

Curriculum Vitae

JEANINNE HOROWITZ GASSOL

SUMMARY

Expert in the areas of innovation management, entrepreneurship and business development. Extensive experience in education and training, program management, university-business relations, new business development, 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 achieving goals and objectives.

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

1981-1983: Master in Business Administration (MBA), Instituto de Estudios Superiores de Administracion (IESA), Caracas, Venezuela.

CURRENT POSITION

Adjunct professor at the following institutions:

- ESEC-Toulouse Barcelona School. Barcelona (Since 2010).
- Universitat de Vic, Escola Politècnica Superior. Vic (Since 2006).
- Institute for the International Education of Students. Barcelona (Since 2004).
- Universitat Pompeu Fabra, Department of Economics and Business. Barcelona (Since 2003).
- Business consultant and coach, Barcelona (Since 2007).

PREVIOUS ACADEMIC AND PROFESSIONAL POSITIONS

UNIVERSIDAD SIMON BOLIVAR 1999 – 2003
Caracas, Venezuela
Professor (Tenured)
Department of Economics and Administrative Sciences

RESEARCH AND DEVELOPMENT FOUNDATION (FUNINDES-USB) 1997 – 2002
UNIVERSITY SIMON BOLIVAR
FUNINDES-USB is the unit responsible for promoting and coordination extramural research and service projects between the university and industry.
Caracas, Venezuela
Director of Planning and Development

PROGRAMA BOLIVAR	1994 – 1997
A Latin American and Caribbean program financed by the Inter-American Development Bank (IDB) 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 based in Caracas, Venezuela and Executive Director of the US-based office	
KEISAI ASOCIADOS Caracas, Venezuela Management Consultant	1993 – 1994
ENICHEM AMERICAS, Inc. New Jersey, USA Principal Scientist	1987 – 1991
UNIVERSITY OF CALIFORNIA, LOS ANGELES Los Angeles, USA Research Associate Department of Biology	1984 – 1987
UNIVERSITY SIMON BOLIVAR Caracas, Venezuela Assistant Professor Department of Cellular Biology	1982 – 1984

LANGUAGES

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

PUBLICATIONS (IN SOCIAL SCIENCES)

- Horowitz, J. (working paper). Using a Multiverse Thinking Approach to Help Manage the Complexity of Entrepreneurship.
- 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 University Simon Bolivar. 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 Autonomics. 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.

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

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 the area of 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: 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 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 ACADEMIC AND PROFESSIONAL ACTIVITIES (AREA SOCIAL SCIENCES)

- Academic Advisor of UPF Incoming ECO/Business International Students (September 2016- present)
- Academic Advisor of the Innovation Forum. Cambridge University. <http://www.inno-forum.org/> (2014- present)
- 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 Perfecciona. 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 and Ph.D. 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.
- Design and coordinator of the forum: “De Estudiante a Empresario: Rompiendo Barreras.” University Simon Bolivar. Oct. 1999.
- 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)

SPEAKER AT CONFERENCES AND SYMPOSIA (AREA SOCIAL SCIENCES)

- Panelist in the panel discussion on “Academia-industry partnerships and true open innovation”. Innovation Leaders Conference 2014, Clare College, Cambridge University, UK. February 2014
- Entrepreneurship through Innovation. Youth Conference on European Life Sciences Careers. Young European Biotech Network (YEBN). Berlin, Germany. October 2012.
- Planting the entrepreneurial spirit in a sparse entrepreneurial academic environment. Proceeding EDULEARN12 (4th International Conference on Education and New Learning Technologies). IATED. Barcelona, Spain. July 2012.
- Como crear empresas en ambientes de incertidumbre. BizBarcelona. 2011. Fira de Barcelona, Spain. June 2011
- Planes de negocio dinámicos en ambientes de incertidumbre. Día del Emprendedor 2010. Fira de Barcelona, Spain. June 2010
- De estudiante a empresario: Rompiendo barreras. XXIV Congreso Nacional de Junior Empresas. Barcelona, Spain. April 2007
- The development of entrepreneurship education within the European environment: A push-pull strategic analysis. EFMD 37th Entrepreneurship, Innovation and Small Business (EISB) Conference. Ljubljana, Slovenia. Sept. 2007
- Taking the pulse of the market: Until when will Latin America continue to be poor in economic resources while being rich in natural resources? Round table “Business afternoons.” School of Business Studies of the University of Barcelona, Spain. March 2005
- From the lab to the market: Differences between regions. In Panel: “From idea to market: The challenge of technological entrepreneurs.” 3rd International Conference on Entrepreneurship Research in Latin America. Rio de Janeiro, Brazil. Nov.2004
- Innovation and Technology Venture. Keynote speaker in EARTO/EUROTECH Symposium in Innovation. Toulouse, France. Sept. 2004.
- El efecto de la cultura y dinámica universitaria sobre las políticas de transferencia de innovación de la universidad al sector productivo. 2nd International Conference on Entrepreneurship Research in Latin America. Santiago, Chile, Oct. 2003
- Gerencia del Conocimiento. Asociación Venezolana Amigos del Reino Unido (AVAREU). Caracas, Venezuela. March 2002.
- Development of an Entrepreneurship Program for Engineers. Research Forum on Entrepreneurship in Latin America. Babson Collage, Boston USA. June 2002
- Desarrollo de Nuevos Negocios. II Jornadas de Gerencia en Salud. Valencia, Venezuela. Nov. 2001
- Formación universitaria del emprendedor. I Jornadas Emprendedores UNET. Universidad Experimental del Táchira. San Cristóbal, Venezuela. Oct. 2001.
- La formación de emprendedores en las universidades. Seminario Internacional: Entrepreneur XXI. Centro de Educación y Desarrollo. Valencia, Venezuela. Feb. 2001.

