



EL SIGNO RENOVADO

THE RENEWED SIGN

ALBERTO CORAZÓN

TURISMO 2009
NUEVO ESCENARIO
TOURISM
NEW SCENE 2009

GESTIÓN DE TALENTO
TALENT MANAGEMENT

ECONOMÍA
LA CRISIS MUNDIAL
THE WORLD ECONOMIC CRISIS



Ignacio Arriola (MDCM 2005) has been appointed as the Regional Manager for South and Central America and the Caribbean at Tennant. He received his degree in Industrial Engineering from ICAI in 2002. Since joining in 1998 has held different positions related to business development in Spain. Arriola has moved his base to Sao Paulo, Brazil where Tennant has its offices and production facilities.



Manuel Gutiérrez de Diego (ExMBA 2005) acaba de ser nombrado nuevo responsable del Departamento de Knowledge Management de PricewaterhouseCoopers España. Tiene amplia experiencia en cargos directivos en empresas como Epise, maat Gknowledge, educaline (grupo Arsys), el IE Business School o la Universidad Alfonso X el Sabio.

Manuel Gutiérrez de Diego (ExMBA 2005) has been appointed Knowledge Management Senior Manager at PricewaterhouseCoopers, Spain. He has extensive management experience at Epise, maat Gknowledge, educaline (Arsys Group), IE Business School and Alfonso X el Sabio University.

Alberto Gabaldón (ExMDET 2008) ha sido nombrado *Revenue Manager* de Travelodge en España. Sus responsabilidades pasan por realizar investigación y análisis de los mercados y maximizar la rentabilidad de cada establecimiento. Travelodge ha anunciado un plan de expansión en España de 100 nuevas aperturas de hoteles y la creación de 2.000 nuevos puestos de trabajo hacia 2020. Hasta su nombramiento, era director de Proni Gestión Hotelera.



Alberto Gabaldón (ExMDET 2008) has recently been named Revenue Manager for Travelodge Spain. The Revenue Manager utilizes management skills and knowledge of hotel operations, to contribute to and lead the Revenue Team in maximizing revenue and bottom line profits for the benefit of the hotel. Travelodge has announced a 1 billion € expansion programme for Spain, for opening 100 hotels and creating 2000 new jobs by 2020. Previously, he worked as the Director for Proni Gestión Hotelera.



Después de casi dos años de trabajo en el IE Business School como uno de los dos Programme Advisors del IMBA, **Tom Reid** ha dejado el IE y Madrid, a finales de julio, para unirse a la comunidad IE en Dubai (Emiratos Árabes Unidos). El traslado ha sido fruto de la oportunidad de trabajar en Dubai como consultor medioambiental con una compañía nueva y pequeña denominada 5 Capitals Environmental and Management Consulting. Principalmente, su objetivo profesional es la iniciativa LEED (Liderazgo en diseño energético y medioambiental, según sus siglas en inglés), que está experimentando un gran desarrollo en la región. Antes de llegar al IE Business School, trabajó en Greenpeace International en Ámsterdam y en la Organización de los Estados Americanos en Washington, D.C. en su Unidad de Desarrollo Sostenible y Medio Ambiente.

After almost two years working as one of the two Programme Advisors for the IMBA at IE Business School, **Tom Reid** left IE and Madrid at the end of July to join the growing IE community in Dubai, United Arab Emirates. He moved for the opportunity to work as an environmental consultant with a small new consulting firm: 5 Capitals Environmental and Management Consulting.

He is working primarily with the newly expanding Leadership in Energy and Environmental Design (LEED) certification and green building standards. Prior to working at IE, he was with Greenpeace International in Amsterdam and the Organization of American States in Washington, D.C. in their Unit for Sustainable Development and Environment. He was sad to leave IE and the great team he had the fortune to work with, but this marked an important opportunity to continue on his path working to bridge the gap between the business sector and the environment.



Hugo Rivas (MAF 1989), licenciado en Derecho, ha sido nombrado presidente de la compañía española Tradky Software, especializada en la recreación de entornos virtuales en tres dimensiones, tales como ferias, museos, ciudades corporativas y foros universitarios. Desde sus comienzos, la trayectoria de Rivas ha estado muy ligada al mundo de la empresa como socio fundador de Personality Media, Spoletto en España, Nails 4 Us en España, Imaginarium en Portugal y Franchise Hispania, entre otras. Simultaneará su nombramiento como presidente de Tradky Software con sus actuales cargos en el sector de la construcción y su colaboración como profesor del IE Law School.

Hugo Rivas (MAF 1989), with a degree in law, has been appointed President of the Spanish company Tradky Software, specializing in the recreation of 3D virtual reality environments for fairs, museums, corporate cities and university forums. From the beginning, Rivas has been linked to the business world as the founding member of Personality Media Spoletto in Spain, Nails 4 Us in Spain, Imaginarium in Portugal, and Franchise Hispania, among others. He will combine his appointment as president of Tradky Software with his current positions in the construction sector and his collaboration as professor at IE Law School.

Héctor García, (MBA 2004) ingeniero de telecomunicación por la Universidad de Valladolid, se ha incorporado recientemente como asociado al despacho Baños y Asociados, especializado en Fusiones y Adquisiciones, y estará a cargo de la oficina de Madrid. Baños y Asociados, despacho fundado en Zaragoza, se especializa en las operaciones de M&A de tamaño medio, y recientemente ha iniciado un proceso de expansión por el territorio nacional, abriendo oficinas en Madrid, Barcelona y próximamente en Andalucía. García tiene una dilatada experiencia internacional. Desempeñó con anterioridad funciones de dirección de proyectos y consultoría tecnológica en Philips Semiconductors (Francia) y Synopsys Ltd (Reino Unido), y ha sido socio fundador de García y Marrero Consultores, una iniciativa empresarial con intereses en España y la República Dominicana, antes de hacerse cargo de la dirección de Baños y Asociados.

Héctor García (MBA 2004), who holds a telecommunications engineering degree from Universidad de Valladolid, has recently joined Baños y Asociados, a M&A firm, as an associate and Director of the Madrid office. Baños y Asociados, a Zaragoza-based firm, specialises in mid-market M&A deals and recently began an expansion process which has led to the opening of the Madrid and Barcelona offices, soon to be followed by one in Andalusia. García has extensive international experience: he has been in project management and consulting roles for Philips Semiconductors (France) and Synopsys Ltd. (United Kingdom), and has been a founding partner of García & Marrero Consultores, an entrepreneurial initiative with interests in Spain and the Dominican Republic.