

IEU Labs are IE University's alternative to traditional work placements. They provide hands-on, internship-like experience on campus to first and second year students that wish to start gaining professional practice. There are many IEU Labs for you to choose from, and by joining one you will not only get to build your professional profile and gain valuable practical knowledge of different sectors, but you will also have direct contact with managers and directors of leading companies, extending your professional network.



IEU LABS

Gain professional skills in an internship-like experience

WHAT ARE THE IEU LABS?

Fully-tutored working spaces where students develop professional projects and work closely with companies and institutions. An excellent opportunity for students who want a hands-on experience, and to acquire interdisciplinary knowledge and professional skills.

WHO CAN JOIN?

IEU Labs are aimed to 1st and 2nd year students, but seniors are always welcome. All students from any program are welcome to apply to any IEU Lab.

HOW MUCH WORK?

Second semester: Work during 5 continuous months (workload: 4 hours per day).

Intensive period: After your exams until the end of June (workload 4 to 6 hours per week).

THE RULES OF THE IEU LABS

IEU Labs require your commitment to work hard and enjoy a full hands-on internship-like experience on campus. An IEU Lab will be offered if a minimum number of students are enrolled.

“The IEU Labs give students a genuine taste of work as members of a consultancy team in the sector of their choice, from design to finance. Already, various IEU Labs have had real-world successes, providing solutions for clients including Madrid’s Thyssen-Bornemisza Museum and the investment Bank Arcano.”



Isabel Sanchez
Vice Rector
IE Labs and Entrepreneurship

Isabel Sánchez has been the IEU Labs General Director for the last six editions and the Director for Undergraduate Studies, at IE Business School in the period 2009-2016. She has extensive professional experience in the analysis of regulatory policies in various sectors and in competition advocacy, acquired in regulatory agencies of the energy sector and in the Spanish national competition authority. She has also actively participated in the design and implementation of policies for science, technology and innovation gained while she served as Head of Staff of the Secretary of State for Science and Technology of the first Ministry of Science and Technology in Spain, as a Board member of the CDTI and as a long term consultant in the World Bank in the Department of Private Sector Development and Energy for Latin America and the Caribbean. She has been an independent member of the Board in ENAGAS, SA and currently runs her family businesses. She holds a PhD in Economics from the University of California, San Diego and has done research in industrial organization and experimental economics.



IEU Labs

CONSULTANCY LABS

Communication Lab

MADRID / SEGOVIA

Create blogs, videos & other media content according to your clients' needs.

— p. 6

Design Lab

SEGOVIA

Approach the world of design and architecture.

— p. 8

Legal Clinic Lab

MADRID / SEGOVIA

Offer legal advice and counseling to NGOs and startups.

— p. 10

Finance Lab

MADRID / SEGOVIA

Analyze financial markets to optimize investment strategies.

— p. 12

SOCIAL IMPACT LABS

Social Lab

MADRID / SEGOVIA

Work in social development consultancy to help people and communities.

— p. 22

ENTREPRENEURSHIP LABS

Startup Lab

MADRID

Study the needs of your business idea. Develop a feasible business plan in order to pitch it to possible investors

— p. 26

Innovation Lab

MADRID / SEGOVIA

Unleash your creativity through real business growth

— p. 14

Tech Lab

MADRID

Design innovative solutions for real-life technology challenges.

— p. 16

Marketing&Consumer Insights Lab

MADRID / SEGOVIA

Develop brand building & strategies and prepare marketing plans for your clients.

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Policy Lab

MADRID / SEGOVIA

Develop professional projects for private companies, public organizations and non-profits.

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Culture Lab

MADRID

Design and manage projects in culture and heritage

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COMMUNICATION LAB

Create blogs, videos & other media content according to the clients needs

DESCRIPTION

The IE Communications Lab will provide students with professional experience in designing and creating (primarily web-based) written and audiovisual content for IE-based and external clients.

In this Lab, students will learn the necessary skills to produce an audiovisual work from start to finish. From the initial meeting with the client, through all the subsequent stages, until the final submission of the product, students will learn how to apply journalistic and artistic methods as they create videos, podcasts, and photographic content according to the clients' needs. Students will also learn how to develop web content, generating blog posts, short articles based on original

reporting, and dynamic social media content designed to meet the clients' needs.

Once they finish the Lab, students will have created professional-level audiovisual and written products they can add to their professional portfolios.

