

OBS Business
School

Employment Report

REPORT
2024

HIGHER EDUCATION NETWORK

 Planeta Formación y Universidades

[OBSbusiness.school](https://obsbusiness.school)



**"Dare
yourselves:
this is the
only way to
progress"**

Victor Hugo

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01

Welcome to OBS Business School's Employment Report



1.1 Welcome from the OBS Team

Casilda Güell, PhD
Dean of OBS
Business School



"Each year, we welcome over **3.000 students** from various nationalities who choose us to boost their professional profile and help them **achieve remarkable goals** in their career”.

I am pleased to present the 2024 Employment Report, a highly valuable document that encapsulates our **institution's impact on the professional development of our students** and provides an overview of our career support activities.

At OBS, we believe that meticulously tracking and maintaining accurate records of this kind of information is essential. We are confident that an internationally renowned **business school must play a pivotal role in its students' employability** and, consequently, contribute to societal development.

The effects of this significant endeavour are impressive, and **every year we welcome over 3,000 students from various nationalities** who choose us to boost their professional profile and help them achieve remarkable outcomes in their career. These are immensely significant objectives for any academic institution. However, we do not view them as endpoints, but rather as stages in a journey of continuous growth that benefits our current students, alumni, and society at large.

We are mindful that we operate in a challenging yet fascinating context characterized by global interconnectedness, constant change and technological innovation, among other factors. In this scenario, we consider it crucial to support members of our OBS Community in their career plans. To this end, we have a dedicated department, Career Services, that works tirelessly to maintain and update a wide range of services and activities to meet the employability needs of the various student profiles that come to our institution each year.

I hope you all find this document useful and interesting.

Casilda Güell, PhD
Dean of OBS Business School



Raquel Clavería
Career Services
Manager

"We are constantly doing **research and designing activities** that provide answers to the different professional profiles that join our school every year".

Having been the first Spanish online-born business school in the world carries a significant responsibility. Therefore, eighteen years after embarking on our academic journey, we can feel tremendously proud. Throughout this report, we verify that **our dedication has a positive impact on the professional development of the students** (academic year 2021-2022) twelve months after completing their program at OBS.

Enhancing student employability stands as the primary objective of our Career Services department. Hence, **we're constantly doing research and designing activities that provide answers to the different professional profiles that join our school every year**. We accomplish this while benefiting from insights from our collaborating companies, who keep us abreast of the new challenges in the productive fabric.

Two of the most notable innovations in the area in 2023 were the Employability Cycle and the Professional Development Cycle, specifically created to address crucial questions such as: What do head-hunters value? How can I access hidden employment opportunities? What competencies are sought in 21st-century professionals? **Both initiatives were warmly received and have helped over 1,500 members of our Community** that enrolled in these services.

I want to highlight the excellent feedback we received from our students regarding the activities organized by Career Services. Across all initiatives (Executive Coaching, Project Mentoring, Workshops, Masterclasses, Knowledge Cycles, Company Visits, etc.), they consistently received **ratings close to excellence**, boasting an average recommendation rate of 88%.

I wish you success in utilizing this information.

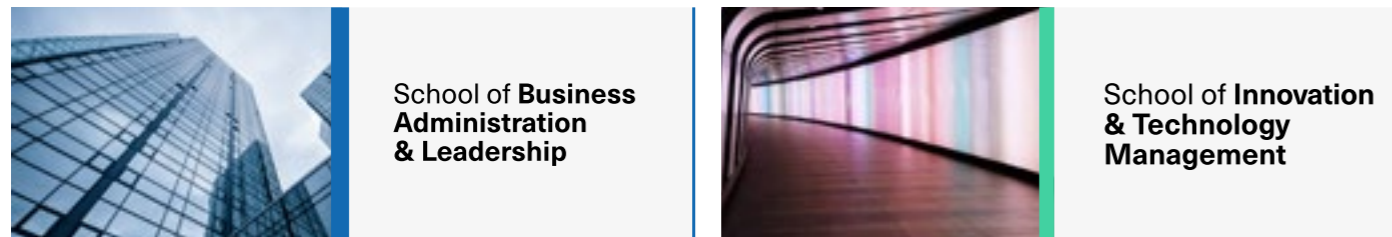
Raquel Clavería
Career Services Manager

”

1.2 About OBS Business School

OBS Business School was established in 2006 as the world's first Spanish online-born business school, offering MBAs and Master's programs to future leaders. With **over 39,000 professionals trained from 80 countries**, and recognized for its training excellence and experience, OBS holds a prestigious position with five QS Stars in Online Learning. It is prominently featured in **international rankings** such as Forbes, QS, El Mundo, Financial Times and CEO Magazine, among many others.

Our pedagogical model aims to bring the business fabric closer to the students through experience. This approach led us to create an ecosystem organized into two highly specialized schools: the **School of Business Administration & Leadership** and the **School of Innovation & Technology Management**.



Academic Partners

We collaborate with two prestigious international academic partners that endorse the quality of our programs. These partnerships are a clear commitment to innovation, continuous improvement, and specialization to address the current needs of the business world.



Planeta Formación y Universidades

OBS is part of Planeta Formación y Universidades, one of the most significant international networks of educational institutions in the world. Established in 2003 as a network of international educational institutions, Planeta Formación y Universidades embodies the commitment of the Grupo Planeta to university education and professional and life long learning.



Recognitions

We work daily to improve the quality of our **MBAs** and **Masters**, aligning the entire educational experience to meet the needs of today's business environment.

EOCCS FROM EFMD

International recertification of academic quality from the European Foundation of Management Development.



TOP 10 RANKING FORBES

One of the best Business Schools according to the Forbes International Ranking.



FIVE QS STARS

1st Business School 100% online in the world recognized by the prestigious QS Stars rating.



TOP 15 RANKING EL MUNDO

One of the 10 Best Training Centres to study an online MBA in Spain.



TOP 4 MBA ONLINE QS RANKING

OBS has been included in the QS Online MBA Ranking.



RANKING FINANCIAL TIMES

The Executive MBA is ranked in the TOP 100 Online MBA List 2013.



TOP 5 GLOBAL ONLINE MBA RANKING

Both the Executive MBA and Global MBA are in the TOP 5 worldwide.



BEST MASTERS RANKING EDUNIVERSAL

The School has 20 of its programmes in the TOP 10 of this international Ranking.



TOP 2 RANKING INNOVATEC

OBS is ranked second in the Innovatec Educational Ranking.



02

The Future of Human Resources: From Flux to Flow



The future of Human Resources: From flux to flow

Top Human Resources challenges and how to move towards 2025 with purpose.

The Human Resources area is currently going through a lot of changes. The volatility and uncertainty brought about by recent global events have shifted the focus on how to steer the upcoming years and enhance the business value of HR.

At KPMG, **we've surveyed over 300 HR leaders and interviewed 12 organizations that are currently leading their peers in the future of HR.** We discovered that although each function needs to find its own path, there are common themes in addressing the challenges HR faces today.

Our latest research unveils that 'Pathfinders'—those HR functions forging a way through this changing landscape—are less concerned about what others do and say about people management. Instead, **they are building the right capabilities for their market, aligning them with their company's strategy,** and providing necessary insights about people to facilitate decision-making processes. Moreover, they are integrating with other business functions and the C-Suite to ensure that the value of HR benefits the entire company.

In the study, **we have identified the six critical priorities that HR pioneers are focusing** on for the next three years:

Flow

HR 'Pathfinders' enable the strategic value they generate to flow throughout the organization, closely integrating with the overall business and the C-suite.

Digital

Old solutions and processes are insufficient in a competitive job market. Hence, 'Pathfinders' have gone beyond technology implementation: they are integrating digital to make work flow efficiently and deliver a seamless experience to employees.

Analytics

Leading HR organizations go beyond tracking KPIs on dashboards. They answer the company's questions using data beyond the function and employ relational analysis techniques. As a result, they produce valuable information for strategy, engagement, talent retention, and development.

Talent

The use of talent markets to match skills to tasks is still in an early stage, even in the most innovative HR functions. However, the fundamental importance of managing and developing skills within the company is critical for 'Pathfinders', providing them a competitive edge.

Purpose

HR 'Pathfinders' are taking the lead in defining and realizing the organization's purpose for their teams. They drive everything related to ESG criteria, ensuring the goal of achieving net-zero emissions permeates throughout the organization.

Wellbeing

HR leaders place employee wellbeing at the heart of their strategy. They place it holistically, offering innovative approaches that truly help people perform at their best.

03

Highlights of talent management in the digital age



Highlights of talent management in the digital age



Companies are currently facing a vibrant and challenging environment with a focus on digitization and the necessary talent to execute it. We are in the era of automation, robotics, and artificial intelligence, where talent is more crucial than ever before. **If we ask a CEO what concerns them the most, what keeps them up at night, it's likely that their priorities revolve around creating new businesses in the digital world, digitalizing their operations, increasing market share, acquiring more customers and sales, efficiency, and automation.** However, behind all plans, projects, and strategies, no matter what they are, people are always at the core. This further emphasizes that people are a company's greatest asset. It doesn't matter if they have the best technology or the most powerful resources—if companies don't have the right people, they won't be able to achieve their objectives and goals. Stephen Covey understood this well: 'Technology will reinvent businesses, but human relationships will remain the key to success.'

We are experiencing a challenging context where the world is becoming increasingly sophisticated and complex each day. Perhaps this isn't new, but today, we're living in a period of change at an unprecedented pace. **Companies must face the challenge of defining strategic plans where change management and adaptability are fundamental.** Companies do not know how the market will evolve, but they know they must have their organization ready to move quickly and act. Therefore, companies are driving an evolution in people management that involves focusing on

several key aspects.

Learning and skills development (upskilling) become essential to ensure employee capabilities. Digitization demands new skills that both future hires and current employees must acquire through continuous learning processes throughout their professional careers. Many current roles will not exist in the upcoming years, while others will emerge with as-yet-unknown technical competencies. **Therefore, it's important to promote skills like teamwork, curiosity, a thirst for learning, resilience, adaptability, collaboration, social intelligence, perseverance or creativity, among others.** To achieve this, HR departments rely on data analysis as a key element in talent management. Predictive capacity analysis plays a crucial role in profile planning and acquiring the necessary talent. This emphasizes processes such as personnel selection, attracting scarce talent with the required new capabilities and their onboarding or integration into organizations. We're currently in a phase where companies compete for specific profiles, investing a lot of time and resources in their search and attraction. Companies are no longer the ones choosing their new employees; the demand for these profiles is so high that it's the individuals who choose the company they want to work for.

Another key focus in the evolution of people management is the redefinition of the employee value proposition, aiming not only for greater attraction but also talent retention. Employee well-being is an increasingly high priority for

organizations. It's crucial to care for and protect the physical, mental, and emotional health of individuals, which requires implementing new flexible working methods that enable a proper balance between professional and personal life, as well as fostering a healthy and challenging work environment. It's a fact that not everyone wants the same things, nor are they at the same point in their careers, so all HR policies and processes must be flexible and adaptable to each reality. The Covid-19 pandemic has accelerated the adoption of remote and/or hybrid work; however, companies must ensure that these models foster teamwork and guarantee connection and commitment among virtual teams. Therefore, companies are developing strategies that promote productivity and work-life balance for both remote teams and those in physical workplaces.

Lastly, another crucial element is diversity. This factor will continue to be a tremendously relevant issue in the future, as companies are already multicultural and multigenerational. Never before have so many diverse generations coincided. **It's crucial to create respectful work environments where all employees,** regardless of their gender, age, background, sexual orientation, or abilities, feel included. It's not just about creating an equal opportunities environment (that should be a given); it's about creating challenges and promoting collaborative spaces where everyone can bring out their full potential. In summary, companies are undergoing transformation, adopting AI and automation,

prioritizing employee well-being, favouring remote and/or hybrid work models, leading with diversity policies, and embracing a culture of continuous learning. **By generating positive experiences for employees, companies will attract and retain talent, thus contributing to the success of their organizations.**

All these challenges must be addressed by the HR function together with the organization's leaders who, in their day-to-day, create these environments, interact with their teams, set goals, and bring out the best in each person. That is the significant contribution of organizational leaders.

In this challenging landscape, it must be very clear: **talent is the great antidote to uncertainty.** Knowing that there is a prepared team provides the reassurance that, whatever the future holds, the company will be ready.