- Experiencia en Emprendimiento de la USB. 1 Seminario sobre educación superior y cultura emprendedora en América Latina y el Caribe. Parque Tecnológico Sartenejas. Caracas, Venezuela. Nov. 2001.
- La gestión del conocimiento. Jornadas de Gerencia en Salud. Fundación Cipriano Jiménez Macías. Valencia, Venezuela. Nov., 2001.
- Gerencia del conocimiento. Simposio “La Economía Empresarial del Siglo XXI. Caracas, Venezuela. Nov. 2000
- La Gerencia del Conocimiento y su Importancia para la Empresa Venezolana. Convención Anual de AsoVAC. Simposio La Economía Empresarial del Siglo XXI. Caracas, Venezuela. Nov. 2000
- Identificación de capacidades y potencialidades universitarias dirigidas a establecer mejores vínculos Universidad-Empresa. Convención Anual de AsoVAC. Caracas, Venezuela. Nov. 2000
- Reconocimiento y Titulación para Profesionales. II Seminario Internacional El Postgrado Empresarial Tecnológico en América Latina. Escuela de Organización Industrial. Madrid, España. June 2000
- La Gestión del Conocimiento y su importancia para la empresa venezolana. 1er Curso de Negociadores de Tecnología. FONAIIP, Maracay, Venezuela. June 2000
- Cooperación Universidad-Empresa. Un esfuerzo Mancomunado para una Excelente Relación de Negocios. III REUNION NACIONAL CURRICULUM 97, Mesa No. 6. Valencia, Venezuela. Oct. 1997
- The Role of SMEs in Promoting Economic Development in the New Millennium. 10th ICSME, The World Association for Small and Medium Enterprises Miami, Florida. April 1997
- Linking Business activities in Latin America. Global Summit of Women. Miami, Florida. Feb. 1997
- Latin American Business Development. NACORE Annual Symposium. Session. Tampa, Florida. Oct. 1996
- Desarrollo Universidad-Empresa. Organización Universitaria Interamericana (OUI), Reunión de Universidades Interamericanas, Villa del Mar, Chile. Nov. 1995

<p>DESIGN OF COURSE CURRICULA AND TEACHING (AREA SOCIAL SCIENCES)</p>
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- “Social Innovation”. Undergraduate Program. Campus Barcelona (TBS) – Toulouse Business School. 2014 - present
- “Social Entrepreneurship.” Undergraduate Program. Campus Barcelona (TBS) – Toulouse Business School. 2012- present
- “Business Model Innovation.” Master in Management. Campus Barcelona (TBS) – Toulouse Business School. 2010-2012
- Specialized seminar “The Crisis of Confidence.” Master Inglés Profesional. Vaughan Systems-Universidad Internacional Menéndez Pelayo. May 2010.

- Specialized seminar “The Business of Water.” Master Inglés Profesional. Vaughan Systems-Universidad Internacional Menéndez Pelayo. May 2009.
- “Business Ethics in an Intercultural Framework.” Institute for the International Education of Students. 2005, 2011-present.
- “Entrepreneurship: A European Experience.” Institute for the International Education of Students. 2005-present
- “Creación de Bioempresa.” Licenciatura and Grau Biotecnología. Universidad de Vic. 2006-present
- “Avances en Investigación Biotecnológica.” Licenciatura and Grau Biotecnología. Universidad de Vic. 2006-present
- “Procesos y Productos Biotecnológicos.” Licenciatura and Grau Biotecnología. Universidad de Vic. 2006-present
- “Knowledge Management.” MBA Full Time. IDEC-UNIVERSITY POMPEU FABRA. 2007-2009
- “Innovation and Technology Management.” MBA Full Time. IDEC-UNIVERSITY POMPEU FABRA. 2007-2010
- “Entrepreneurship.” MBA Full Time. IDEC-UNIVERSITY POMPEU FABRA. 2009-2010
- “Creation of Social Enterprises.” Libre Elección. University Pompeu Fabra. 2007-2012
- “Business Creation.” Undergraduate in Business Management and Economics. University Pompeu Fabra. . 2005-present.
- “Business Economics II.” Undergraduate in Business Management and Economics. University Pompeu Fabra. 2003-2005
- “El Manejo de los Recursos Humanos para la Innovación.” Undergraduate transdisciplinary course. University Simon Bolivar. 1999-2003
- “El Emprendedor y Desarrollo de Negocios.” Postgraduate program in Management. University Simon Bolivar. 1999-2003
- “El Emprendedor y Desarrollo de Negocios.” Undergraduate transdisciplinary course. University Simon Bolivar. 1999-2003