OBJECTIVES

Students will learn how to:

- › Meet with clients to discuss their audiovisual content needs or develop and pitch proposals for dynamic and creative audiovisual and written content, such as: podcasts, graphics, photography, originally researched articles and interviews, blog posts, and social media content..

- › Present to the client a final product or the different development stages of one.

- › Address different issues that might arise, bearing in mind the production process and the clients' needs.

- › Create content from start to finish. For audiovisual projects this will include: pre-production, recording, editing, and post-production. For written pieces this will include web-based and original research, interviewing, writing, editing, and integration of appropriate graphics into the written proposal.

- › Work in group and experience the importance of synergies.



COMMLAB

LAB DIRECTORS



DIANA GÓMEZ
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Diana has coordinated the IEU Communication Lab since 2012. She has a deep knowledge of all the technical and artistic aspects that involve video creation. Her professional experience comes from the years she spent working on different TV stations. She has also gained experience teaching, coaching and advising students at the Media Studio. Diana studied High TV Production and Show Technician in León and High Image Technician in Salamanca. She also received an HNC in Visual Communication and New Media in Telford College in Edinburg. Nowadays, she is pursuing studies in Advertising and Public Relations.



GUILLERMO GARCÍA-RAMOS
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Guillermo studied Script writing in Madrid and Film Making at The New York Film Academy. For the last 15 years he has been combining multiple facets, working as a writer, director and editor for film, corporations, and TV. His clients have been, among others, New Atlantis, TVE, History Channel, Atresmedia or Mediaset. He has taught audiovisual and communication courses in several schools and educational environments such as TAI, CES, ECA, FEST Portugal, etc. Currently, Guillermo is an associate professor of audiovisual for corporate communication at IE MCC and works as an external consultant for the IE communication department.

EXAMPLES OF CONSULTANCIES

CERVEZA SAN FRUTOS

Meet and create a corporate video for the company Cerveza San Frutos that shows the mission, vision and values the owners want to communicate to the world.

VERESCENCE

Create an internal corporate video and update the welcome guide with infographics to help the new employees know more about this glass factory's structure.

SIEMPRE EN LAS NUBES

Prepare a promo video for the 1st Air Ballon Festival in Segovia to help the organization gather participants.

CABAÑAS DE POLENDOS COUNCIL

Create an after movie of the "Días Europeos de la Artesanía 2018" fair to present to the institutions for finance.

CLIENTS

TEATRO REAL
TALGO
THYSSEN MUSEUM
IE STUDENT LIFE
TIERMES ARCHAEOLOGY DEPARTMENT, IEU
PI AUDIO
TANAKA
ASOCINE
FUTSAL



DESIGN LAB

Approach the world of design and architecture

DESCRIPTION

The D-Lab aims to offer students a professional experience within the field of design by working on real projects and with real clients.

The goal of our Lab is to introduce to our students the many branches of architecture and the wide range of scales that the work of an architect comprises.

In this context, we explore the tools and procedures involved in the act of design, getting involved in all the steps of the design process, from concept to completion.

OBJECTIVES

› Provide students with the necessary knowledge of the tools needed in the architectural practice.

› Working on the “materials of reality”: clients’ requests, budgets, material and economic constraints, and changing environments.

› Develop an adaptability to new scenarios: in most cases projects suffer transformations along their development, affecting the design process. Students are asked to develop a positive attitude and the creativity to deal with the changes inherent to any architecture project.



LAB DIRECTOR



ROMINA CANNA
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From 2008 to 2010, Romina Canna was the co-president of the Chicago Architectural Club, where she investigated the current state of the discipline of Architecture through conferences, community events and two international competitions, which were later published in the book *The State of the Art*. Since 2010 she has been investigating infrastructures in urban tissues and the relationship between architecture, urbanism and the institutions that direct the future of cities. Her research has been published in several journals and books.

Romina holds a PhD in Urbanism from the Universitat Politècnica de Catalunya and a Bachelor in Architecture from the Universidad Nacional de Rosario. Prior to joining IEU University, she taught at the Illinois Institute of Technology and the Facultad de Arquitectura, Planeamiento y Diseño in Argentina.

EXAMPLES OF CONSULTANCIES

IE AWARDS

Design of the object, tests and mockup production using the FabLab, search for fabricators and budgets, and specifications for production of the prototype in two companies, one in Spain and one in USA.