Verónica Pastor
» HR and Organization BP at Repsol
» Professor of HR: Leadership 4.0 and Change Management at OBS

04

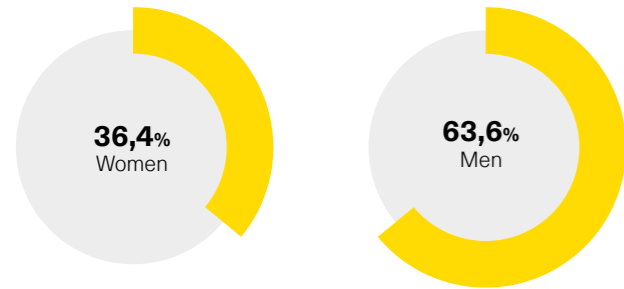
Employability and Impact



4.1 MBA

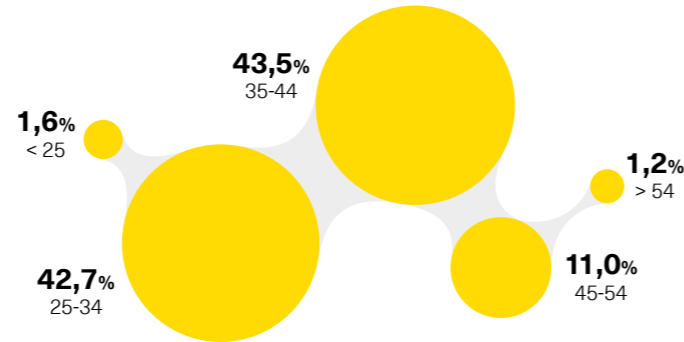
MBA Students Profile

Gender

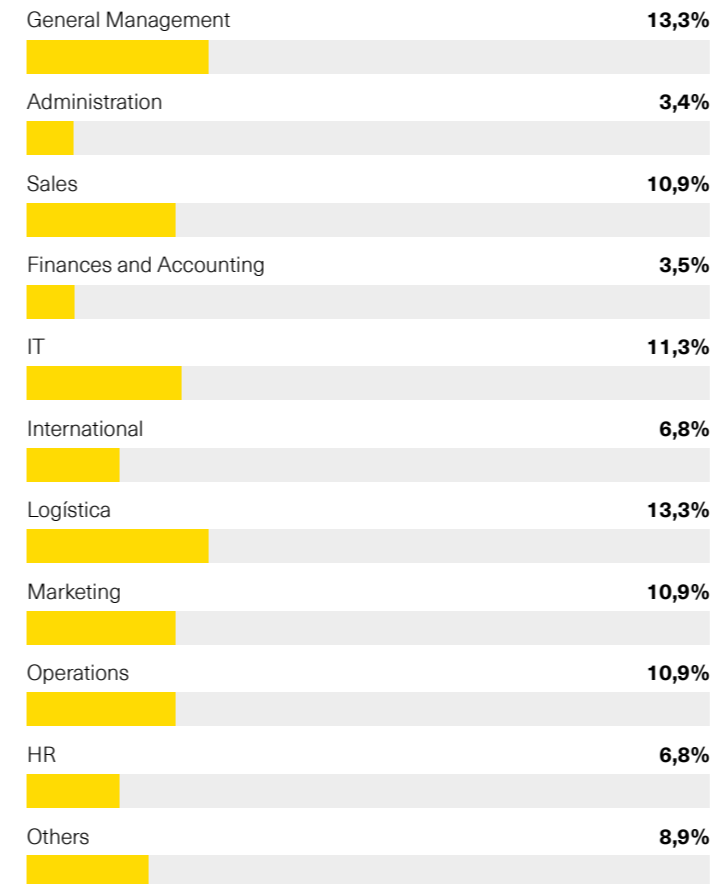


Age

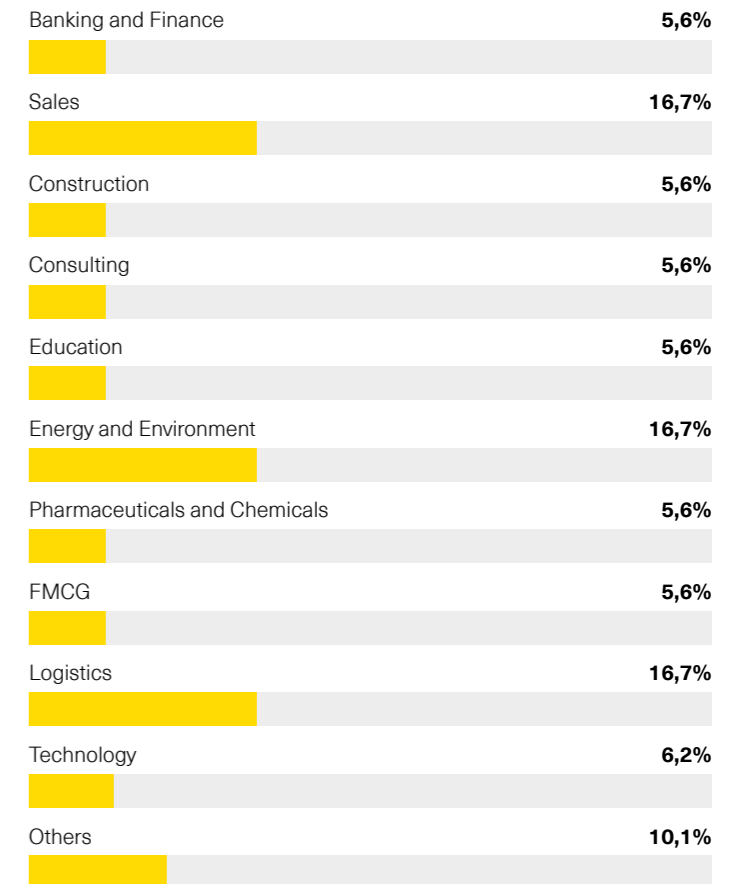
Average age **37 years**



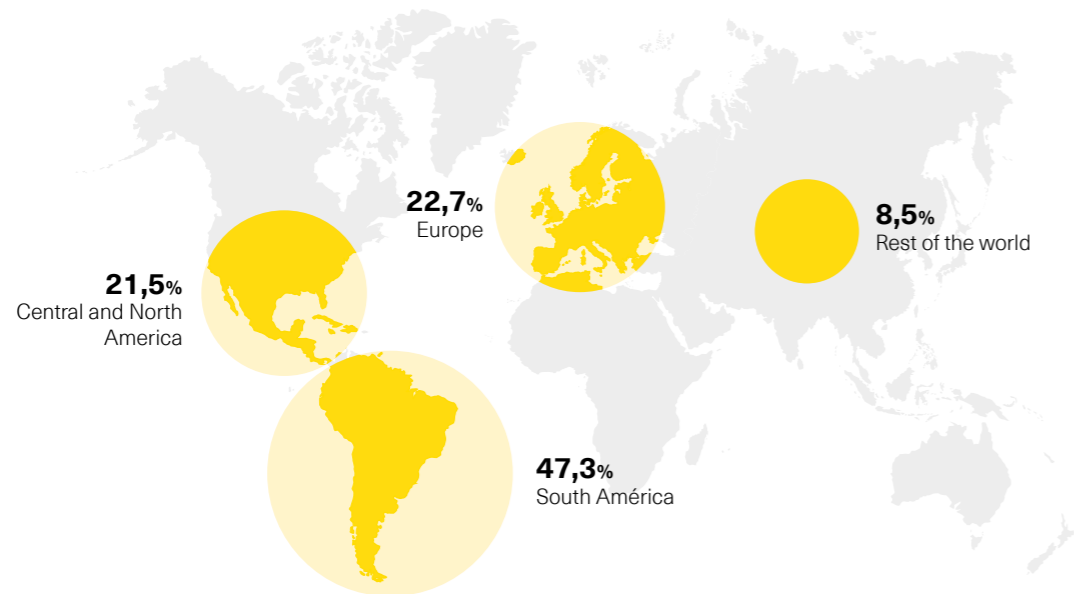
Departments



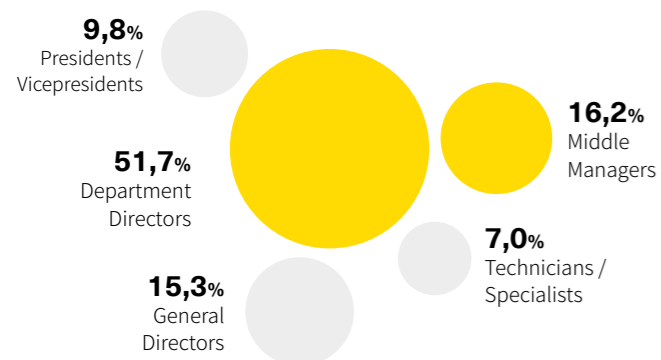
Business Sectors



Students nationalities

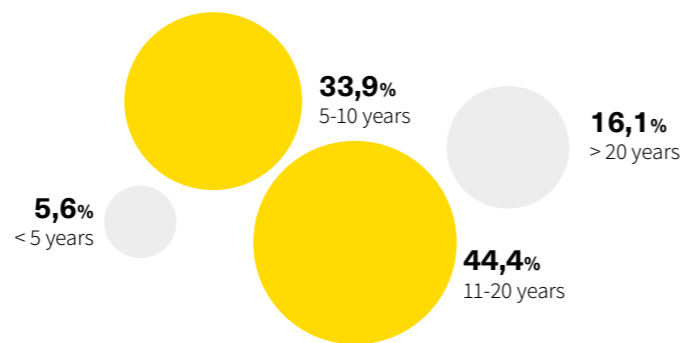


Professional categories

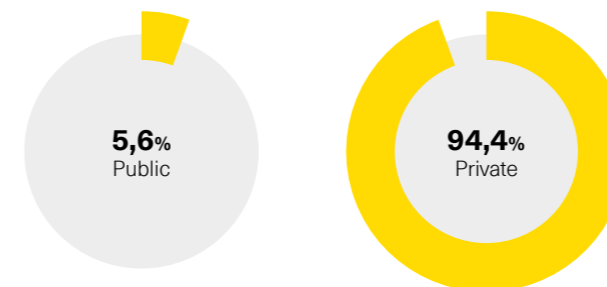


Professional experience

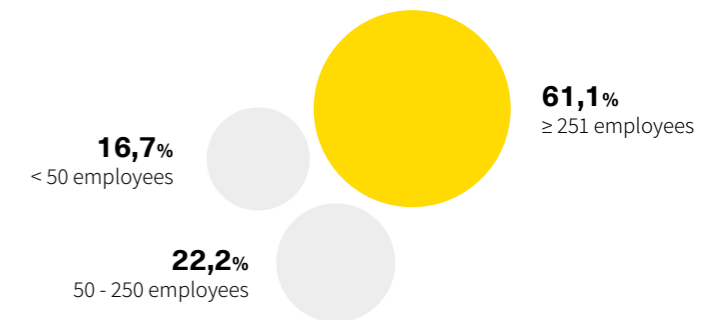
Average **13 years**



Business area



Company size

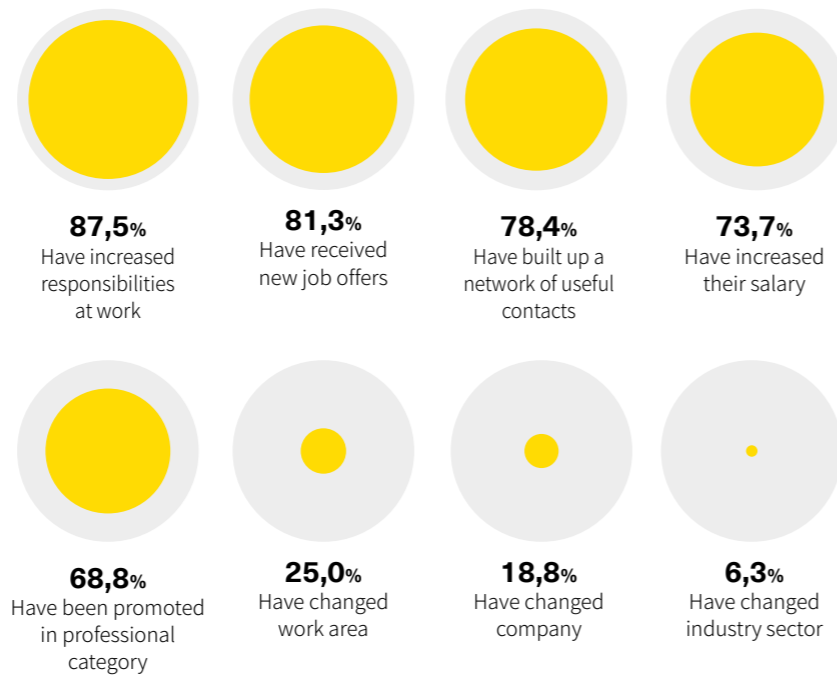


MBA Impact

Facts

92,4%

Confirms that their experience at OBS had a positive impact on their professional development.



Average salaries

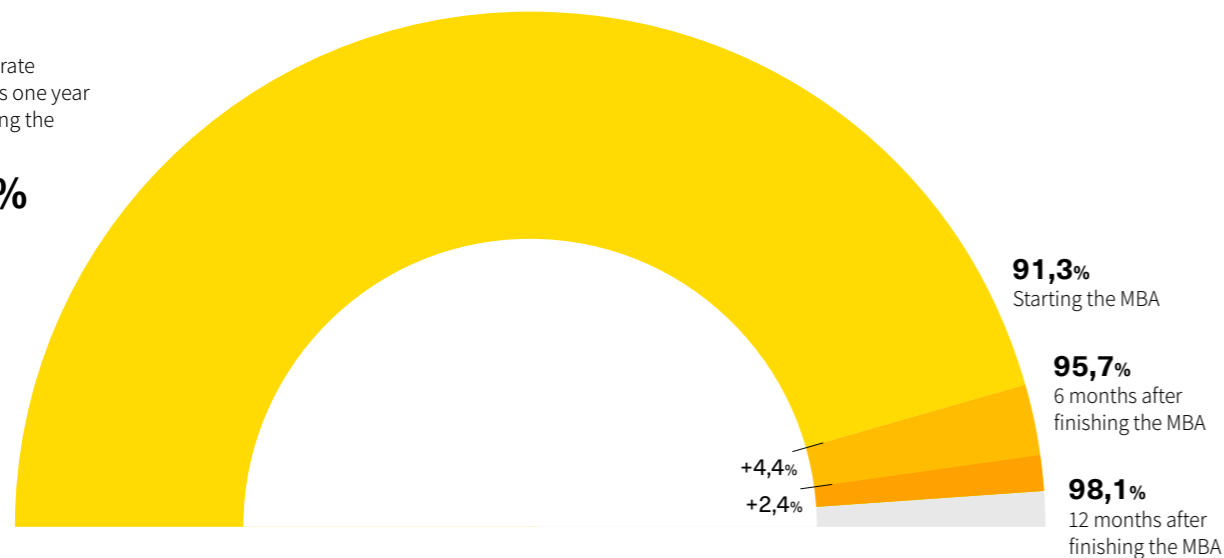


Employability



Employability rate of our students one year after completing the MBA:

98,1%



An impact experience!

