

Academic Qualifications

- 1997. Degree in Economics (Barcelona University)
- 1982. Degree in Law (Barcelona University)
- 1993. Doctor in Economics (Barcelona University)

Professional experiences

- Since July 2003. I+D Barcelona.(Consulting). President
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- 1993 to 22 July 2003. ESMATUR. Director.
- 1991-1993. GROUP de BISSY Spain (subsidiary GROUP de BISSY France).Director
- 1976-1991. EPPIC (European Paper and Packaging Corporation).
Jobs: Studies Manager, Division Chief, Export Director, Sales Director.
- 1973-1976. Marketing Services in MACROMETRICA (Industrial Marketing Research and Consumer Research).
Job: Marketing Assistant, Marketing Research Manager, Marketing Manager

Seminars

- Jollas Instituutti from Finland (Barcelona) 2001, 2002, 2003. Guest lecturer. “the Commercial Centers and Retails Channels. Economical and Political Situation in Spain.
- Winthrop University (South Carolina) Barcelona 2001, 2003. Guest lecturer. The Consumer Behaviour in Spain and European Union.
- Amsterdam School of Business (Amsterdam 1998, 1999, 2000). Guest lecturer. “the European Market Research. The Market in Spain.”
- Orebro University (Sweden 1998, 1999, 2000). Guest lecturer. “The European Market Research. The Market in Spain.”
- Conference « La estructura de la empresa turística en España” .
Delegation des Chambres de Commerce et D’ Industrie du Languedoc-Roussillon de Barcelona . December 1999.

- Simposium International « Integrando esfuerzos hacia una nueva visión” Guest lecturer at Instituto Tecnológico y de Estudios Superiores de Monterrey campus de Toluca (Mexico).1996.
- “ Marketing International” Guest lecturer. Ecole Supérieure du Commerce Extérieur (ESCE), Leonardo da Vinci University.1988-1989-1990-1991-1992.
- Ecole Européenne des Affaires.(EAP) Paris. October 1999 guest lecturer« Le Marketing Européen » in the seminar « Nouvelles voies du Marketing en Europe »

Company Training Experience

- Main teaching Topics:
 - 1) Retailers (Micro Marketing, Sales Promotion, Merchandising, Advertising, Customer Service)
 - 2) Dealers: Creating Value
 - 3) Sales Force: Sales Techniques, Customer Service, Outdoor Training.
- AGFA Spain (2002-2003, Barcelona, Valencia, Bilbao, Sevilla, Santiago, Madrid)
- AGFA Argentina (2001, Buenos Aires)
- DENTAID (2001.2002, Barcelona, Valencia, Bilbao, Sevilla, Madrid, Oviedo)
- PHB (2002, Barcelona)
- BENETEAU (2003 Dakar, Senegal)
- CHUPA CHUPS (2003, Lleida)

Publications

- More than 200 economic articles written (Dossier Mundo, Esmainform, Nexotur, Manutención y Almacenaje, Dossier Economic) and 7 books published:
 - a. Media Advertising. 1986 Barcelona Universitat Autònoma de Bellaterra.
 - b. International Marketing. ESMA. Barcelona 1988.
 - c. Trading Companies: Sabadell Chamber of Commerce 1989.
 - d. Marketing Plan. Servei AutoEmpresa de la Generalitat de Catalunya.1999

- e. Marketing Plan. Edicions Deusto 1999.
- f. Podnikatel (Entrepreneurship) Czech Management Institute Prague (Czech Republic).
- g. Tourist Entrepreneurship. Girona University.2004

Translation

Translation from English to Spanish “Software of the Mind”: Cultures and Organizations. Geert Hofstede. Alianza Editorial, 1999. ISBN 84-206-6762-9.

Research

- Journal of International Marketing and Marketing Research Vol.11 N°2, 1986, pág 73-87 “Market Research in 2.000 leading Spanish Companies”.

- “Impacto de las autopistas de la información en los sistemas comerciales españoles”, Marketing Club. Barcelona. 1996.

- “El nivel de Marketing y Comunicación en las 3.000 primeras empresas españolas” Marketing Club. Barcelona.1997

“El nivel de Marketing y Comunicación en las 5.000 primeras empresas españolas” Marketing Club. Barcelona.1999

Languages

Catalan, Spanish.

English, French, Italian, Portuguese, Czech.

Countries visited:

Western Europe (England, France, Portugal, Italy, Germany, Belgium, Greece Holland, Switzerland, Sweden)

Eastern Europe (Czech Republic)

Latin America (Cuba, Argentina Mexico)

USA (California, South Carolina)

ASIA (China: Beijing, Dalian)