

CURRICULUM VITAE

JEANINNE HOROWITZ GASSOL

SUMMARY

Expert in the areas of innovation and transformation management, business strategy, entrepreneurship and business development. Extensive experience in education and training, program management, ethics, university-business relations, social innovation, strategic planning, technology management and organizational design. High capacity for analysis and research. Strong leadership skills, teamwork, negotiation, fundraising and troubleshooting. Orientation towards excellence using a combination of strategic organizational goals and means.

EDUCATION

1974-1978: Bachelor of Science (Biology of Natural Resources). University of California, Berkeley, USA

1978-1982: Ph.D. (Biochemistry and Genetics). University of East Anglia/John Innes Institute, Norwich, England

1991-1993: Master in Business Administration (MBA), Instituto de Estudios Superiores de Administración (IESA), Caracas, Venezuela.

2014-2016: Gestalt Therapy Counselling Certification. Drala School, EAGT Certified. Barcelona, Spain.

CURRENT POSITIONS

- Associate Professor Universitat Pompeu Fabra, Department of Economics and Business. Barcelona (Since 2003). Professor of Entrepreneurship, Social Innovation, Global Ethics, Business Economics and Innovation Management. Principal research interests in the fields of innovation, entrepreneurial mentality and education, knowledge management, organizational development. I have been analyzing innovation and entrepreneurship from the perspective of complex science, and developing systems thinking tools and methodologies that can be used for innovation and entrepreneurial activities.
- Academic Coordinator of Incoming Exchange International Undergraduate Students. Faculty of Economics and Business, University Pompeu Fabra (Since 2016). Activities include acting as liaison between the Faculty of Economics and Business and the International Office of the UPF, evaluating visiting student applications, provide information about the UPF to prospective international students, coordinate learning agreements for the different exchanged programs, and solving academics issues that international students may encounter.
- Member of the Advisory Board of Bain Aux Plantes Laboratoire. Strasbourg, Germany (Since 2007).
- Business innovation consultant and coach (Since 2007). Assist established companies and start-ups in the development of dynamic organizational structures, processes, and strategies, better adapted to deal with the innovation challenges of

complex environments. Promote social responsibility as a strategic asset within the business system.

OTHER ACADEMIC AND PROFESSIONAL POSITIONS IN BARCELONA, SPAIN

- Lecturer of Entrepreneurship and Business Ethics. Institute for the International Education of Students. Barcelona (2004-2021).
- Associate professor of Bioentrepreneurship, Tendencies in Biomedical Research, and Bioprocesses and Bioproducts. Universitat de Vic, Universitat Central de Catalunya. Vic, Department of Biological Systems (2006-2020).
- Lecturer of social innovation and social entrepreneurship. ESEC-Toulouse Barcelona School. Barcelona (2010-2019).

PREVIOUS ACADEMIC AND PROFESSIONAL POSITIONS

UNIVERSIDAD SIMON BOLIVAR 1999 – 2003
Caracas, Venezuela
Professor (Tenured)
Department of Economics and Administrative Sciences
Professor of entrepreneurship and innovation management. Responsible for developing entrepreneurial activities for students such as forums, competitions, student participation in research projects, and promoting student entrepreneurial organizations. Research on innovation management, entrepreneurship, and organizational development.
Other activities during this period included: member of the Postgraduate Program Committee for the development of Master and Ph.D. programs in Management; member of the task force for designing Intellectual Property Norms; advisor to the Venezuelan Ministry of Foreign Relations on issues relating to the commercial use of biotechnological and transgenic material; evaluator of the Project Law for Promotion of Small and Medium Size Businesses for the Economic Commission of the Venezuelan National Assembly; member of the Millennium Program Expert Committee for the development of Research Centers of Excellence, financed by the World Bank and the Venezuelan National Foundation for Science and Technology (FONACIT).