+11.637€

Europe

+9.983€

Central and North America

+6.757€

South America

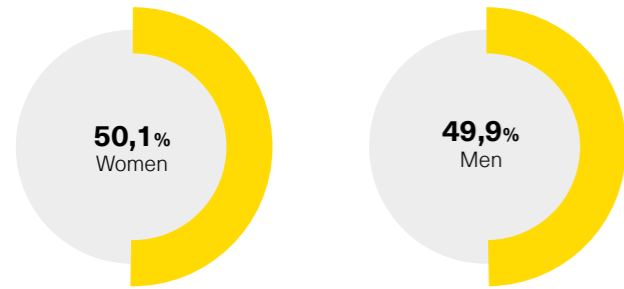
+6.701€

Rest of the world

4.2 Masters

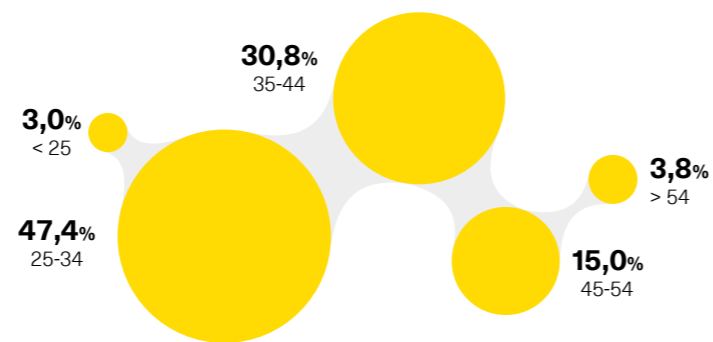
Masters Students Profile

Gender

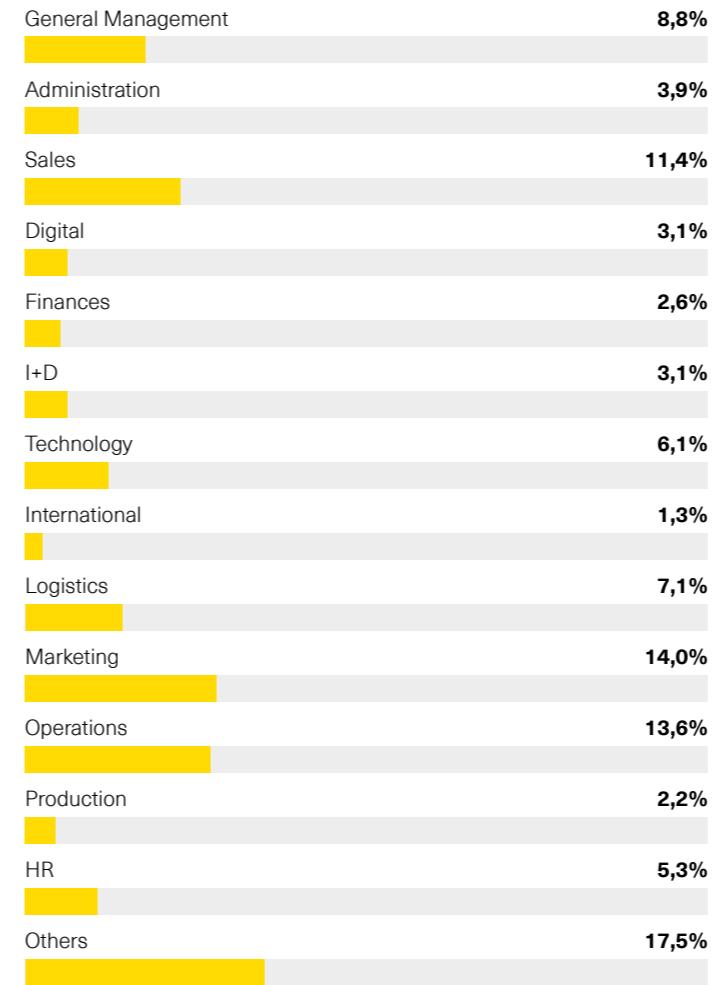


Age

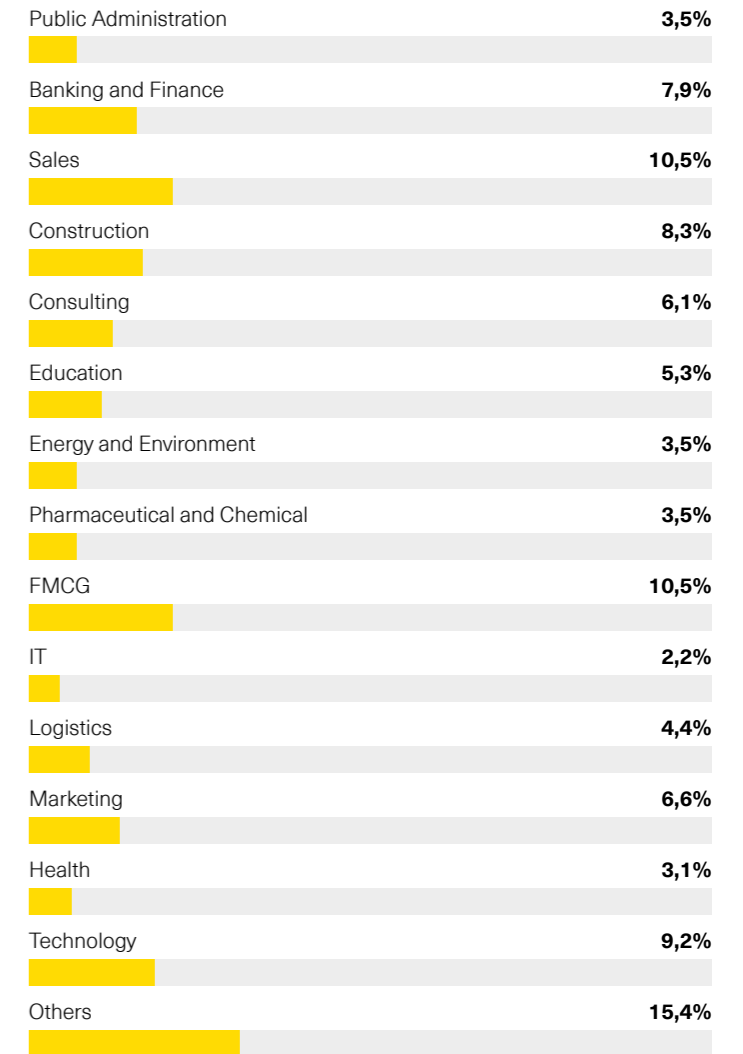
Average age **36 years**



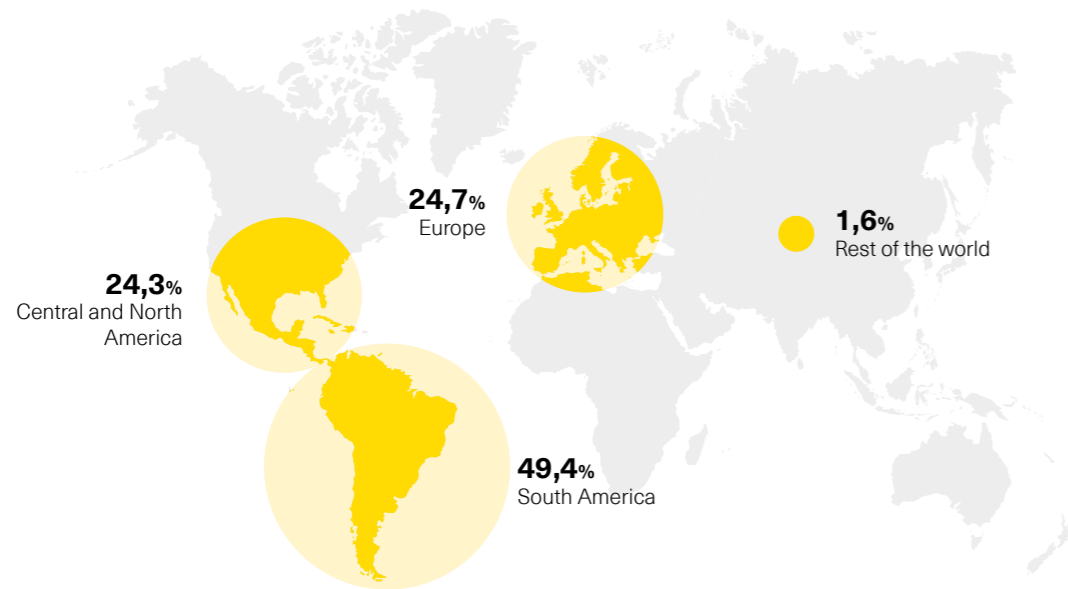
Departments



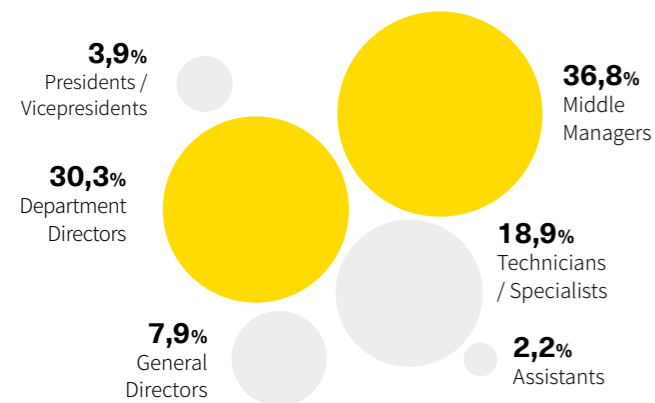
Business Sectors



Students nationalities

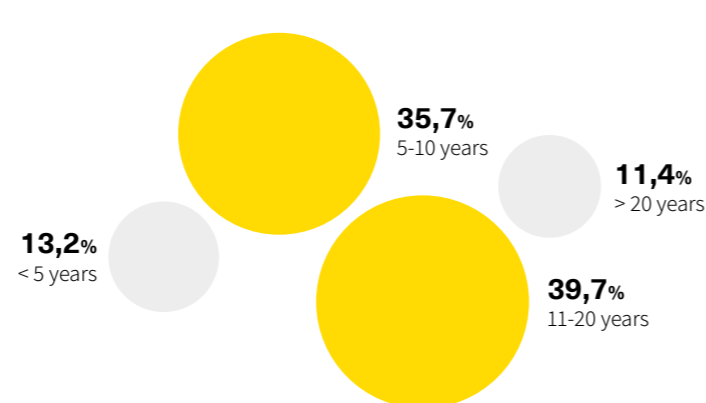


Professional categories

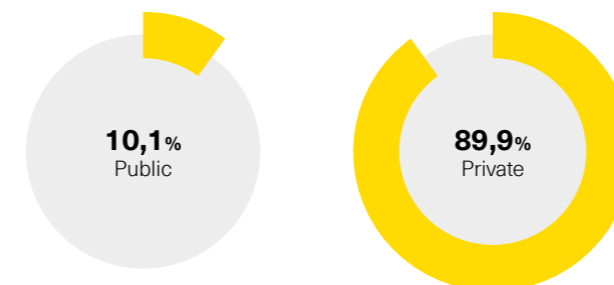


Professional experience

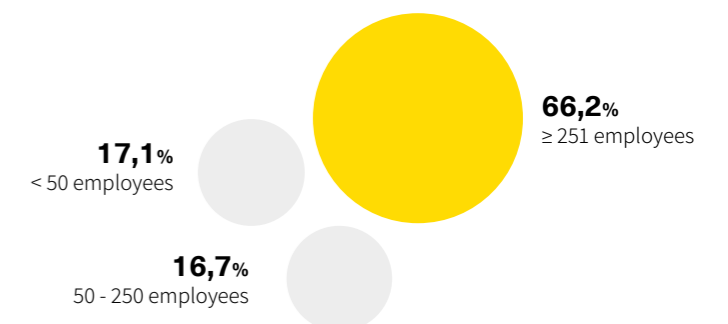
Average **12 years**



Business area



Company size

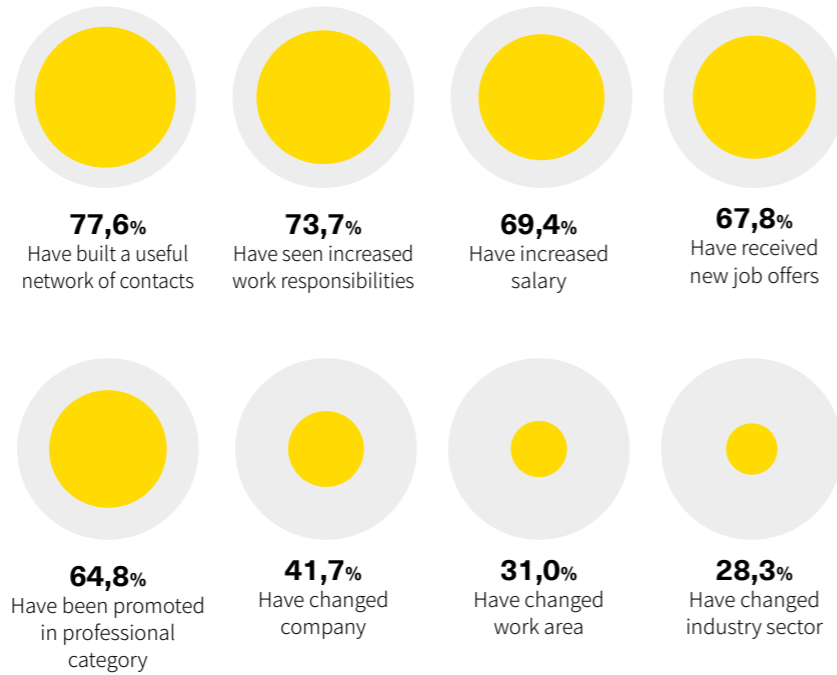


Masters Impact

Facts

87,6%

Confirms that their experience at OBS had a positive impact on their professional development.

