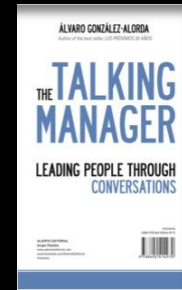




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Fashion Business School



# ALVARO GONZÁLEZ-ALORDA

Expert on **innovation and  
business transformation**

CONFERENCIANTES **BCC**  
INTERNATIONAL SPEAKERS

Alvaro Gonzalez-Alorda, is Professor of Innovation ISEM Fashion Business School, Associate Professor, Business School, and teaches eleven other business schools in Spain and America. He has studied at the University of Navarra and IESE Business School, and conducted a research stay at Harvard Business School. He is author of "The next 30 years."

As a speaker, consultant or facilitator of management teams, has worked with more than 70 companies in 12 countries and in recent years has focused his research on innovation, and its activity in addressing business transformation processes through redesign business model. In addition, Professor González-Alorda specializes in applied innovation to marketing, Customer Management and Retail.

In his seminars and lectures, addresses innovation inspirational tone and a practical approach, based on his international consulting experience. And offers tips and methods to transform the company and deploy a collaborative culture that turns the unit itself on the lever to improve the current business model and to design new business models.





His staging as speaker is described as "inspiring" and "brilliant" and highlights their ability to connect with the audience, using presentations "elegant and visually stunning."

Professor González-Alorda has collaborated with the following companies and institutions: & Samhoud (Netherlands), ACEF (Colombia), Antad (Mexico), Amadeus, Biomet, Chamber of Commerce (El Salvador), CECAM, Hospital Juan Canalejo, Conway, Edessa (Ecuador), El Corte Ingles, Essilor, Eurogap, Fagor, Sedera Textile Federation, Globalpraxis Group Eulen, Fenosa Gas Natural Group Ventura, Gunitec, Ifema, Indra, Intercontinental Hotels Group (Mexico), Junta de Andalucía, Lolita (Uruguay), Madrid Excellent, Mahou-San Miguel, Pfizer (Chile), Prosegur Prosein (Venezuela), Puig, SHA Wellness Clinic, Sun Microsystems, Swarovski, Tecnomcom, UFI (France), Young Presidents Organization (YPO) and Zaimella (Ecuador), among others.

## Topics

- Innovation
- **Change Management**
- Transformation processes
- **Leadership and management skills**
- Marketing and clienting