RESEARCH AND DEVELOPMENT FOUNDATION (FUNINDES-USB) 1997 – 2002
UNIVERSITY SIMON BOLIVAR
FUNINDES-USB
Caracas, Venezuela
Director of Planning and Development
Liaison unit responsible for promoting and coordinating extramural university research and service projects. Lead the restructuring and organizational development of the organization, which included a new organizational structure, strategic plan, information systems and marketing strategies. Managed, initiated, and negotiated educational programs, technology transfer activities, contract research and consulting projects between the university and industry, governmental agencies, and international development agencies. Responsible for the executive and administrative control of on-going projects.
Other activities during this period included: development of a strategic plan and organizational structure for the USB Technology Park, and member of the Technology

Group of the Venezuelan Ministry of Industry and Commerce in matters relating to innovation policy.

INTER-AMERICAN DEVELOPMENT BANK 1994 – 1997
International consultant in a program of the Inter-American Development Bank (IDB) called Programa Bolívar, designed to promote system regional innovation development through technological, financial, and commercial integration within the Latin American region and with the rest of the world.
Member of the Executive Secretariat of the program based in Caracas, Venezuela, and Executive Director of the US-based office.

KEISAI ASOCIADOS 1993 – 1994
Caracas, Venezuela
Management Consultant

ENICHEM AMERICAS, Inc. 1987 – 1991
New Jersey, USA
Principal Scientist

UNIVERSITY OF CALIFORNIA, LOS ANGELES 1984 – 1987
Los Angeles, USA
Research Associate
Department of Biology

UNIVERSITY SIMON BOLIVAR 1982 – 1984
Caracas, Venezuela
Assistant Professor
Department of Cellular Biology

LANGUAGES

Bilingual proficiency in Spanish and English. Professional proficiency in Catalan (C1 Level). Basic proficiency in French.

PUBLICATIONS (IN SOCIAL SCIENCES)

Horowitz, J. (working paper). A Conceptual Framework Based on Complexity Science and Systems thinking to Promote the Entrepreneurial Mindset in Non-Entrepreneurial University Students.

Horowitz, J. (2012). Planting the entrepreneurial spirit in a sparse entrepreneurial academic environment. *Proceedings EDULEARN12 (4th International Conference on Education and New Learning Technologies)*. IATED. Barcelona.

Horowitz, J. (2007). The development of entrepreneurship education within the European environment: A push-pull strategic analysis. *Proceedings EFMD 37th Entrepreneurship, Innovation and Small Business (EISB) Conference, Ljubljana*.

- Horowitz, J. (2007). The effect of university culture and stakeholders' perceptions on university-business linking activities. *Journal of Technology Transfer*, Volume 32, Issue 5, pp. 489-507.
- Horowitz, J. (2004). Entrepreneurship and Development: Venezuela a Case Study. In: *Entrepreneurship in Latin America*, Greenwood/Praeger Press, ed. Scott Tiffin, pp. 45-65.
- Horowitz, J. (2001). Modelo de Estructura Corporativa como Mecanismo de Integración de la Unidades de Interfaz de la Universidad Simón Bolívar. *ESPACIOS*, 22, No1.
- Horowitz, J. (2001). La Gestión del conocimiento en el área de vinculación universidad-empresa: el caso FUNINDES-USB. *Ponencias Altec 2001 Generalitat Valenciana*.
- Horowitz, J. (2000). Identificación de capacidades y potencialidades universitarias dirigidas a establecer mejores vínculos universidad-empresa. *Proceedings de la 50 Convención Anual de AsoVAC. Acta Científica Venezolana*.
- Horowitz, J.; Mozzicato, P.; Hernández, G.; Hernández, M. A. (1999). Nuevas visiones y estrategias de promoción de la vinculación Universidad-Empresa implica desarrollar nuevos procesos y diseñar nuevas formas de organización. *Revista Valenciana D'Estudis Autonòmics. Resúmenes y Ponencias Altec'99. Generalitat Valenciana*.
- Horowitz, J. (1998). Nuevas estrategias de promoción de la Cooperación Universidad-Empresa. In: *Cooperación Universidad-Empresa: Visiones de Europa y América Latina (Volumen II)*. Centro Interuniversitario de Desarrollo, CINDA, pp. 125-136.
- Horowitz, J. (1995). La Promoción de la Biotecnología en América Latina y el Caribe. In: *Reflexiones sobre el Desarrollo de la Biotecnología en Europa y América Latina. Compilador Sistema Económico Latinoamericano (SELA)*, pp. 141-151.