SEGOVIA CITY WALL

Along the wall of Segovia, the City Hall has recovered a series of public spaces. Unfortunately, these spaces remain empty most of the time. Develop schematic design strategies to activate the use of public spaces, such as the *Jardín de los Poetas* and the international competition *From Limit to Live It* to celebrate the magnificent presence of the medieval wall.

CASA DE LA LECTURA

Design and develop different areas of Segovia’s Council Library including: a multipurpose area, a reception-books loan area, a reading club area and an interactive wall for the courtyard.

C.E.I.P. EL PEÑASCAL

Functional re-organization of the school patio which consists in areas for different age and group needs.

CLIENTS

GRAZOR
 IE (LIBRARY, DEAN, LABS)
 SEGOVIA CITY COUNCIL AND
 CASA DE LA MONEDA
 SCHOOL EL PEÑASCAL

LEGAL CLINIC LAB

Offer legal advice and counseling to NGOs and startups

DESCRIPTION

The Legal Clinic of IE University aims to allow students to have hands-on experience, through the pro bono practice. The Clinic provides free legal assistance to NGOs, foundations and people in need, making an invaluable contribution to society. It also supports startups in its early stages as a commitment to the entrepreneurship environment of the university. Research, drafting of legal arguments and meeting with clients will be combined with real interaction with practicing lawyers who will supervise the work.

The Legal Clinic incorporates a well-established tradition in the United States and other English-speaking countries, still incipient in Spain. Throughout the years, it has already established itself as an experience highly valued among students.

OBJECTIVES

- > Real hands on experience since the very first day. Work will end in a deliverable that shall be of use to the client.
- > Interaction with the variety of stakeholders that exist in legal practice: lawyers, clients and courts.
- > Increase the background of students by offering a full bunch of projects which fall under different areas of the Law.



LAB DIRECTORS



SARA SÁNCHEZ
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Sara Sánchez has been teaching and researching at Universidad Rey Juan Carlos and Universidad Autónoma of Madrid from 2008 to 2013. From 2014 and until 2016, she has been in practice as a lawyer at the law firm Uría Menéndez, specialised in IPOs and counseling in corporate governance and company law matters for Spanish listed companies.



FRANCISCO DE ELIZALDE
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Francisco Elizalde has been Director of the Legal Clinic since its foundation. His expertise focuses in Contracts, Property Law and Litigation. Prior to joining IE Law School as a professor, he had practiced at the law firm Garrigues as a lawyer in the Litigation and Arbitration Department.

EXAMPLES OF CONSULTANCIES

CHAPTER TWO

Draft a report of the rules and regulations for refugees who want to start their business in rural areas through the social entrepreneurship programme.

PILNET

Analyze legislation of all the countries of the EU and prepare a multinational report used to lobby in the European Commission and seek an increasing protection for vulnerable children.

BRIDGE FOR BILLIONS

Review the mentorship agreement of an online incubation software that matches entrepreneurs with mentors, and draft a report on dispute resolution and data protection.

FUNDACIÓN POMBO

Research and draft a report on innovative legal means for the sustainable financing of social entities, such as social impact bonds.

CLIENTS

IMPACT HUB
ASHOKA
VOLUNTECHIES
ARETEIA
FUNDACIÓN LEALTAD
PRODIS
FAMMA
APREM
FUNDACIÓN DALMA

FINANCE LAB

Analyze financial markets to optimize investment strategies

DESCRIPTION

The goal of the Finance Lab is to provide students with a real-life experience in corporate finance, asset management, advisory services, and venture capital.

OBJECTIVES

› Apply modern corporate finance theory in the context of a well-known advisory house where the students will be exposed to a project on mapping financial investors (i.e. pension funds, insurance companies, asset managers) also through the usage of the Bloomberg terminal, an essential tool for the modern financial professional.

› Develop projects focused on the private equity sector, as well as the origination of opportunities for the client as the company consolidates its role as key player in the secondary market for funds.

› Identify and analyze venture capital firms investing into high-growth tech companies and the complexities of valuation of SaaS businesses.

All projects will involve a significant amount of research and data gathering.



FINANCELAB

LAB DIRECTOR



PAOLO GIANCANE, CFA
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Paolo Giancane, CFA, is a Managing Director for Mount Flag Capital (Hong Kong) Ltd, a merchant bank with offices in Beijing and Hong Kong active in cross-border M&A and private equity investing. Paolo has been exposed to the Chinese market since 2005 and has participated in several equity financings on behalf of Chinese clients and advised European clients in prospective investments in China as well as divestitures of European assets to Chinese buyers. He is currently advising a Chinese industrial company in the acquisition of a large competitor in the US.

