high performance sales teams.
- **Showcasing IE Alumni Entrepreneurs**, Velazquez 130, V-407.
 - **Rene Almeida**: Search funds: how I created a micro private equity fund bought a company and became a CEO after my IMBA.
 - **Jaime Dominguez**: Tappy is the “uberization” of the beer tap.

12.30- 14.30: Montblanc’s Travel Experience: “How to Prepare a Suitcase”, Patio of María de Molina 31 Bis.

Join the Montblanc team on the Patio for a special travel themed experience.

13.20- 14.15: Campus tour.

Campus tour starts at the Info point stand in MM31BIS Patio. The tour would take Area 31 and the rest of the new spaces at IE.

There are limited spots per hour; registration will be done through the GAW App.

NOTE: WOW Room will be closed at this time.

13.30- 14.30: Stress-free Masterclasses.

All Masterclasses held at 12:15 are going to be repeated at this time.

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13.30- 14.30: Taking Advantage of the IE Alumni Community.

- **EPIC Panel: Creators**, moderated by **Erik Schlie**, Velazquez 130, V-402.
 - **Niels Turfboer (IMBA 2011)**, from the Netherlands. Managing Director and Co-Founder of SpotCap, a Fintech company that has currently raised 50MM.
 - **David Cohn (IMBA 2010)**, from the USA. CEO and Founder of Regroup Therapy, a company that is revolutionizing mental health care delivery.
 - **Pablo Alejandro Artacho Amichis (International LLM 2013)**, from Spain. CEO and Founder of Spotahome, an online booking platform for accommodation.
- **EPIC Panel: Human Success**, moderated by **Teresa Martin Retortillo**, Velazquez, V-401.
 - **Abdullah Al Ali (IMBA 2018)**, from Kuwait/ Saudi Arabia. A medical doctor that launched an app for parents of children with autism.
 - **Dhjubajyoti Boruah (Master in Telecom & Digital Business 2009)**, from India. CEO and Founder of Common VC, which is a people led venture firm.
 - **Dina M.K. Dajani (MIR 2017)**, from Jordan. Executive lead of Cycling for Gaza.
- **Short Alumni Talks**, Velazquez 130, V-405.
 - **Letizia Capriles**: Retail Apocalypse and the Rebirth of Brick and Mortar.
 - **Sergey Gorbатов**: Feedback; Why it's important and how to give it.
- **Showcasing IE Alumni Entrepreneurs**, Velazquez 130, V-406.
 - **Andrew Maloney**: New Trends in Travel and Hospitality in the Experience Economy.
 - **Andrey Grigoryev**: Crowdfavors marketplace.

14.30- 15.30: Lunch, Patio of Maria de Molina 31 Bis.

Lunch will be held at the patio of Maria de Molina 31. Attendees celebrating class reunions will have meeting points to gather with their classes.

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15.45- 16.45: Relaxing, fun and interactive Activities & Workshops.

After lunch, different activities will be offered. From fun and relaxing ones, to the last developments we have at IE for teaching. As always, you will have to choose...

- **Business (as usual) with Design Thinking** by **Gabriel Campillo**, Maria de Molina 31 Bis, MMB-802.
- **Transformarse para transformar** by **Pilar Sanchez Prieto**, Maria de Molina 31 Bis, MMB-501.
- **The Scale-up of Spain into China: Food, Fashion, Football** by **Joe Haslam**, Maria de Molina MMB -703.
- **Renaissance of Renaissance Thinking - Why Business Needs Art** by **Nir Hindi**, Maria de Molina 31 Bis, MMB-202.
- **Come and experience the first virtual reality interactive multimedia case of its kind!** by **Ulrike Klaussner & Daniel Serrano**, Maria de Molina 31 Bis, MMB-701.

*The following activities have limited seats. Please book your seat through the GAW APP

- **A Moment of Mindfulness** by **Amélie de Marsily**, Velazquez 130, V-Hub.
- **Cocktail Making Experience**, Maria de Molina 31, Launchpad.
- **Cocktail Making Experience**, Maria de Molina 31 Bis, Student Hub.
- **Graffiti Workshop**, Maria de Molina 31 Bis, Main Stage.
- **IE Tech Gymkana**, Maria de Molina 31 Bis, MMB-201.
- **Chocolate Tasting** by **Helen López**, Maria de Molina 31 Bis, MMB-301.
- **Strategy Game**, Velazquez 130, V-401.

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00.00 – 05.00: Global Alumni Weekend Party.

This year we will host the GAW party at an exclusive venue called “**Villanueva by Eneldo**”, located at **Calle de Villanueva, 2, 28001 Madrid**.

During registration at the IE Campus, a wristband will be given to you to get into the party. **IF YOU DON'T PRESENT THE WRISTBAND AT THE PARTY YOU WILL NOT BE ABLE TO GET IN.** Once inside, one free drink will be given to you. Please note the entrance opens at 00.00 to 03.30, even though we will run the party until 05.00 am.

Sunday, June 9th

12.00-15.00: Family Brunch, Patio of Maria de Molina 31 Bis.

Enjoy a family brunch on Campus and make the best of the last chance to bond before saying goodbye to your classmates and fellow IE alumni!

This year we have a surprise for the children who attend brunch. From 12.00 to 14.00 there will be a circus for the little ones: giant bubbles, circus equipment, a photocall and magic show.

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