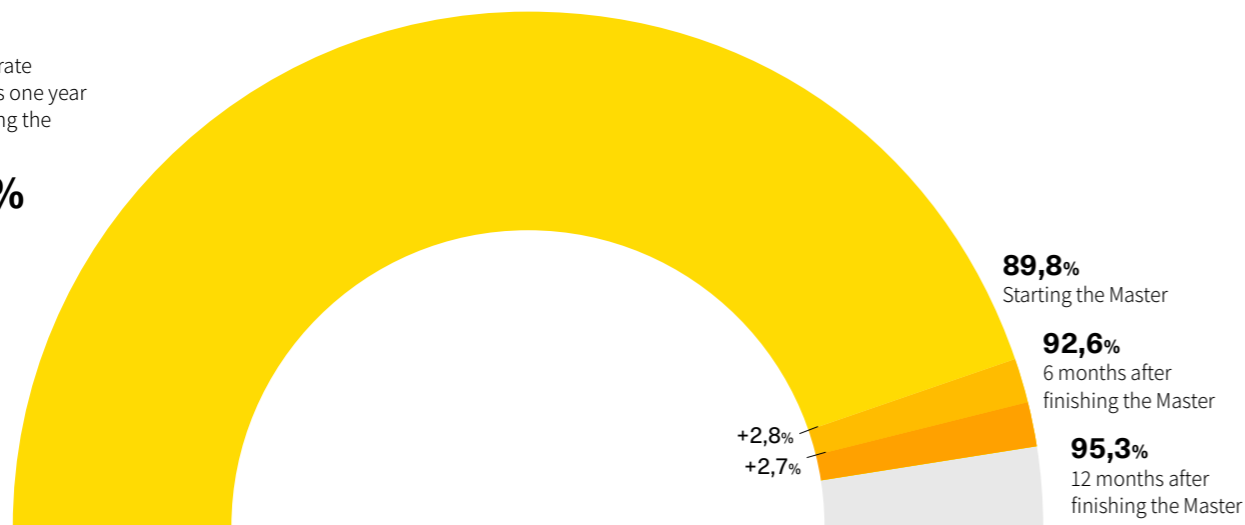


Employability

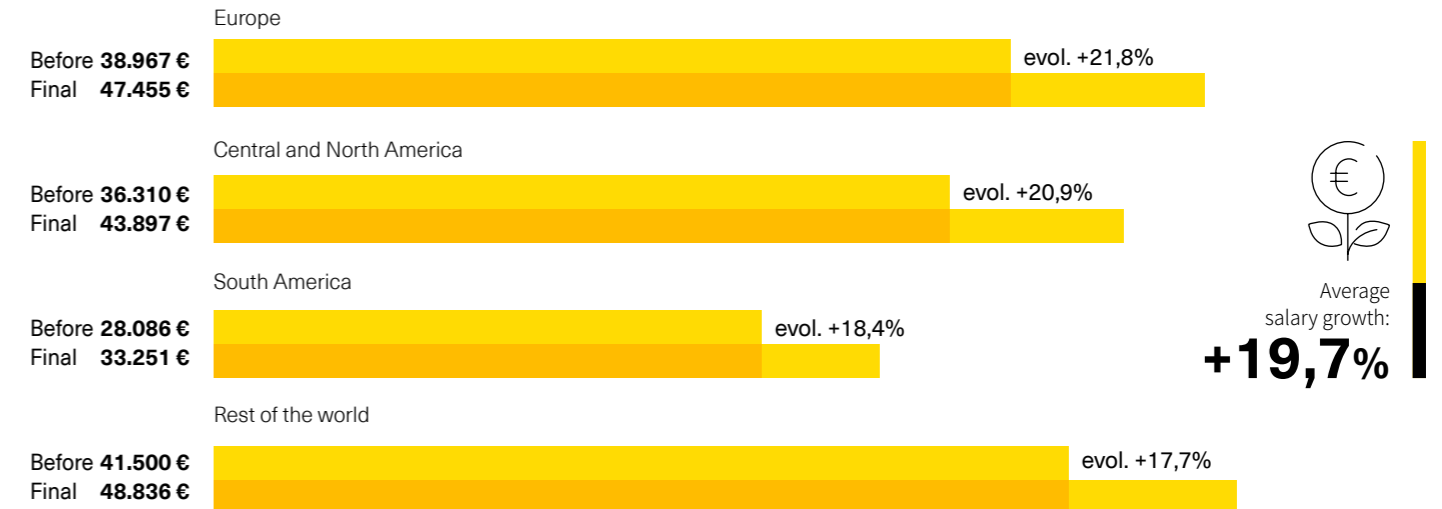


Employability rate of our students one year after completing the Masters:

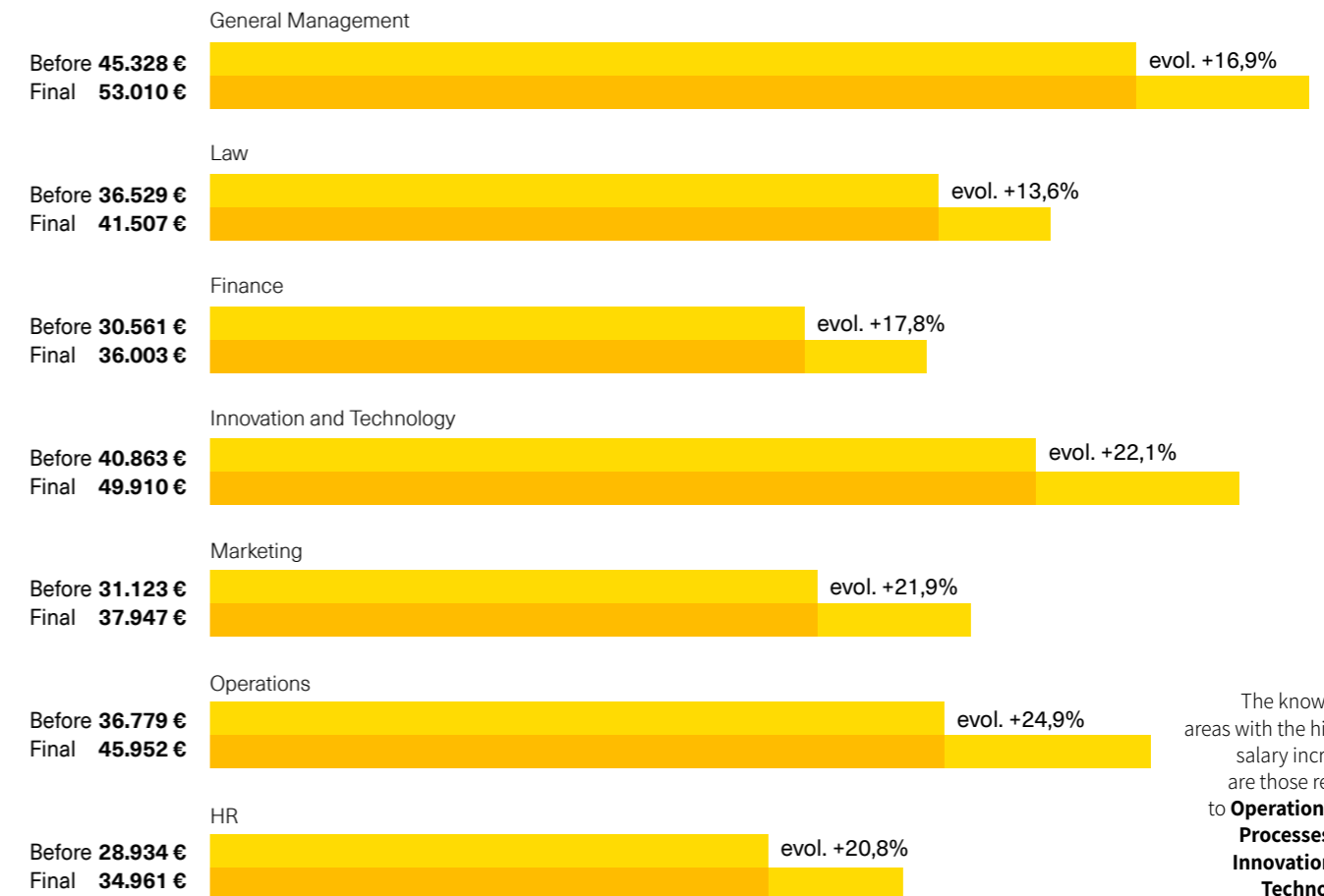
95,3%



Average salaries by region



Average salaries by area



The knowledge areas with the highest salary increases are those related to **Operations and Processes**, and **Innovation and Technology**.

Best Company Award 2023



In 2023, there have been remarkable achievements in employability due to the **collaboration between OBS and DHL Supply Chain**.

During the Graduation event, **OBS recognized DHL Supply Chain's employment capacity**, since the company has provided opportunities to a significant number of alumni from OBS. This has led them to be named the **Best Company of 2023**.

Anabel Huelmo, Director of the Consumer Business Unit at DHL Supply Chain Iberia, accepted the award. She stated that receiving such recognition "is an honor, since **we make a significant effort at DHL to be the preferred choice for many professionals in their careers**. We work daily to create the appropriate work environment to attract and retain the best talent. **This award, as well as the certification granted to us by the Great Place to Work Institute over the last 3**

years, which identifies us as one of the best companies to work for in Spain, is the result of our ongoing efforts".

Ms. Anabel Huelmo, Director of the Consumer Business Unit at DHL Supply Chain Iberia, receives the **Best Company Award 2023** from **Dr. Óscar Aguer**, CEO of OBS Business School.

05

Professional Development



When we think of our career plan, we think of challenges, goals and, most of all, professional development. Crossing a finish line requires perseverance, effort, commitment and **a team to accompany you along the way**. Your professional career is not a race for time, it is a lifelong process that requires dedication, attitude and enthusiasm.

Career processes are very diverse, which is why **we have designed different services and activities for the different professional moments** that a person goes through during his or her active life. Through a detailed analysis of your career and your future prospects, you will be able to choose the activities that best suit you and can help you achieve your goals.

At OBS **we accompany you** in the path you choose to take **in your professional career** and we help you analyse your objectives to develop the plan that will lead you to achieve them. We guide you, motivate you and provide you with the tools to make your career go as far as you can dream.

#OBScareers



5.1 A support for every moment of your career

The Career Services area offers a dynamic range of services that enhance your professional trajectory and boost your profile by providing you with intrapersonal tools, helping you become a well-rounded professional.

All the activities available to you from the moment you enroll, as well as after completing your academic program, fall into four categories, which we present below:



1 GETTING STARTED

In this category we include services created for **young professionals** with less than 2 years of work experience who are looking for their first big job in which to test their talent and knowledge.

However, people who are going through a period of professional change, whether due to a **professional reinvention**, an **outplacement** or a **change of country**, will also find in the services of this category an offer adjusted to their new needs.

- INTERNSHIP OR JOB OPPORTUNITIES
- LEARNING HOW TO PUT TOGETHER A GOOD CV
- START WORKING ON YOUR PROFESSIONAL BRAND IN A COHERENT WAY
- HAVE A PROFESSIONAL PROFILE ON LINKEDIN
- CONTINUOUS TRAINING

2 BOOST YOUR PROFILE

Those members of our Community who do not yet have an extensive work background but who have already entered the job market with confidence need to **strengthen their professional profile**, since their progress depends on their **attitude and they must feel prepared for new challenges**.

- ACCESS NEW JOB OPPORTUNITIES
- ENHANCE YOUR PROFESSIONAL BRAND
- START ACQUIRING THE NECESSARY TOOLS FOR THE JOB OF THE FUTURE
- DEVELOP YOUR GROWTH MINDSET
- CONTINUOUS TRAINING

3 BOOST YOURSELF

This category of services is designed to support senior profiles that are at the **peak of their career** and therefore need to work on their **most personal skills** and acquire the tools that will allow them to **assume and assimilate success** and everything it implies.