Paolo worked at Lehman Brothers in London and New York from 1997 through 2002 in the corporate finance and leverage finance teams, respectively. He was a Director at UniCredit Investment Banking in Milan, Beijing and Hong Kong from 2002 through 2009. He is also an investor, board member and in charge of finance & business development at Vesenda, an Italian cutting edge software house designing enterprise solutions for big data analytics.

Paolo holds a MSc in Finance from London Business School and a BA Degree from Bocconi University in Milan. He teaches "Investment Banking in the APAC Region" at the IE Master in Finance, also giving on-the-ground master classes throughout Asia and Australia. He also teaches at finance executive programs for IE Law School and IE School of Architecture and Design. Paolo has been supervising the Finance Lab since its establishment in 2013.

EXAMPLES OF CONSULTANCIES

ARCANO GROUP

Apply modern corporate finance theory for the Investment Banking Department, and be exposed to a project on high-yield bonds through the usage of the Bloomberg terminal.

CREDIT SUISSE

Creation of a diversified portfolio of fixed income securities across the corporate sector, governments, high-yield.

TRIODOS BANK

Identification of the most promising social currencies to be proposed to as an ethical financing opportunity.

VESENDA

Help the company identify potential investors and refine valuation using.

CLIENTS

ONE-TO-ONE CORPORATE FINANCE

BANCO SABADELL

TRIODOS BANK

CREDIT SUISSE

ARCANO GROUP

VESENDA



INNOVATION LAB

Unleash your creativity through real business growth

DESCRIPTION

Breakthrough innovation is today more essential than ever in a more and more uncertain, rapid and commoditized world.

I-Lab, launched in 2017, is an inspiring, hands-on and innovative space for in-depth analysis, strategic thinking and go-beyond creativity to co-create breakthrough products, services and experiences for global and local companies, based on their real business challenges and with a consumer-centric approach.

Winning innovation is always the combination of science and art, business and creativity. Students will develop this in a very experiential, collaborative and fertile environment, combining divergent and convergent techniques and going from the

business challenge to the product or service, from the strategy to the action.

OBJECTIVES

- > Spot opportunities and develop their lateral thinking to create great products, services and experiences which go beyond the obvious.
- > Gain a holistic understanding of business challenge and customer briefings.
- > Develop Strategic Thinking and co-creation in multidisciplinary teams.
- > Understand the fundamentals of Design Thinking Process.
- > Boost creativity with divergent and lateral thinking techniques, including blue ocean or challenge reframing.



INNOVATIONLAB

LAB DIRECTOR



MARÍA EIZAGUIRRE
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María is currently leading marketing and sales efforts for an innovation design consultancy. Her career is inspired by innovation in various forms: she led the Innovation function across the EU for one of Mondelez categories, after which she took up the opportunity to work as Marketing Director for the launch of the new IE University back in 2010. She subsequently helped define the Insights & Strategy department for IE Corporate. She believes in consumer-driven innovation and is experienced in a wide range of issues relating to new product development, branding, digital and sales strategy. She now holds a Marketing-lead position at Studio Banana where she is helping set up and consolidate the digital and e-commerce strategy for the B2C branch of innovative solutions, including Ostrichpillow and Batband.

María started her professional career as an academic, obtaining her D.Phil at the University of Oxford as a Rhodes Scholar. She returned to academia when she took her position at IE, and teaches a broad range of subjects related to marketing, branding, insights and reputation for IE Business School and IE School of Human Sciences and Technology.

EXAMPLES OF CONSULTANCIES

OSTRICH PILLOW

Ideas for a suitable Brand Extension. Presentation of different new product concepts beyond pillows that can coexist under the brand.

HEINEKEN

Full review of new consumption opportunities for the Brand; new flavours and new formats.

AHMAD TEA

Full strategic study on the US Market: identification of opportunities, innovation practices and possibilities, full plan 2018-2025.

CLIENTS

OSTRICH PILLOWS
HEINEKEN
AHMAD TEA

TECH LAB

Design innovative solutions for real-life technology challenges

DESCRIPTION

As the world becomes more and more digital, many industries are adopting software development techniques for their daily operations. In the Tech Lab we will get familiar with some of those techniques, allowing students to be one step ahead of the market.

