

STRATEGIC DESIGN, EXECUTION AND SUCCESSFUL BUSINESS MODELS

STRATEOLOGY®

We live in a world of exponential transformation in which business models become obsolete in shorter periods of time. Organizations were role models of success only a few years ago, have become irrelevant without a clear explanation. They did the same as always but, overnight, its model and value proposition, ceased to serve the market needs. Management teams face the formidable challenge of systematically reinvent themselves as architects of strategic plans and ambitious transformations.

The introduction of a strategic design and implementation methodology that facilitates the generation of alternatives, rigorous analysis, robust decision processes, executive team cohesion and effectiveness in the implementation process has become more relevant than ever. Strateology® provides a systematic approach to design the organization strategy and facilitate a successful implementation and organizational engagement.





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ENTREPRENEUR · GLOBAL EXECUTIVE · MANAGEMENT ADVISOR AND CONSULTANT · SPEAKER · AUTHOR · EXECUTIVE COACH

Our purpose :

- Educate in business
- Inspire to action
- Connect with Greatness



Ex Experience

Huete&Co
PARTNER

IESE Business School
ADJUNT FACULTY

Notre Dame University
ADJUNT FACULTY

Entrepreneur School
EDEM
ADJUNT FACULTY

CEU-UCH University
HONORARY PROFESSOR

Basque Culinary Center
ADJUNT FACULTY

UTi Worldwide Inc.
GLOBAL PRESIDENT, INTEGRATED SOLUTIONS
EMENA REGION PRESIDENT
GLOBAL SENIOR VP, PLANNING & EXECUTION
EMENA REGION PRESIDENT, CLIENT SOLUTION
EMENA REGIO PRESIDENT, COMERCIAL & MARKETING

SLI, S.A.
FOUNDER & CEO

E Education

CEU-UCH University
PhD IN STRATEGY

Rey Juan Carlos Univ.
MASTER IN MARKETING

IESE Business School
EXECUTIVE MBA

CEU-San Pablo Univ.
DEGREE IN BUSINESS ADMINISTRATION

Sk Skills



S Services

Conferences



Seminars



Advisory Services



I Interest

CLIENTS MILLENIALS TRANSFORMATION STRATEGY BRANDING MARKETING PURPOSE DISRUPTION
INNOVATION VALUE CONSULTOR EXECUTION PEOPLE PROCESSES CULTURE MANAGEMENT
MOTIVATION PERSONAL DEVELOPMENT ENTREPRENEURSHIP PLANIFICATION LEADERSHIP