This offer includes:

- UPDATE YOUR PROFILE ACCORDING TO YOUR NEW RESPONSIBILITIES
- TRAIN THE MOST IMPORTANT SKILLS IN YOUR DAY-TO-DAY LIFE
- WORK ON YOUR GROWTH MINDSET
- DEVELOP CONSCIOUS LEADERSHIP
- TURN YOUR TEAM INTO A HIGH-PERFORMANCE TEAM
- CONTINUOUS TRAINING

4 SELF-EMPLOYMENT

Whether by their own decision or as a job opportunity, those who are **entrepreneurs** or who are in the process of becoming entrepreneurs will have our assistance thanks to a series of services designed to support them at different levels, from the most emotional to the most executive.

Thanks to this service, you will be able to:

- ANALYZE YOUR CAREER PATH AND EVALUATE A DIFFERENT OPTION IN SELF-EMPLOYMENT
- LEARN ABOUT THE CHALLENGES YOU WILL FACE THROUGHOUT THE PROCESS OF ENTREPRENEURSHIP
- WORK ON YOUR PROFESSIONAL BRAND
- HAVE ONE-TO-ONE MENTORING
- CONTINUOUS TRAINING

5.2 A continuous offer of services and activities for you

01. SESSIONS One to One



Executive coaching

9,7 overall rating

87% recommendation rate (NPS)

LIMITED ACCESS.

+ INFO

This is an exclusive service for students and alumni with a senior profile who want to discover how to face new challenges and/or manage transformation processes.

The process consists of four 1 to 1 sessions through which they acquire greater self-awareness, learn to adapt to different situations and detect their limiting beliefs, among other benefits.

Project mentoring

10 overall rating

100% recommendation rate (NPS)

LIMITED ACCESS.

+ INFO

This mentoring service aims to support members of our Community who are in the process of launching their own professional project, or who have the responsibility of carrying out new initiatives within the organizational development plan.

Throughout four 1 to 1 sessions, the mentor guides, advises and transmits his extensive knowledge to the mentee with the intention of helping him achieve his goals, and he does so by stimulating his creative thinking and teaching him how to detect, analyse and solve adversities, as well as how to manage change and uncertainty.

CV Diagnosis

LIMITED ACCESS.

New in 2024

Presenting yourself to recruiters is quite complex, as it is sometimes difficult to discern what information is relevant in your CV and what is not truly beneficial. Through a 1 to 1 session, students will be able to discuss with a career coach how they can improve their resume in order to be more visible. Throughout the year, they will also be provided with different resources that will help them focus their job searches based on their most innate tools.

#OBScareers

02. Workshops



Motivation and Team Management Workshop

9,7 overall rating

86% recommendation rate (NPS)

LIMITED ACCESS.

+ INFO

This year we are extending the annual calls for this workshop aimed at professionals who are responsible for the direction and management of human talent and who, therefore, want to turn their teams into high-performance teams.

During 4 sessions of 2 hours each, the student learns the difference between a group and a team, discovers each role of a team, learns the different approaches to leadership and obtains the necessary tools to face and manage conflict.

Leadership Workshop

9,2 overall rating

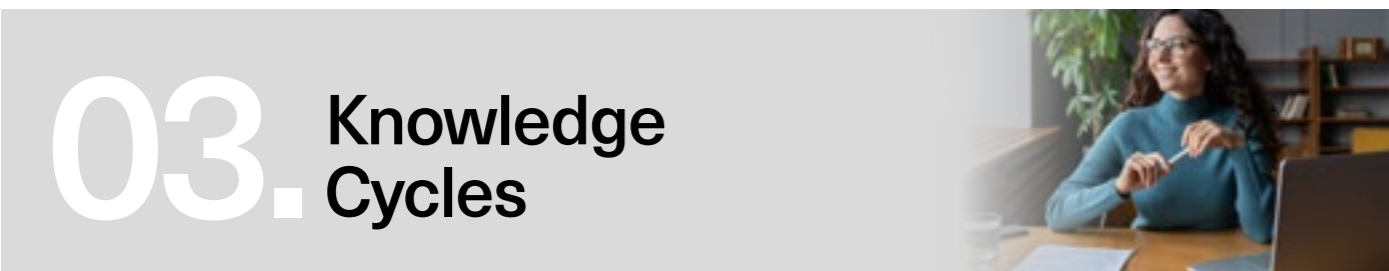
92% recommendation rate (NPS)

LIMITED ACCESS.

+ INFO

Professionals nowadays live in a world with a very high degree of uncertainty; in this scenario, knowing how to get the most out of personal resources makes all the difference.

During 4 sessions of 2 hours each, students and alumni can identify their limitations in order to learn how to communicate better with a group in an authentic and confident way.



03. Knowledge Cycles

Entrepreneurship

9,3 overall rating

76% recommendation rate (NPS)

+ INFO

This cycle, taught by renowned experts in the world of entrepreneurship, provides the essential tools that every entrepreneur must assimilate before developing a professional project.

Through its 3 live sessions, attendees learn the key concepts of entrepreneurship, obtain a greater analytical vision, learn to recognize the pillars of their project and train the necessary skills to face the challenges.

Employability

9,3 overall rating

91% recommendation rate (NPS)

+ INFO

With this Cycle we have a direct impact on the employability of our Community.

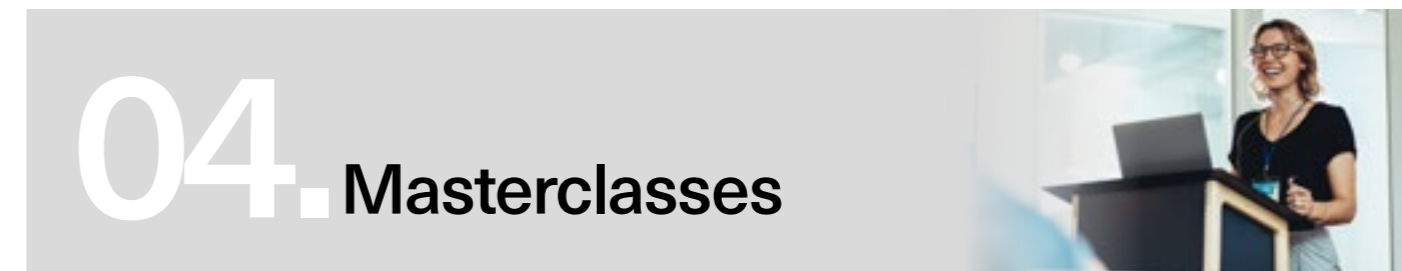
Throughout 3 online sessions taught by recognized experts, we address topics as important as building and enhancing the personal brand, knowing how to access hidden employment or conveniently use social networks to get quality contacts. These sessions allow students to identify their points of improvement and thus capture the attention of recruiters.

Professional Development

New in 2024

Keeping up with the trends in the labour market is essential for the correct evolution of one's career, since it is the key to properly orient our steps.

This Cycle consists of 3 live sessions where we learn to design a professional future and to develop our Career Plan according to the most demanded competencies in the professional of the 21st century.



04. Masterclasses

Masterclasses LIVE

9,3 overall rating

84% recommendation rate (NPS)

These masterclasses are conducted live and are taught by expert teachers and collaborators of the school.

The main objectives of the Masterclasses are: updating knowledge, staying in top of trends in different sectors and acquiring soft skills for personal and professional development.

Some of the latest sessions have dealt with popular topics such as: " The 7Ps of The Marketing Mix ", "What is the Metaverse and how does it affect us", or "Smart Working".

Masterclasses REC

Through these exclusive training pills for students and alumni, we seek to provide tools that will help our community improve their employability, as well as to update their knowledge according to new trends in each sector.

Recorded Masterclasses are always available through the Virtual Campus and new video-capsules will be launched throughout the year.

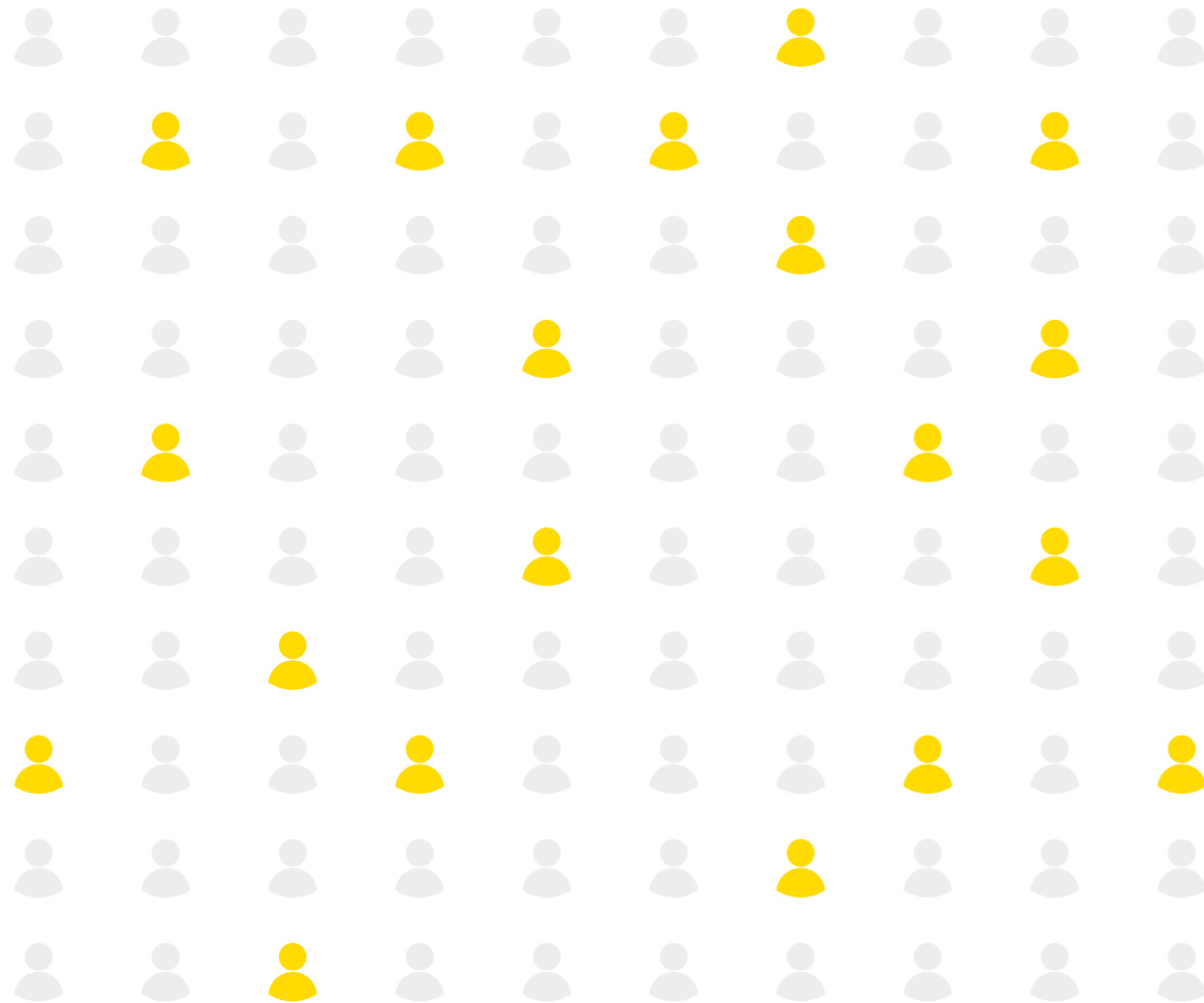
Some of the topics covered so far are: "Learn how to negotiate your salary", "Employability and the search for the hidden job" or "The 5 keys of the conscious leader".

06

Inspiring Entrepreneurship



6.1 Entrepreneurship analysis at OBS



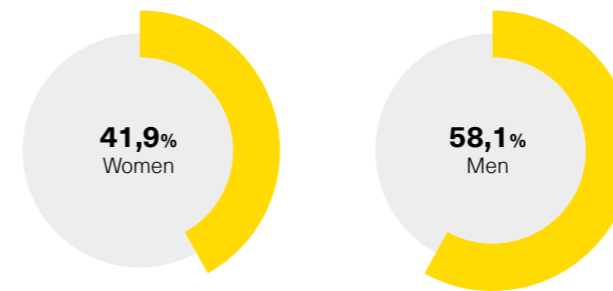
19,2% of our students are **entrepreneurs**

The highest rates of entrepreneurship are found among people with higher education.

Last June, the Global Entrepreneurship Monitor (GEM) released its latest report on the evolution and state of entrepreneurship. Throughout the document, it is noted that "the highest rates of entrepreneurship occur at higher educational levels. [...] These entrepreneurship rates surpass those of entrepreneurs with lower educational levels and consolidate the growth of entrepreneurial aspirations in the population with higher educational qualifications."¹

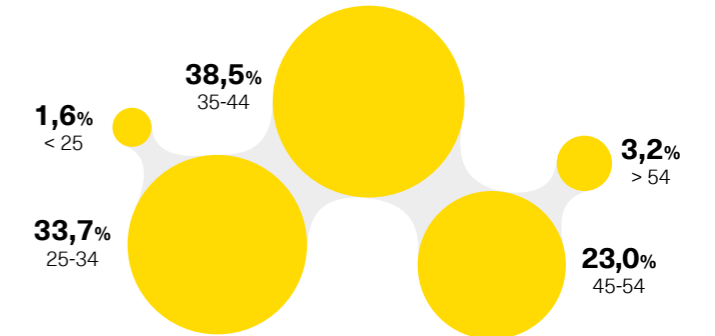
1. Observatorio del Emprendimiento de España (2023): Global Entrepreneurship Monitor. Informe GEM España 2022-2023. Ed. Universidad de Cantabria.