The Tech Lab aims to offer students a professional experience through real projects, real clients and real deadlines. The main idea behind the Lab is to show how a technical project is managed and implemented, from the requirements intake, through design and implementation, up to delivery to the client.

OBJECTIVES

Students will learn how to:

- › Manage a technical project
- › Work in “beta” mode: it’s never good enough, but we have to deliver!
- › Change the “wheel” while driving: customer’s environment changes quite quickly, or customers simply change their minds. Either way the project needs to absorb such uncertainty while keeping the damage under control.
- › And of course, get those hands on the keyboard and put all those coding lessons in practice!



LAB DIRECTOR



PEDRO MORENO DE LOS RÍOS
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Professor Pedro Moreno de los Ríos has extensive experience as a digital business executive in B2B and B2C tech environments, specializing in sales and marketing, as well as digital business development, omnichannel e-commerce strategies, inbound marketing, SEM, SEO, CRO, and more. He has worked in large multinationals and consulting firms, as well as startups.

He is also a Ph.D. researcher in Big Data Marketing, which will enable him to show data as a driving force in marketing.

EXAMPLES OF CONSULTANCIES

B2B COMMUNICATION PLATFORM

Complying with the client’s briefing, provide a professional assessment on the software stack selection, customize the platform, deploy it and provide training.

EVENTS PORTAL

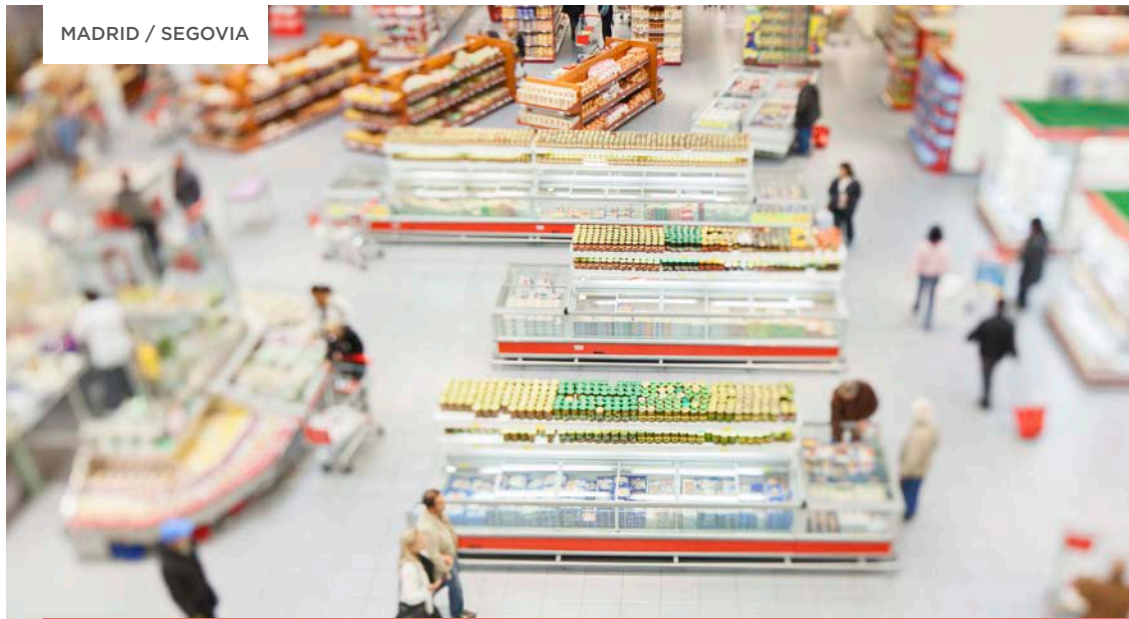
Gather requirements from the customer, provide a professional assessment on the software stack selection, propose a design based 100% on the UX, customize the portal, deploy it and provide training.

AI CHATBOT

Train and launch an artificial intelligence text-based chatbot aimed at helping students navigate the complex mesh of data and information during their enrollment in different academic programs.

CLIENTS

INDRA
IEPE
YINGLI SOLAR
SAN AGUSTÍN DEL GUADALIX COUNCIL
IE UNIVERSITY



MARKETING & CONSUMER INSIGHTS LAB

Develop brand building & strategy and prepare marketing plans for your clients

DESCRIPTION

This Lab aims at developing consultancy skills targeting real-life marketing problems and opportunities. Students will be part of a guided task force that works in conjunction with marketing executives from companies operating at local or international markets.

