

erola.palau@bsm.upf.edu

EDUCATION

Doctoral student in Law, Economics and Business. Universitat de Girona (Girona, Spain)

Sept 2021 - Present

Master of Science in Management with a specialization in Business Analytics. UPF- Barcelona School of Management (Barcelona, Spain)

Sept 2019 – June 2020

Bachelor semester abroad taught in French, specialization in E-commerce and data analytics. EDHEC Business School (Nice, France)

Aug 2016 – Feb 2017

Bachelor in International Business and Languages. Rotterdam University of Applied Sciences (Rotterdam, The Netherlands)

Aug 2013 – June 2017

WORK EXPERIENCE

UPF- Barcelona School of Management, (Barcelona, Spain)

Sept 2020 – Present

Teaching assistant in the Operations and Technology Department and coordinator of the Sustainability Observatory.

Casa Tarradellas, Key account in the export dept. (Gurb, Spain)

Aug 2017 – July 2019

Establishing an international development strategy, acquiring and maintaining clients, creating sales reports, assisting in marketing activities.

Sedasa Garuda Bersatu, Bachelor Thesis Intern (Jakarta, Indonesia)

Feb 2017 – July 2017

Developing an international business plan for the company to expand successfully to Vietnam.

For-Tune Strings Europe Ltd, Sales and marketing manager assistant (Italy, Germany, China)

Sept 2014, April 2015, Sept 2015, April 2016, Sept 2016, Sept 2018

Working in trade fairs introducing the company to future prospects, keeping track of inventory and sales and reporting information based on web analytics.

Homescapes Europe Ltd, Intern in the marketing and sales dept. (Cradley Heath, United Kingdom)

Sept 2015 – Feb 2016

Responsible for expanding the business to the Spanish and Portuguese market.

Global Data Collection Company, Market Researcher (Rotterdam, The Netherlands)

Aug 2014 – July 2015

Centralized telephonic fieldwork gathering information in the Spanish market and acquiring clients for international companies, offering CATI services for B2B and B2C.

Rotterdam University of Applied Sciences, Peer coach (Rotterdam, The Netherlands)

Oct 2014 – June 2015

Providing subject based tutoring to students and guiding first year students.

PUBLICATIONS AND ACADEMIC PAPERS

Book chapters:

PALAU PINYANA, E., AMAT SALAS, O. (2020). 2021 Retos Vitales para una nueva era. Claves para entender y mejorar el mundo. Real Academia Europea de Doctores, Barcelona, Spain.

Publications:

PALAU PINYANA, E., CÓPPULO MARTINEZ, S. (2021). El liderazgo de las directivas en la empresa. UPF Barcelona School of Management, Barcelona, Spain.

PALAU PINYANA, E., MONTANYÀ VILALTA, O. (2021). Distribución urbana de mercancías sostenible para una mejora económica, ambiental y social. Fundación Naturgy, Madrid, Spain.

PALAU PINYANA, E., AMAT SALAS, O. (2021). Estudi d'impacte econòmic, social i ambiental. El cas de TMB. UPF Barcelona School of Management, Barcelona, Spain.

CÓPPULO MARTINEZ, S., PALAU PINYANA, E. (2020). Cómo liderar presencialmente y en remoto a raíz de la crisis de la Covid-19. UPF Barcelona School of Management, Barcelona, Spain.

Working papers:

PALAU PINYANA, E. (2020). Feminized Boards of Directors in SMEs: Effects on employees' perceptions and firm performance. UPF Barcelona School of Management, Barcelona, Spain.

LANGUAGES

Catalan and Spanish: Native

English: Full working proficiency

French: Full working proficiency

German: level B2

Dutch: level A2