Gender



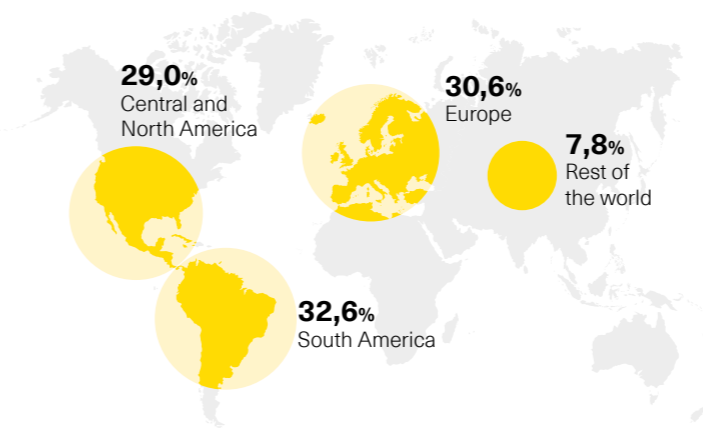
Age

Average **43 years**



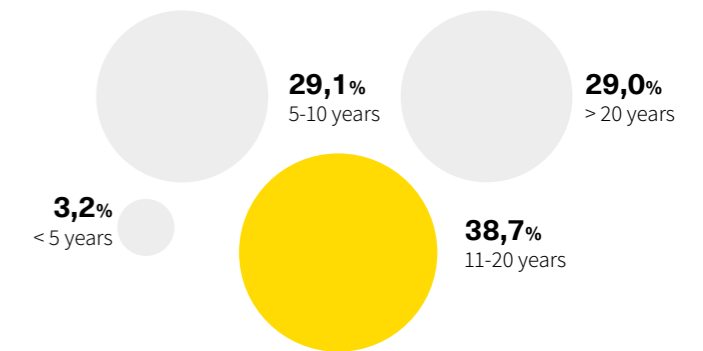
Students nationalities

This year **9 nationalities**



Professional experience

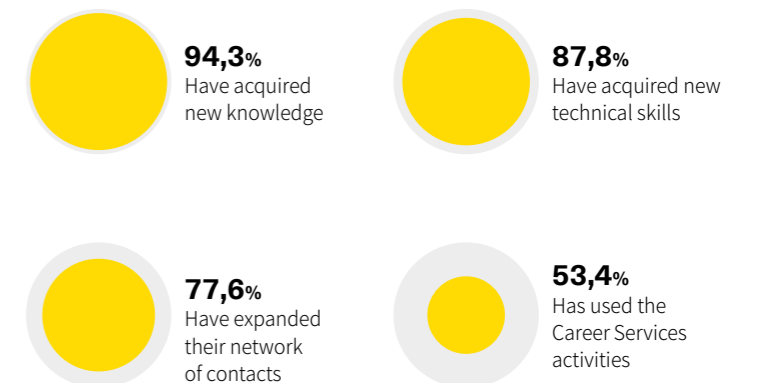
Average **17 years**



School Impact

87,1%

Believe that OBS has contributed to the creation or growth of their company



6.2 Entrepreneurship Path

The path to turning your dreams into a long-term business project.



Suggested route for projects in different stages:
»» Pre-seed Stage or Seed Stage



Suggested route for projects in stage:
Growth Stage

Explore **Expand your Network** **Social Selling Day** **Focus**

If your project is still an idea, you should participate in our Entrepreneurship Cycle, where we will give you the tools to assess the viability of your business.

Throughout the year we hold different events (both in person and virtual) that, as a member of the OBS Community, you are invited to, regardless of the country of celebration or the year in which you finish your program.

We invite you to this annual event to give you the opportunity to expand your knowledge on how to get more out of your professional network.

If your project is not yet mature enough, you can request a mentoring process of 4 one to one sessions. Present us your business plan and we will choose the most suitable mentor.

LIMITED ACCES

Participate

If you need funding or simply want to show the world your business idea, you can pre-register for the OBS Entrepreneurship Awards.

The selected projects will compete for a final prize.

« **FINALIST SELECTION** »

Exchange ideas

Entrepreneurship is a challenge. If your project is one of the finalists, we will organize a one-to-one session so you can get a more objective point of view from an experienced entrepreneur.

With the collaboration of Peninsula, Corporate Innovation Incubator:

Boost your Elevator Pitch

Impacting the public is vital for your idea to be well received. If your project is one of the finalists you can request a one to one session with a public speaking expert who will give you the keys to structure your pitch and give it the punch it needs.

Present

The time has come! The 4 finalists will present their respective projects in front of a jury and defend their business idea.

Take off

If your idea is the winner you will get a prize of 6.000€ that you will have to invest in the acceleration of your project and take it to a higher level.



6.3 Stories of our entrepreneurs



Álvaro Villena 🇪🇸

Ewaffle

I have worked as an Agile Coach, facilitating the development of digital services and products in companies of various sizes and industries. In 2022, I launched my company, Ewaffle, where we assist universities and corporate clients in producing e-learning courses and maximizing the benefits of EdTech technologies.

My experience in the **Master's in Innovation and Entrepreneurship** at OBS has allowed me to acquire knowledge and tools that have significantly facilitated and empowered my life. It has been instrumental in developing my entrepreneurial projects and providing innovation consultancy to my clients.



Yuliana Calderón 🇨🇷

Blé

Blé is a Costa Rican venture that has been in the market for almost 5 years, specializing in designing and creating products for relaxation and sleep. Since I began the **Master's in Design Thinking and Product Development**, I've been able to utilize tools for designing new products, identifying customer needs, and better focusing on each project we undertake.

Additionally, this year, I've started a second venture called Calma, which selects the finest types of tea from around the world and imports them to Costa Rica. All of this has been possible because the master's program has allowed me to have a globalized view of business and has helped me recognize needs and opportunities in the market.



César Díaz 🇨🇴

Lipsum Group

I am César Díaz, Co-Founder & CSO of Lipsum Group, a consulting, advisory, and commercial training agency based in Colombia with clients across Latin America. Studying the **Master's in Innovation and Entrepreneurship** at OBS Business School allowed me to acquire the competencies and skills necessary to turn an idea into a profitable and scalable business. This led to the birth of Lipsum Group, where we assist entrepreneurs and visionaries in creating the company of their dreams, guiding them from brand creation and growth strategies to commercial team building, ultimately achieving market consolidation.



Luis Huesca 🇪🇸

drilu

I am Luis Huesca, a graduate in Communication Sciences and an Audio Engineer. I take pride in having contributed to award-winning films such as "Roma" and "Nomadland," which have won the Oscar and the Venice Golden Lion, and collaborating with platforms like Netflix, Amazon Prime Video, Start+, and Disney+.

I am the founder of drilu (drilu.world), a global agency specialized in sound design that ventures into digital marketing, serving clients worldwide. This project stems from my desire to build a creative community to innovate and explore new horizons. I believe in the power of collective creation and teamwork.

Currently, I am pursuing the **Master's in Digital Marketing, Growth Hacking, and eCommerce** at OBS Business School. This knowledge is essential to adapt drilu to the current market, offering cutting-edge digital marketing services and international competitiveness.



Elena Lluch 🇪🇸

Estudio Global

Estudio Global was founded in Valencia (Spain) in 2008 as an advisory consultancy with a clear mission: to assist our clients in achieving business success. Over the years, we have evolved and grown significantly, not only by expanding the size of our team but also by establishing business operations in other provinces and autonomous communities, always maintaining our unwavering commitment.

Currently, we are professionals specialized in strategic consultancy, team development, and business improvement projects, working to provide innovative solutions. To achieve this, it is crucial to be knowledgeable and receptive to the latest business trends and to pursue continuous, high-quality education.

Undertaking the **Master's in Executive Coaching and Leadership** at OBS aligns with this business philosophy and has enabled us to understand international business trends and acquire new knowledge.



Valeria Ellis 🇪🇸

ASANTO

My name is Valeria Ellis, and I am currently the CEO and Co-founder of ASANTO, a Mexican brand specializing in healthy snacks made from amaranth.

I began the **Master's in Executive Coaching and Leadership** a few months before the official launch of ASANTO, initially thinking I chose it purely out of interest due to the appealing curriculum. However, after a couple of months and up until today, I value and utilize many of the tools I learned during the course, not only in my professional life but also in my personal life. I am confident that having had the opportunity to pursue this program has not only helped me become a better professional but has also enabled me to set clear goals, listen better to my surroundings, and become a better leader.



Paulina Godoy 🇨🇱

Be Flowing

As the founder of Be Flowing in Chile, our main objective is to assist our clients in achieving the transformation they desire. We specialize in creating innovative and creative experiences that challenge, inspire, and motivate them to reach their business, professional, and personal goals. We employ games, emotions, movement, and mindfulness to guide them on this journey. To achieve this, we apply various methodologies and tools, committed to providing our clients with a unique and personalized experience that holds real value and focuses on their actual needs.

Enrolling in the **Master's in Design Thinking and Product Development** at OBS along with the Universitat de Barcelona was pivotal for my professional development. It was during that time when I started my venture and acquired new knowledge and tools to differentiate ourselves in the market, making a significant impact on both the companies and institutions we collaborate with and the individuals within them.



Joel Fuguet 🇪🇸

EO! Easy Ordering

EO! Easy Ordering was born with the intention of initiating the digital revolution in the restaurant sector, offering a new purchasing experience to consumers (convenience, speed, and service), while also increasing the productivity of the commerce and enabling restaurateurs to enhance their profits through collected data. The **Master's in Operations Management** at OBS helped me understand not only the complete internal functioning of the company but also its external operations, understanding how the company interacts within a national and international environment, considering technological and geopolitical impacts. Moreover, having classmates from all around the world is an immense contribution to understanding and sharing cultures and knowledge.



Javier Moreno 🇨🇷

Nextep Innovation

I'm Javier Moreno, Co-Founder of Nextep Innovation, a consulting firm specializing in Innovation, Business Design, Growth Marketing, and No-Code Development, employing innovative methodologies designed for speed and ease, either remotely or in person.

Our purpose is to revolutionize the way our clients enhance their value to the next step... from conceptualizing and modeling their business, No-Code development of technologies for MVPs and final products, to launching their product, business, or initiative into the market with our Marketing Agency.

I studied the **Master's in Innovation and Entrepreneurship** at OBS and the University of Barcelona, which allowed me to update my knowledge and tools in strategic innovation and create an ecosystem of contacts, startups, and companies.



Yubirí Suárez 🇨🇷

Orange•Dot•Creative

Since 2008, I envisioned my company Orange•Dot•Creative as an agency that would add color and shape to all the projects and ideas that others had. Starting in 2014, I began preparing myself to learn more about advertising, marketing, social media management, and it wasn't coincidental that after 2019, everything digital would encompass 100% of our service offering.

That's why in 2021, I made the decision to further expand my knowledge beyond colors and shapes. I wanted to understand how marketing relates to user behavior, what drives someone to choose one product over another, how color impacts decisions, how our experiences affect choices, aiming for a much broader perspective. That's why today I'm studying the **Master's in Neuromarketing and Consumer Behavior** at OBS Business School.

Thanks to OBS for making this learning not just theoretical. Each time we start a new module, it adds much more to our creativity and drives us to improve our processes and service offerings.



Rosina Arocena 🇪🇸

Vuelta Estudio de Sostenibilidad

At Vuelta Estudio de Sostenibilidad, we are dedicated to identifying circular opportunities within companies. We specialize in designing and managing projects to transform textile waste into new high-quality products.

The **Master's in CSR (Corporate Social Responsibility) and Sustainable Leadership** was a turning point in my career, allowing me to combine my experience in the textile industry with new and updated knowledge of Corporate Social Responsibility and Sustainable Leadership. The shared knowledge, the dedication of the professors, the exchange with peers, and the updated information were the perfect combination to enjoy and successfully complete the master's program.



Natalia León 🇨🇷

Peru LEGACY Co.

Peru LEGACY Co. is a Boutique Tour Operator, disruptive, passionate about Peru, its roots, its people, and vibrant culture. We specialize in curating private, exclusive, and unique journeys for explorers with an adventurous, curious, and discerning spirit. We carefully design our programs, crafting personalized travel proposals that are impeccable and always adhere to the highest quality standards, creating memorable experiences for travelers interested in discovering the true essence of Peru.

[linkedin.com/company/peru-legacy-co/](https://www.linkedin.com/company/peru-legacy-co/)

Taking the **Executive MBA** at OBS allowed me to acquire new tools that I currently apply in the day-to-day operations of the company and pass on to my team. Additionally, it helped me expand my network globally. Most importantly, it was one of the steps I took to step out of my comfort zone and fulfill my dreams.