Marketing and consumer insights are a live discipline that currently faces a dynamic environment. Whether a start-up or multinational company, marketing managers are in need of continuous contact with consumers to identify current and future needs and wants.

Students from all Bachelor degrees are welcome to participate as members of our team of consultants.

OFFERING

Marketing and Consumer Insights task force offer a variety of consulting services to clients. Among others:

- › Branding: naming, monitoring, awareness, positioning.
- › Marketing mix: product development, pricing, placement and promotion strategies.
- › Marketing research: penetration of markets, product assessment, marketing-mix elements research.

› Consumer behavior: market trends, product attribute rating, buying decision-making process analysis, social-media trends.

› International marketing: internationalization of products/ companies, potential new market analysis.

› Business challenge and strategic framework: definition of business opportunities based on in-depth consumer, market and company analysis.



MARKETINGLAB

LAB DIRECTORS



RAMÓN MÉNDEZ
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Ramón is currently a Strategy and Innovation consultant with a wide and holistic 16 year experience in corporate, consulting and education areas. He has led different brands and portfolios in Unilever and Mondelez/ Kraft, managing innovation projects and developing new products, services and experiences for more than 12 years.

In 2012, he continued his career in the consulting area, moving to BMC Strategic Innovation as a European Content Director, leading innovation projects and workshops for FMCG companies like Coca-Cola, Heineken or Unilever, and defining winning strategies for breakthrough innovation ideas. In 2014, he became Regional Manager for BMC Europe, always fostering innovation with a wide and multidisciplinary team.



ROSAMARIA REIG
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Rosamaria Reig is a marketing professional with over 10 years of experience in international companies, developing marketing, communication and digital strategies in diverse sectors such as consumer electronics, hospitality business and investment banking in Samsung, Hotusa and Banco Inversis, in UK and Spain.

She holds an Executive MBA from IE Business School (2010) and has a double degree in Journalism and Humanities. For the last 5 years, she has combined her corporate career with teaching marketing courses in different universities and business schools, as well as tutoring final degree projects.

EXAMPLES OF CONSULTANCIES

CARGILL

Define a new brand positioning strategy and a media planning proposal to be implemented.

INDEXA CAPITAL

Elaborating an acquisition-marketing plan to reach specialized bloggers, increasing young target market and driving more traffic to its platform.

HUERCASA

EU project to launch a new range, in line with consumer needs and motivations.

VICIOUS MAGAZINE

Analysing all the company's social media strategies in comparison to the competitors, and elaborating a business plan to monetize their existing database.

CLIENTS

PEPSICO
INDESIT
FINANCIEROS SIN FRONTERAS
SERTINA
LA LIBRAIRIE
CLIFFORD CHANCE
ATLÉTICO DE MADRID
AMBIENTAIR
COLIBRÍ SURF
FINECT



POLICY LAB

Develop professional projects for private companies, public organizations and non-profits.

DESCRIPTION

Harold Lasswell famously defined politics as who gets what, when, and how. However, to understand how this process works in practice is far from evident. Politics is everywhere, but policy-making does not occur in a vacuum; rather, it takes place among complex political and social environments in which different actors, operating within a changing institutional context, interact strategically as they pursue their own agendas.

The Policy Lab is a collaborative space in which students work in policy-related projects. The objective of this Lab is to introduce students to the wide world of policy (policy defined in the broad sense of the term). The Policy Lab is a 'do-tank' in

which students learn by working in real projects with our partners in the private, non-profit or public sector.

OBJECTIVES

Students will learn how to:

- > Gain professional experience in the realm of policy.
- > Enable better understanding and management of the socio-political context.
- > Work within multidisciplinary teams with the aim of delivering projects that meet high standards.



LAB DIRECTOR



NINA WIESEHOMEIER
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Nina Wiesehomeier is Professor in Politics at IE University. She holds a Master Degree in Public Policy and Management and a PhD in Politics, both from the Department of Politics and Management at the University of Konstanz (Germany). Nina has worked as an International Officer at ADENEX, an environmental NGO in the south of Spain and has lectured at the University of Konstanz (Germany), Notre Dame University (USA), the Social Science Institute of the University of Lisbon (Portugal) and Swansea University (UK). Her research deals with policy related issues, such as representation, women in politics and the causes and consequences of populism.