OTHER ACADEMIC AND PROFESSIONAL ACTIVITIES (AREA SOCIAL SCIENCES)
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- Academic Advisor of the Innovation Forum. Cambridge University. <http://www.inno-forum.org/> (2014- 2016)
- Member of the Research Group in Business Strategies. Universitat Pompeu Fabra (2010-2014)
- Member of "Cátedra Bancaja para la Promoción de Emprendedores." Universidad Pompeu Fabra (2008-2011)
- Design and direction of the Workshop: Improve your elevator pitch and your networking. Cátedra Bancaja-UNIVERSITY POMPEU FABRA. June 2010 and June 2011
- Member of the network for co-creation of the book "Business Model Innovation" by Alexander Osterwalder y Ives Pigneur (2009)
- Consultant to IDEC and the Universitat Oberta de Catalunya for the design of postgraduate programs in Executive education (2009).
- Associate consultant of IDEA-Experience, Barcelona (2006-2008)

- Member of the Special Committee of the Ministry of Science and Technology of Venezuela invited by the Chinese Government to visit their technology parks (September 2001)
- Member of the Postgraduate Program Committee for the development of Master programs in Management, University Simon Bolivar (2001-2003)
- Member of the Design Committee of the Doctorate Program in Economics and Business. University Simon Bolivar. (2001-2003)
- Coordinator of the entrepreneurship program of the Department of Economic and Administrative Sciences at the University Simon Bolívar. (1999-2003)
- Design and Coaching of the workshop “Formulation of Research Projects” University Simon Bolívar. Decanato de Investigaciones. Caracas, Venezuela. (2001)
- Member of the Organizational Committee of “Ronda de Negociaciones para la vinculación entre empresarios e investigadores”, ASOVAC 2000, Venezuela
- Design and coordinator of the forum: “De Estudiante a Empresario: Rompiendo Barreras. ¿Cómo montar una franquicia.” University Simon Bolivar. June 2000.
- Member of the Board of Directors of FUNINDES-USB. 1998-2002
- Member of the Research Technology Committee of the Ministry of Industry and Commerce, Venezuela. (1997-1998)
- Co-President of the Infrastructure Committee of the Miami Chamber of Commerce. (1996-1997)

RESEARCH PROJECTS (AREA SOCIAL SCIENCES)

- The promotion of the entrepreneurial spirit in sparse academic environments. Member of the Grup de Recerca en Estratègies Empresariales. AGAUR-Generalitat de Catalunya. (2010-2014).
- Design and development of interactive tools to facilitate teamwork, sharing ideas and information for business modeling. CQUID UPF (2011-2012).
- Study of new businesses with growth potential. Centro de Estudios en Administración, la Facultad de Ciencias Económicas-UNICEN, Argentina. (2009-2011). In cooperation with Claudia D’Annunzio.
- Innovation of the courses Business Creation and Social Business. CQUID University Pompeu Fabra. (2007-2008).
- Teaching innovation in entrepreneurship and entrepreneurial spirit development. CQUID University Pompeu Fabra. (2003-2004).
- Identification of university capacities to promote better links between the university and the productive sector. Decanato de Investigaciones USB. (2000-2002).
- Process reengineering and organizational development of the Foundation for Research and Development of the University Simon Bolivar (FUNINDES-USB). FUNINDES-USB. (1999-2000).

- The design of Intellectual Property Norms for the Universidad Simon Bolivar (2000-2001). Research Coordinator: Jacinto Vivas.
- The development of mechanisms for university technology management. Rectorado, University Simon Bolivar. (1997-1999).