07

OBS Community and Networking



7.1 Alumni Clubs

The OBS Alumni Community is a joint initiative comprising students, alumni, academic faculty, and the business network that serves over **39.000 professionals** who have been trained in our School since 2006.

At OBS we have **8 Alumni Clubs** spread worldwide, led by distinguished alumni who act as representatives of the institution, ensuring the organization and execution of various activities and events.

These clubs share a passion for maximizing the potential of education, fostering synergies, and **networking** across different countries, cultures, and environments. We encourage you to take part in the activities of each Club and leverage the connections and knowledge offered by being part of this extensive international network.



Connect with OBS

Alumni Clubs Presidents



Ricard Muñoz
Media Executive
FC Barcelona
ESPAÑA



Karely Munárriz
Director of Brand and Integrated
Marketing Communication - Telefónica
MÉXICO



Catalina Rendón
Strategic Communications
Manager Newlink
COLOMBIA



Nicolás Fontaine
Freelance Consultant
CHILE



Nelly Murillo
Partner Operations Manager
in Mondeléz International
COSTA RICA



Carlos Andrés Aguilera
National Sales Manager
Beiersdorf
ECUADOR



Pablo Vásquez
Head of Associative Projects at the
Argentinean Technological Fund
ARGENTINA



Carmen Montenegro
Senior Sales Manager
Aspen Technology
PERÚ



Valeria González
OBS Alumni Manager
INTERNATIONAL
ALUMNI CLUB

7.2 Trending people

Carmen Montenegro

Club Alumni Perú President 



"It is important to maintain and strengthen the contact between former students."

Her father, an infantry general in the Peruvian army, always told her that education was fundamental, as it would always help her survive. Carmen Montenegro took this advice to heart: first, she earned a degree in architecture from Ricardo Palma University in Lima; later on, she studied two programs at OBS: the Executive MBA and the Master in Digital Marketing, Growth Hacking, and e-Commerce, thus advancing her professional career in Colombia. But how did she transition from architecture to sales? "After finishing university, I began working as an architect. The projects I presented were based on design technology and the manager I presented these projects to started his own technology company and asked me to support sales for Autocad, the software I used to

present said designs. Initially, it seemed daunting, since I knew nothing about sales. However, after three months, I realized that I loved interacting with people and serving them. This led me to solidify my career in technology sales: I have worked with Autodesk, Aveva, Google Maps, and, most recently, Blackboard," she recalls.

Throughout her professional journey, Montenegro has been aware of the digital transformation process. **"Digital transformation has been present in all areas for several years. Now, after the pandemic, we have realized that being part of it is imperative,"** she explains. She has witnessed this in various sectors: "The architecture studio where I worked had to adapt to digital change. Also, working

in the oil, gas, and mining sectors, we supported engineers in accessing information about digital assets in their plants, enabling them to manage good operation and maintenance, which required a change at every level. Lastly, in the educational sector, during the pandemic we were able to help and explain that through digital transformation they could reach their students without any issues," she reminisces.

Moreover, Carmen Montenegro's professional trajectory and experience have allowed her to identify the characteristics of an excellent salesperson: "Being empathetic and putting oneself in the customer's shoes; respecting and being honest with the customer; having a personal brand; practicing active listening; being humble and acknowledging mistakes when necessary; being proactive in building customer loyalty to ensure a strong relationship and, lastly, being prepared to really know the product, since with so much information, it isn't uncommon for clients to know more than we do. We must be truly knowledgeable about what we offer".

As the Commercial Director of Blackboard for the Andean Region, Montenegro has had to address topics as important as gender gaps: "When I participated in sales meetings, the percentage of women present was always smaller. There were meetings where I was the only woman, both from the company I worked for and among the customers I served", she recalls. Her determination has enabled her to break barriers: "I work in a technical environment with engineers, and in some cases, older engineers, so their first impression of me as a young woman was that I probably didn't know much about the subject. However, by **building rapport through assertive verbal and non-verbal communication, this relationship strengthens**" she explains.

Carmen Montenegro's connection with OBS Business School extended beyond her studies. In early 2023, she was announced President of the Peru Alumni Club: "Being a part of the Alumni Community is extremely important to me. I am someone who truly enjoys doing research, and when I was studying I didn't know that there was a group of graduates I could talk to. During my research, I found a group in Colombia and I contacted them to understand what they did; I started suggesting

ideas, which is how I became part of the group. **Being the President of the Peru Alumni Club fills me with pride, as I believe we can propose initiatives that support and strengthen the entire Community.** "Oftentimes, after completing our studies, we lose contact, but the key is to sustain and fortify those connections, leveraging them to the advantage of each individual", she explains. As part of her goals during her presidency, she deems it essential to update the Alumni database, provide support for employability, assist in enhancing English proficiency and facilitate meetings between companies and former students.

One of the significant benefits of being part of the Alumni community is creating and participating in events that allow the network to grow, which is essential for professional development. "I love creating spaces to share with people, especially former classmates, as it is very motivating and enriching", Montenegro explains. Recently, she participated in Colombia's Alumni Day and the Alumni Welcome, but alumni community events take place worldwide. Argentina, Chile, Colombia, Costa Rica, Ecuador, Spain, Mexico, and Peru have their own clubs and organize various events throughout the year: "My experience at the Alumni Meetings has been very motivating. I attended a seminar on productivity and time management and another one on macroeconomic perspectives and trends; both were truly inspiring. **Beyond strengthening the relationship between former OBS classmates, we discussed various topics of interest across the globe, as well as different obstacles that we believe important to face**", she recalls.

Carmen Montenegro combines her successful professional career with her family life: "The happiness in your personal life is reflected on your work; they complement each other entirely," she asserts. These two aspects of her life are sustained by the advice her father gave her, which she always keeps in mind: **"If you want to succeed in life, you must prepare yourself and strive to be the best at what you choose to do"**.

7.3 Events

The journey continues after completing your program: **you are the essence of OBS.**

Access all the events organized by the school and become part of an international, active, and ever-growing network through the **Lifelong Community**.

Each year, we organize various activities aimed at fostering connections among members of our OBS Community and major companies in today's landscape. Here, we showcase some of the highlights from the last twelve months.

DFACTORY BARCELONA VISIT

➤ obsbusiness.school/actualidad/noticias/los-aumnos-de-obs-visitan-el-hub-tecnologico-dfactory



"It has exceeded my expectations. I've met really interesting people I didn't think I would meet and we all share the same goal: growing professionally with the support of a business school as important as OBS."



”

Alexandra Navarro
» Alumni of the Master's in International Business Management

➤ obsbusiness.school/opiniones/obs-experience/alexandra-navarro

GRADUATION 2023

➤ obsbusiness.school/actualidad/noticias/1600-asistentes-en-la-graduacion-obs-2023



ALUMNI WELCOME 2023

➤ obsbusiness.school/actualidad/noticias/gran-exito-del-alumni-welcome-2023



ALUMNI TALKS

➤ obsbusiness.school/alumni/alumni-talks



ALUMNI DAY ESPAÑA

➤ obsbusiness.school/actualidad/noticias/obs-celebra-su-primer-alumni-day-presencial-en-espana



ALUMNI DAY COLOMBIA

➤ obsbusiness.school/actualidad/noticias/obs-celebra-su-primer-alumni-day-presencial-en-colombia



ALUMNI DAY COSTA RICA

➤ obsbusiness.school/actualidad/noticias/obs-celebra-el-primer-alumni-day-costa-rica



"What I liked most about this event is the maturity of the speakers' speeches; they are truly inspiring. It is an honor to be part of a Business School that can introduce us to high-quality speakers from different sectors."



”

Arnau Peral

» Executive MBA Alumni

➤ obsbusiness.school/opiniones/obs-experience/arnau-peral

GREEN WEEK 2023

➤ obsbusiness.school/actualidad/noticias/obs-celebra-la-primera-green-week-2023



"I highly value my experience at this OBS event. It has given me the opportunity to exchange knowledge with colleagues and great professionals".



”

Elvira Llamas

» Alumni of the Master's in Digital Transformation and Business Development

➤ obsbusiness.school/opiniones/obs-experience/elvira-llamas

EMPLOYABILITY MEETING WITH DHL SUPPLY CHAIN

➤ obsbusiness.school/actualidad/noticias/encuentro-con-dhl-en-el-portal-de-empleo-de-obs



08

Creating Leaders



Elodie Guillard



- » Marketing Director at **Spacewell Energy**
- » Alumni of the Master in Corporate Communication Management

Let's learn to overcome obstacles and lead with passion and courage!

Elodie Guillard is a French philologist based in Spain, as well as an alumni of the Master in Corporate Communication Management.

Elodie began her career as an editorial coordinator at National Geographic, an experience that allowed her to enter the job market strongly. After nearly a year at the company, Elodie started feeling the need to grow further to become a better professional. Thus, she moved to work at AXA Partners, where she held important positions in the event management and communication areas.

During her time at the French company, Elodie began taking on more responsibilities, and after four and a half years, the time came to take the next step: "I wanted to become a manager; I had a voice to be heard". That desire set her roadmap, and after some years of learning and growing in different sectors, she finally arrived where she is today: "It's an honor being the Marketing Director of Spacewell Energy, where we help companies become more sustainable".

After an 18-year professional career, Elodie shares **12 key elements** that she has identified as **career boosters**... take note!

- 1 Set clear, achievable goals, both short-term and long-term.
- 2 Continuous training. Stay updated on industry trends, the sector, and acquire new skills.
- 3 Cultivate perseverance and resilience. Face challenges.
- 4 Maintain a positive mindset.
- 5 Build strong relationships with seniors, superiors, colleagues; it will provide growth opportunities.
- 6 Develop communication skills.
- 7 Lead with empathy. Pay attention to your team's, employees', colleagues', even superiors' concerns.
- 8 Overcome self-criticism.
- 9 Contribute proactively; don't wait to be assigned a new task.
- 10 Learn from your mistakes. Just accept them.
- 11 Demonstrate your value. Don't go unnoticed.
- 12 Seek mentoring opportunities. Find people who can help you and provide valuable information.



In conversation with:

María Inés Vignoli

» Head of Sales Services at **Coca-Cola FEMSA**
» Alumni of the **Master in Marketing and Commercial Management**



OBS Could you introduce yourself to the OBS Alumni Community? We would love to hear about you...

My name is Maria Inés Vignoli and I'm currently living in Montevideo, Uruguay. I graduated as a Public Accountant from the Universidad ORT Uruguay and I currently work in the commercial area of Coca-Cola FEMSA Uruguay as the Head of Sales Services.



OBS In 2014, you graduated as a Public Accountant. What interested you about this profession and how did you imagine it would be?

I chose this career based on references and advice from my family. I initially saw myself working in an accounting firm, so that's what I did! I started my professional career in a firm at an early age to gain experience, always hoping to one day have my own studio. As I continued to work and study, various opportunities within the organization opened up for me, altering my initial projections. Undoubtedly, a Public Accountant career offers a wide array of development opportunities, providing a strong accounting and financial foundation that equips you to optimize resources and make decisions within an organization. That enables you to explore different areas...



OBS A few years later, you enrolled in OBS' Master in Marketing and Commercial Management, an area of knowledge quite different from your previous academic background. What led you to take that decision?

I had been working in the commercial area for 6 years, managing the main KPIs and being in constant contact with the Marketing team. While my career provided me with a solid foundation in accounting, administration and finance, over time I discovered other sectors like logistics and commerce, and I became truly passionate about the latter. Undoubtedly, pursuing the Master in Marketing and Commercial Management was an excellent decision; it allowed me to continue learning in both areas and helped me obtain key tools for my career.



OBS What made you choose OBS to pursue the Master in Marketing and Commercial Management?

I was convinced by the program's syllabus, the chance to study abroad online and the networking opportunities - these were factors that influenced my choice. The opportunity to obtain a double degree with the UB was also significant. However, the goodwill of the institution's staff and the recommendations from professionals who had studied at OBS were also very important.



OBS For several years now, you have been working as Head of Sales Services at Coca-Cola FEMSA, the largest Coca-Cola bottler in terms of sales volume. What do you highlight about your day-to-day work in such an important company, considering the great responsibility that you have?

I've been working at Coca-Cola FEMSA Uruguay for 6 years; there's no doubt that this company is largely responsible for my professional development. The day-to-day work is very dynamic, which requires a high level of commitment and focus. I want to highlight the great team of professionals I work with, colleagues who have offered me their time and knowledge to keep growing both professionally and personally. Working in an international company has also given me the opportunity to learn from experiences in other countries and interact with professionals around the world, which has truly enriched my career.



OBS Before becoming Head of Sales Services you were Head of Commercial Planning in the same company, which allowed you to experience the day-to-day work at Coca-Cola FEMSA from a different area. In such a changing world, what does it mean to you to have had such an interesting professional growth and development within the same company over several years?

I entered the company leading a completely new area for me, relying on my education and experience. There's no doubt that one must be prepared for any change; opportunities arise and you must be ready for the next big step, always giving your best. The opportunity to get to know different areas and processes allowed me to enrich my profile. Furthermore, in a company like Coca-Cola FEMSA, one encounters constant challenges, which lead you to learn every day and continue to grow.



OBS

You also had the opportunity to work at Mondelēz International for almost 8 years, where you held various positions, from Accounting Analyst to Integrated Business Planning Leader for Uruguay and Paraguay. This must have been a period of great learning and professional growth. What do you highlight about your time at Mondelēz International?