EXAMPLES OF CONSULTANCIES

FUNDACIÓN VÍA CÉLERE

Conduct market research/ benchmarking in the housing market, prepare a communication plan, and draft a corporate volunteer strategy .

WEBER SHANDWICK

Analysis of Open Government and E-Government policies in Spain, United States, UK, China, Brazil and the European Union.

ATREVIA

Create a report that analyses the political and academic relationship between the EU and Latin America in order to provide the foundations to construct a new narrative that brings together these two nations' interests and sensitivities.

FUNDACIÓN POR CAUSA

Collaborate in a study that looks into subconscious biases towards migrants by delivering survey instruments, an analysis of implemented studies and an outline of the tools for a concientiation campaign.

CLIENTS

THE MINGA FOUNDATION
IE INTERN. VOL. CLUB AND
IE SCHOOL OF INTERNATIONAL
RELATIONS
WEBER SHANDWICK
FUNDACIÓN VIA CELERE
ATREVIA
FUNDACIÓN POR CAUSA



SOCIAL LAB

Work in social development consultancy to help people and communities.

DESCRIPTION

The Social Impact Lab acts as a NGOs oriented external consultancy. The work of the Lab consists in helping the NGOs to define their needs and reach their goals and objectives. The Lab works as a social development consultancy that takes advantage of the multicultural origin of its participants and the synergies that their diverse educational background offers.

The methodology of the Lab helps students to work with professional criteria in the main causes defended by the NGOs through the empowering of their social awareness.

OBJECTIVES

- › Help students to apply their knowledge and skills in the support of social goals.
- › Help an NGO in the development and implementation of some specific programs and strategies.
- › Help create in the university community a real conscience of the role of NGOs in helping people and communities and better understand how they work.



SOCIAL LAB

LAB DIRECTORS



SOL GÓMEZ

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Sol Gómez de Barreda has developed her professional life in Consultancy and Education. She worked during twelve years in International Consultancy with Multilateral Organisations (European Commission, World Bank, BID EBRD). She is member of OBERMOND S.L., a real estate company specialized in relocation of expats in Spain. Sol has a PH.D in Law from the Universidad Complutense de Madrid and a Master Degree in International Management from Escuela de Organización Industrial, Madrid. She currently teaches at IEU and is responsible for the Social Impact Lab at IEU since 2015-16.



JAVIER G. HERNÁNDEZ

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Javier G. Hernández has over 25 years of experience in marketing, specializing in mass market, media advertising (Television), digital, branding and communication. He has been Marketing & Communication Director at Orange (SPAIN), Marketing Director at TVE, Business Director at Paramount Channel, Marketing Communication Director at Michelin, and held different staff positions at Mediaset/ Publiespaña and other companies like Cile, Henkel and 3M. Currently he is associate consultant at the Madrid base branding agency Razonable. Javier teaches at IEU and at the Master in PR & Events and the Master in Trade Marketing and e-commerce at CEU University.

EXAMPLES OF CONSULTANCIES

AYUDA EN ACCIÓN

Design and implementation of an awareness campaign targeted to IEU students of the phenomenon of trafficking in women in Nepal and its aftermath.

POUR UNE SOURIRE D'ENFANT

Definition of an action plan to increase awareness of children's education, vocational training, protection and housing. Students where students also work as monitors in summer camps in Cambodia.

CLIENTS

FINANCIEROS SIN FRONTERAS (microfinance, field work in Ghana),
AYUDA EN ACCIÓN (rural development, field work in Ecuador, human trafficking in Nepal, field work in Peru)
MAITI NEPAL
POR LA SONRISA DE UN NIÑO

CULTURE LAB

Design and manage projects in culture and heritage

DESCRIPTION

The Culture Lab offers students the opportunity of earning professional experience in one of the most attractive business environments. Each year society seeks and demands for new alternatives of quality entertainment.

The goal of this lab is to develop Culture and Heritage Management Projects, working with specific cases and real clients.

OBJECTIVES

- > Equip students with planning, management and communication skills.
- > Work with real means and agents of the world of culture and heritage.
- > Reshape the mindset of students by becoming familiar with the different areas of the cultural businesses.