CONTRACT RESEARCH, CONSULTING, AND TECHNOLOGY TRANSFER PROJECTS

- Strategic study for the development of special zones for technological investment in information technologies and biotechnology. Ministry of Science and Technology, Venezuela. (2001)
- Design of the strategic plan of the “Parque Tecnológico Sartenejas (PTS).” University Simon Bolivar. (1997). Project coordinator: Carlos Seaton.
- Development of a database of Latin American biotechnology organizations. Sistema Económico Latinoamericano (SELA). (1994). Project coordination: Antonio Leone
- Consulting Project: Process Reengineering of ALUCASA. 1994.
- Consulting Project: Progress evaluation of the Inter-American Development Bank’s multilateral financed program for the reconstruction of national highways. Executor of the program: Venezuelan Ministry of Transport and Communications. 1994.
- Analysis and restructuring of the tax system called “Timbre fiscal.” Venezuelan Financed Ministry. (1993).
- Consulting Project: Process redesign of the Department of Radiology of the Centro Médico Docente La Trinidad. 1993.
- Organizational analysis and restructuring of research projects in the agro-industrial area. Financed by: Destecsa, S.A. (1992), Venezuela.

REFeree AND SCIENTIFIC COMMITTEES

- Evaluator of Technology Transfer Projects. Agència de Gestió d’Ajuts Universitaris i de Recerca de Catalunya (2010)
- Member of the Scientific International Committee of the 2nd and 3rd Conferences “Entrepreneurship Research in Latin America” (2003-2005)
- Member of the Millennium Program Expert Committee for the development of Research Centers of Excellence, financed by the World Bank and the Venezuelan National Foundation for Science and Technology (FONACIT). (2001).
- Evaluator of the Project Law for Promotion of Small and Medium Size Businesses for the Economic Commission of the Venezuelan National Assembly (2000)
- Project research evaluator of the “Fondo Nacional de Ciencia y Tecnología” (FONACIT), Venezuela. 1997-2000

OTHER PUBLICATIONS (AREA NATURAL SCIENCES)

- Cornelissen, B., Horowitz, J., Van Kan, J.A.L., Goldberg, R.B., and Bol, J.F. (1987). Structure of tobacco genes encoding pathogenesis-related proteins from the PR-Group. *Nucleic Acid Research*. 15, 6799-6811.
- Horowitz, J. (1985). A Phaseolus mutation results in a reduced level of lectin mRNA. *Mol Gen Genet* 198, 482-485
- Horowitz, J. (1983). Ultrastructural observations of cotyledons in dry and developing seeds of round and wrinkled lines of pea. *Micron and Microscopica Acta* 14, 207- 207.
- Horowitz, J. (1981). A new preparative technique for studying dry seeds of peas with the aid of transmission electron microscopy. *Micron* 12, 139-146.
- Sung, Z.R., Smith, R., and Horowitz, J. (1979). Quantitative studies of embryogenesis in normal and 5- methyltryptophan resistant cell lines of wild carrot. *Planta* 147, 236-246.

PATENTS

US Patent No.08/667,809. Title: Maize promoter sequence for leaf and stalk preferred gene Expression. Inventors Barbour, Eric, Baszczynski, Chris L., Rosichan, Jeffrey L., Horowitz, Jeaninne. Filed: June 21, 1996. Issued: November 16, 1999

OTHER RESEARCH PROJECTS (AREA NATURAL SCIENCES)

- Detection and cloning of organ-specific promoters in maize. Enichem Americas, Inc. 1987-1991. Principal Researcher: Jeaninne Horowitz Gassol
- Genetic regulation of lectin expression in legume plants. Decanato de Investigaciones USB. 1982-1984. Principal Researcher: Jeaninne Horowitz Gassol
- Developmental studies of the genetic expression of Tobacco Mosaic Virus. University of California, Los Angeles/Imperial Chemical Industries (ICI). 1984-1987. Principal Researcher: Robert B. Goldberg
- Molecular cloning of lectins of *Phaseolus vulgaris* and their use in the study of genetic regulation. Venezuelan Science and Technology Council (CONICIT). 1983-1984. Principal Researcher: Jeaninne Horowitz Gassol

SCHOLARSHIPS AND AWARDS

- Scholarship for Doctoral studies. National Council for Science and Technology, Caracas, Venezuela. September 1978 - December 1982
- Scholarship for Undergraduate Studies. Gran Mariscal de Ayacucho Foundation, Caracas, Venezuela. January 1975 - July 1978.
- Programa de Promoción del Investigador (FVPI, Venezuela) Level II 1996-2002.