

TO THE HEART OF FAMILY BUSINESS

INTEGRATING FAMILY AND BUSINESSES TO CREATE LEGENDARY INSTITUTIONS



Family businesses are in excess of 85% of the developed countries economies. However, most of research and business knowledge does not effectively collect the specific rules and distinctions to create a sustainable, profitable and cohesive family business.

Business continuity is naturally challenged by succession processes in the family institution. The integrating of family and business is not an obvious task. Family responds to “socialist” principles and the enterprise to “capitalist” propositions. Combining both visions require a profound knowledge of both worlds and a fine art.

Managing throughout multiple generations requires synchronizing a quotient: the family growth and the business growth. Deciding with both mind and heart is more necessary in this type of businesses.

Understanding the interrelationships between ownership, intra family dynamics and executive work is not trivial at all. Mixing up these three core themes and its different needs may risk the sustainability, profitability, affection and integration among the family members.



 Strateology® Deep understanding of contextual, strategic, and competitive decision-making processes. Distill conceptual approaches into executable plans to win the battle of the marketplace.	 Innovation These days, markets change at the speed of light. Business models, technology, and new products and services make organizations seemingly obsolete overnight. Anticipate where your organization needs to inject incremental, semi-radical and disruptive innovation.	 Clienting® Improve your “customer capital.” Master the knowledge of your customers, your value proposition, and your market positioning to activate your sales teams and gear them for outstanding organic growth and client loyalty.	 Leadership The enhancement of management skills to create a positive impact on the leader—developing more effective relationships and cohesion to forge a healthy culture.
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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
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EMENA REGION PRESIDENT
GLOBAL SENIOR VP, PLANNING & EXECUTION
EMENA REGION PRESIDENT, CLIENT SOLUTION
EMENA REGIO PRESIDENT, COMERCIAL & MARKETING

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FOUNDER & CEO

E Education

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PhD IN STRATEGY

Rey Juan Carlos Univ.
MASTER IN MARKETING

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EXECUTIVE MBA

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I Interest

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INNOVATION VALUE CONSULTOR EXECUTION PEOPLE PROCESSES CULTURE MANAGEMENT
MOTIVATION PERSONAL DEVELOPMENT ENTREPRENEURSHIP PLANIFICATION LEADERSHIP