CULTURELAB

LAB DIRECTORS



MIGUEL LARRAÑAGA
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Ph.D. in Medieval History, MA in Paleography, and BA in Philosophy. His research works include a large number of publications about the social and cultural history of Europe during the Middle Ages. He has been Managing Director of a Cultural Institute in St Sebastian, as well as professor in the University of Alcalá (ES). In addition, he worked as researcher in the Department of Medieval History in the Consejo Superior de Investigaciones Científicas in Madrid. Currently he is professor of Humanities at IEU, Director of the IEU Antiquity & Middle Ages Research Center, Vice-Rector of Student Affairs for IE University, and professor of Stanford University-BOSP.



FERNANDO DAMETO
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Ph.D. Candidate in Economic History, MA in International Management, and BA in Humanities and Heritage Management. His main area of research is the Spanish Enlightenment, the so-called Borbonic Reform. Currently works as Deputy Director of Humanities at IE. Prior to joining IE he developed a career in the Art industry working in companies such as CaixaForum or Sotheby's.



JUAN BARRIO
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MA in Executive Business Administration, and BA in Psychology. He worked for different spanish companies in the areas of international development, human resources, and marketing. Currently he is the Director of IE University Student Life Department, where he is responsible for the organization of sports and cultural activities, and the coordination of the university's clubs.

EXAMPLES OF CONSULTANCIES

TEATRO REAL DE MADRID

Students will work on captation of new audiences strategy and the business model of a world wide renown cultural institution.

DIRECTORY OF HERITAGE OF THE REGIONAL GOVERNMENT OF CASTILLA Y LEÓN

Present a business plan proposal for the emblematic archaeological site of Tiermes (Soria, Spain).

IE ANTIQUITY AND MIDDLE AGES RESEARCH CENTER

Work out a bussines plan for the Archaeology Department, responsible for providing students with knowledge and field work in this discipline.

IE CREATIVITY CENTER

Build a bridge between students' artistic creativity and entrepreneurial spirit.

CLIENTS

REGIONAL GOVERNMENT OF CASTILLA Y LEÓN
IE ANTIQUITY AND MIDDLE AGES RESEARCH CENTER
IE ARTS SOCIETY
TEATRO REAL

STARTUP LAB

Study the needs of your business idea. Develop a feasible business plan in order to pitch it to possible investors

DESCRIPTION

The Startup Lab provides a space and advice for students who have and want to develop a business idea into a real business. This is not a class, you will not get formal teaching. You will be working side by side with other students who are creating their business as well.

The Lab Director will be there to guide you and give direction on what your next steps should be. By the end of the Lab, you should have validated your business ideas, created a minimum viable product and have a business pitch to present to angel investors.

OBJECTIVES

- › Validate your business idea by doing primary and secondary research
- › Create a minimum viable product
- › Develop a business pitch to present to investors.



LAB DIRECTOR



LETICIA PONCE
lponce@faculty.ie.edu

Responsible for creating and supervising IE University's Startup Lab since 2010. Also teaches at IE University: Business Management, Build Your Startup, Entrepreneurial Mindset and Producing Happiness in Yourself and in the Workplace.

Founder and CEO of LyL de Ultramar, the Master Franchise for Mexico of KA International, a leader in interior decoration franchises with more than 400 shops in five continents, from 1996-2005. During this time, she opened seven stores and managed a small team to service client and franchise needs.

Co-founder of the Happiness Seminar, which teaches companies and families how to increase their happiness baseline while improving communication, empathy, creativity and productivity.

Holds an MBA from Kellogg School of Management, Northwestern University. BA in Graphic Design from Universidad Anahuac.

EXAMPLES OF PROJECTS

PICH TECHNOLOGIES

Former IEU students Ignacio Gamone-da Lasa, Munya Gwisai, Julio Pedreira and Pablo Pérez Pardo are the founders of Pich Technologies, a company that creates technology to accelerate innovation in the Fintech sector by allowing businesses and developers to connect with the banking infrastructure through the use of its Application Programming Interface. Pich works with banks and other financial institutions to provide their customers and strategic partners access to data from multiple financial sources through a single access point. It also allows standardized direct access to financial data from various financial platforms to any application or system.

NETSPOT

App designed by current IEU student Carlos Lopez Ripoll for wireless site surveys, Wi-Fi analysis, and troubleshooting on Mac OS X. It's a free Wi-Fi analyzer that helps to improve Wi-Fi benefits at home or at the office.

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The information in this brochure is subject to revisions or changes. You will find the most up-to-date information on the University's website.

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