Mondelēz opened the doors to one of the largest multinational companies in the consumer goods sector, where I received excellent training and tools, and where I met great leaders. I started with a 6-month finance internship and then moved to the CS&L area, where I learned about the entire production process. Managing demand for two countries has its blend of pressure and professional satisfaction; it allowed me to communicate and learn about different company areas and customers, as well as understand different market realities and customs. The time I spent working at Mondelēz provided me with extensive knowledge I'll never forget; I gave my best and it taught me about career projection and the importance of adapting to constant changes.



keep learning... investing in oneself is the best investment. Remember that opportunities do not come on their own; they are the result of hard work and perseverance.



OBS

What can you tell us about your role as a professor in Accounting Education? What does devoting part of your time to higher education bring to you?

Those were two very enriching years; being able to transmit the knowledge you acquire in your career and guiding young people who are just getting started, as well as providing a professional vision about the different market opportunities is wonderful. Furthermore, teaching helps you grow and remain updated. It was a beautiful opportunity given to me by the University where I studied for many years.



OBS

What are the next steps in your career plan?

I'm very motivated to continue learning; I believe in the need for continuous education and staying up-to-date, since the market is constantly evolving and expects professionals to adapt rapidly. Right now, my goal is to continue working on my career at Coca-Cola Femsa, where I know I can continue growing.



OBS

Finally, from the perspective of someone who has been cultivating a truly successful career for several years, could you offer some advice to the members of the OBS Alumni Community?

Look back only to gain momentum and always move forward. Learn from every experience, consider every feedback and absorb everything that can professionally enrich you. Remember that staying updated is crucial in this changing and ambiguous market and that you should never take anything for granted! Some solutions can be found where we least expect them, always keep that in mind. Build your network of professionals by joining this Alumni Community; it keeps you modernized and generates unique opportunities. Keep studying and

In conversation with:

Gustavo García

- » Chairman **Skye Group**
- PNTI National Innovation Award
- EY Entrepreneur of the Year
- » Alumni of the **Master's in Innovation and Entrepreneurship**



OBS We would love to hear you introduce yourself to the OBS Alumni Community, Gustavo. Could you tell us a little bit about yourself, your background and your professional career?

My name is Gustavo García, a serial entrepreneur who loves innovation. I studied Computer Systems Engineering at the Universidad de Monterrey and completed the Master in Innovation and Entrepreneurship at OBS. I have been a consultant in technological companies for many years, and I have over twenty diplomas and certifications in tech and business entrepreneurship. I'm currently an investor in nine startups and the president of Skye Group, a company dedicated to innovation development for large and medium-sized enterprises.

OBS When you started studying Computer Systems Engineering, how did you imagine your education would impact your professional future? Why did you choose to study that specific career?

Since as long as I can remember, I've loved creating things. My first system developments was at the age of 7, and since then, I've been fascinated by computers. When I had to decide what to study, I didn't hesitate: it had to be Computer Systems Engineering. The program provided me with a strong foundation in logic and intensified my desire to understand everything around me and come up with ideas to improve efficiency or problem-solving through a technological perspective.

OBS In 2017, you chose to pursue the Master in Innovation and Entrepreneurship at OBS. Could you tell us why?

I had been innovating empirically for many years, gathering knowledge from different experiences and short courses. In 2016, we participated in the National Technology and Innovation Award, Mexico's highest recognition for the country's most innovative companies. We made it to the final round but didn't win, and right after that experience, I decided to study a master's degree that would suit my work pace with

three purposes: consolidating my knowledge in innovation, laying the necessary foundations to move forward, and presenting a new startup idea to compete in the National Technology and Innovation Award again (we won the award and were recognized as Mexico's most innovative company for our innovation management model!).

OBS What do you highlight about OBS's teaching model?

Firstly, its personalized model. From day one, I had a Program Manager who provided support for any doubts I might have. Being an online methodology, I was uncertain about the follow-up, but this put my mind at ease.

The platform was very user-friendly, and the way they presented all the information (assignments, projects, online classes, etc.) wasn't complicated at all. The professors were very approachable and always had case dynamics that could serve us in our daily lives. The excellent networking opportunities were also very significant... I still have very good friends I met during the master's.

The projects are challenging but not overwhelming; it gave me the flexibility to keep working, studying, and working on projects.

OBS Skye Group, one of your ventures, was named an Emerging Entrepreneurship at the EY Entrepreneur Of The Year 2022 awards. What did that recognition mean to you and Skye Group?

The EY Entrepreneur Of The Year award is one of the most important awards for entrepreneurs worldwide; I feel very honored to have received it. What stands out about these awards is that they focus on both the entrepreneur's trajectory and the company's growth.

After receiving this award, we made many new relationships within the EY ecosystem and other entrepreneurship circles. Skye Group has strengthened significantly, and larger companies have taken a bigger interest because of this recognition.

OBS How did Skye Group come about?

In 2010, we founded a company called CloudSourceIT, a technology development company specializing in mobile devices. In the following years, we began to grow significantly based on our clients and successful projects. However, we realized that we were more focused on process consulting and finding solutions for companies, rather than solely technological development. In 2017, we decided to create Skye Group, a corporate entity that currently owns 3 companies and 9 startups and specializes in creating innovation centers and developing new products for corporations.



As the president of Skye Group, what challenges, functions, and tasks does this position require? What is the day-to-day like in a position of such responsibility? What kind of professionals do you like to surround yourself with, and what skills should they possess?

As president, I am responsible for envisioning the business's future, new proposals for acquiring or creating startups, and overseeing my directors. The day-to-day is very exciting, as I am exposed firsthand to all the global technology trends, getting involved in them and recognizing which ones we should start experimenting with to become experts in the future. I love surrounding myself with people who challenge the statu quo, who can question everything around them and are passionate about their work. What I always tell people when they start working with me is that they are here to have fun, come up with ideas and, above all, enjoy their achievements within the company.



You have not only been involved in Skye Group but have also invested in nine different startups. How do you analyze the potential and feasibility of a project before deciding to invest in it?

We have a venture capital fund called Skye Ventures, where each year, an economic resource is allocated for investment in startups, whether they are internal entrepreneurship initiatives or external projects. Every year, we conduct a Delphi study, where we examine current trends and future predictions to decide on the investments we will pursue that year. When we find startups or when an idea comes up within the corporation, we begin a series of internal processes to evaluate the idea, covering aspects from economics to social impact. There are several values that we consider before the approval, but the most critical factor is the entrepreneur we are dealing with. Our objective is to count on the right entrepreneur to execute said idea.



Innovation and Digital Transformation have been constant themes in your professional endeavors. What did it mean for you to perform the first surgery assisted by augmented reality through the "BedsideXR" platform? And in terms of healthcare, what were its repercussions?

The entire story leading to that milestone in Mexico's healthcare sector is fascinating. In 2018, during our Delphi study, we found that the HealthTech vertical would experience exponential growth in the next decade. We were already working on health-related projects, but we didn't have an investment allocated to that vertical. As a result, the corporation decided to make investments to specialize in that area.



The first thing we did was a series of massive events under a framework called Healthcare & HealthTech Week, where we gathered five regional industrial clusters, companies, academics and government to sign a manifesto to create the HealthTech innovation hub in Nuevo León. This

resulted in various HealthTech specialization events and the attraction of an international health innovation center to the city.

With this center under our innovation methodology, we identified 4 issues in the healthcare sector, and one of them was technology within the operating room. Therefore, we suggested the development of the Bedside XR platform and co-invested in its development. Currently, Bedside XR has been used in more than 20 surgeries, over 100 doctors have been trained in augmented reality use, and we are working on new versions that incorporate artificial intelligence.

I'm very pleased to have performed the first surgery assisted by augmented reality in Mexico because it opens doors for new ventures in healthcare, fostering more collaboration between the healthcare sector and information technologies.



What are your future plans at a professional level? Any new ventures on the horizon?

One of our major plans is to expand to North America and Europe, something we're already working on. In terms of entrepreneurship, we are launching a new startup in the Medical Tourism sector this year.



People with your professional profile are an inspiration to others. What advice would you give to the members of the OBS Alumni Community?

One of the best pieces of advice I can give to this community is to be truly passionate about what they do. We have very little time to waste on something that doesn't generate value for us. Find your specialty, study hard, question what you know and, above all, have fun.



In conversation with:

Geraldine Francia



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» Technical Program Manager at **Google**
» Alumni of the **Master in Information Systems and Technology Management**

OBS We would like you to start with a brief introduction. Can you tell the OBS Alumni Community a little bit about yourself?

I am a Peruvian engineer who is passionate about how technology and its accessibility can simplify people's lives. I firmly believe in the potential of collaboration over competition.



OBS According to UNESCO data, only 35% of STEM (Science, Technology, Engineering, and Mathematics) students are women. As a professional in this field, how do you think this percentage will evolve in the following years?

I believe it will continue to grow, albeit at a slow pace. The lack of participation is influenced by structural social issues, such as deeply ingrained stereotypes from childhood, unequal family responsibilities, discrimination, and the absence of role models. However, I am optimistic, since I have witnessed and been involved in multiple efforts, both at an individual, corporate, and societal level, to foster the necessary change. This change is crucial to ensure that technology is created by and for everyone.



OBS In May 2019, you enrolled in the Master in Information Systems and Technology Management at OBS, which closely relates to your current professional occupation. What motivated you to expand your academic studies?

After nearly 10 years, I wanted to provide a theoretical framework for my work experience, supplement it, and learn from great professors and peers. My goal was to acquire techniques and lessons that would assist me in becoming more effective in executing my projects. It was truly interesting to learn about many methods and processes that are transferable across different business areas.



OBS How was the experience of studying online at OBS?

It was the first time I studied a complete program online, something that wasn't very common before the pandemic. Initially, I struggled a bit to adapt to the system, but as soon as I got the gist of it, I became truly appreciative of the flexibility that it provides, especially considering the heavy workload I had to balance alongside my studies.



OBS You currently work as a Technical Program Manager at Google, a benchmark in the business world. Could you share your journey leading up to Google?

The first step was to believe it was possible, to demystify the idea that you can only work for Google if you've studied at an Ivy League; it often comes down to being in the right place at the right time. In my case, I'd always worked with optical fiber transport systems and networks, and the science behind its technology is universal; physics and mathematics follow the same principles everywhere, so having this in mind, I conducted a small investigation about available roles that encompassed the technical aspects I mastered. Simultaneously, I tailored my CV according to Google's recommended format (Quantified achievement and the 'how'). This step is crucial because to make your CV stand out among thousands of applications, you need to effectively communicate the aspects that the company values most, selecting which part of your professional experience aligns best with them.



OBS For over two and a half years, you were the Head of Transport Planning at Telefónica. What lessons did you learn during that period of time?

It was one of the most challenging yet rewarding periods of my career. It was the first time I formally took on a managerial role, and I did so at the age of 28. For an introvert like me it was quite challenging to lead a diverse team, most of whom had more work experience than I did, especially in an environment predominantly dominated by men. It was a great opportunity to develop soft skills and abilities such as effectively challenging the status quo using data to support my initiatives. During that period, we managed to get Telefónica del Perú to redeploy optical fiber after many years, enabling more than 20 cities in different regions of Peru to have better telecommunication services with 4G and FTTH.



OBS You also spent nearly six years at Nokia, holding various positions. How did you experience that growth process within the same company?

My time at Nokia was a continuous learning experience, especially in technical areas within an environment of great collaboration and camaraderie. The culture at Nokia, which I greatly appreciate, involves investing in the development of technical skills among its teams, providing the necessary conditions and training for that purpose. Being



in contact with the researchers at Bell Labs, who are always working on the development of cutting-edge technologies, was a highly valuable experience for me. During that period we began exporting our technical expertise, supporting various projects in several countries across Latin America.

OBS Throughout your career, the common denominator has been the telecommunications sector. You've actually worked for some of the industry's leading companies. Where do you believe this sector is heading, and what are the imminent challenges?

I believe that telecommunications are, now more than ever, an essential service for society and an enabler for fundamental rights; it is key to promote access to education or for healthcare to reach everyone. The challenges for the sector lie in continuing to expand coverage; this requires government support and support from other potential users of connectivity (such as OTTs), as it is not always financially sustainable. In parallel, Telcos need to develop greater agility to keep pace with the digital product ecosystem.

OBS After achieving numerous professional goals in recent years, what new objectives do you aim to achieve in your immediate future?

My goal is to continue building a community that supports underrepresented groups in STEM and Latin America, which I always consider my home. In this regard, Google is a company that provides a lot of support through its Employee Resource Groups. I am very proud to be part of the leadership team of Latinos in Google Cloud, from where we execute various initiatives to help and raise visibility for our community. I have a personal interest in incorporating various types of technology into traditional activities, such as small-scale agriculture, which is the livelihood for millions of people in my country and also plays a key role in biodiversity conservation.

OBS We are immensely proud of the success stories of professionals like you. Geraldine, could you share some words of advice with the OBS community?

My advice is for each person to generate the impact they can from the position they are in. It's essential that your work is the intersection between what you are good at and what you are passionate about - this will keep you motivated and help you achieve a constant learning process that will be beneficial both for your work progress and for your personal projects.



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