

CURRÍCULUM VITAE SUSANA DOMINGO PÉREZ

1 PERSONAL DATA:

Name Susana
Surname Domingo Pérez
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PhD in Business Administration and Management from the Polytechnic University of Catalonia. She graduated in Business Administration from the Barcelona University. AQU Accreditation. Executive MBA Director at UPF Barcelona School of Management. Adjunct Professor at the Department of Economics and Business at Pompeu Fabra University. She is the Academic Coordinator of the Master of Science in Management (track specialization in Entrepreneurship).

She is also in charge of the MBA business plans of the UPF program. Susana teaches “Strategic Management” and “How to set up your own company” at the UPF. She has international experience in training for trainers. She has been in charge of the UPF Business Shuttle Unit that promotes entrepreneurship for students, helping them to set up their own companies.

Susana has participated in the design of some startups in Barcelona and she is helping them to raise funds. She takes part as a speaker in the entrepreneurship ecosystem of Barcelona (4YFN, BizBarcelona, Novum etc.) She worked as a strategic consultant in the e-business area of Pricewaterhousecoopers and as a consultant in Infonomia in innovation topics as well.

Blog: <http://blogscat.com/a/susanadomingoweb/>

One of her special skills is "Connecting Talents".

2 EDUCATION:

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| 2019 | Babson College Entrepreneurship/Entrepreneurial Studies |
| 2018 | IESE Business School Entrepreneurship/Entrepreneurial Studies |
| 2006 | AQU Accreditation (profesora Colaboradora). |
| 2000 | PhD in Business Administration from the Universidad Politécnic de Catalunya. Tesis doctoral: "Análisis de la industria farmacéutica española: análisis mediante grupos estratégicos". Defensa de la tesis: 11 de octubre de 2000. |
| 1995-1996 | Postgrado en Recursos Humanos y Relaciones Industriales en el Institut d'Educació Contínua (Universidad Pompeu Fabra) |
| 1985-1991 | Licenciada en Económicas por la Facultad de Ciencias Económicas y Empresariales de Barcelona, especialidad de Empresa. |

3 WORKING EXPERIENCE:

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| 1996-actualidad | UPF BARCELONA SCHOOL OF MANAGEMENT Head of the Strategy and Entrepreneurship Area Core Faculty at the Barcelona School of Management (Pompeu Fabra University) Director of the Executive MBA program of the UPF-BSM. StartLab Director program Academic Coordinator of the specialty in Entrepreneurship of the Master of Science in Management. |
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- Co-Director of the Postgraduate in CSR Management
 Co-Director of the Postgraduate Degree in Innovation and Design Thinking
 Director Chair in Data Economy- SDG
 Professor of the MUIBAL AND MUIBOL program
 Professor of Strategic Management.
 Professor of Strategic Management, Business Game and How to set up a startup in the Masters of Science.
 She has been Associate Director of the MBA Part Time of the UPF-BSM (1998-2007).
 She has been Deputy Director of the Master in Communication Business Management.
- 2011-2020 Head of the UPF Business Shuttle entrepreneurship, aimed at the UPF community. Depending on the Innovation and Technology Transfer Unit.
- 2015-2020 **UPF-PROYECTO YUZZ-Explorer**
 Academic person in charge of the YUZZ-UPF program, organized by the Santander Emprendimiento Internacional Center (CISE), with the patronage of Banco Santander, Yuzz was born to support young entrepreneurs and help them to form an overview of the process: from the identification of 'an opportunity to turn an idea into a product or service and turn it into a business..
- 2010-2020 **UPF-PROYECTO AKADEMIA**
 Academic person in charge of the Akademia project, Bankinter Innovation Foundation. Program of seminars on global innovation topics provided by FTF experts, as well as training and professional experiences in the most innovative companies in the world economy.
- 2010-2015 Freelance consultant. Preparation of market reports (retail, publishing sector innovation, biotechnology etc.), advice on the development of business plans.
- 1992-actualidad **UPF**
 Professor in the Business Organization department of Pompeu Fabra University. Subject: Jocs d'Empresa (strategic business simulation), Strategic Management, Strategic Management and Entrepreneurship. Being considered by students as one of the best teachers.
- 2010-2015 Associate professor at the Maresme Business School of Tecnocampus de Mataró, attached to the Pompeu Fabra University. Subjects: Strategic Innovation and Business Game.
- 2010-2012 **CÁTEDRA BANCAJA JÓVENES EMPRENDEDORES UPF**
 Deputy Director of the Bancaja Young Entrepreneurs Chair of the UPF. Responsible for the activities of the Chair related to entrepreneurship and innovation.
- 2009-2013 **LA SALLE**
 Professor in the Master in Project Management (MPM) at the Business Engineering School La Salle. Subject Management Techniques (Effective Communication) and Negotiation.
- 2007-2014 **UOC**
 Consultant subject Entrepreneurship. She has been an OAE II subject consultant.
- 2006-2010 **ACCID**
 Editor of the monographs on Business Creation, Business Innovation and New Trends in Management.
- 1998-2014 Adjunct professor at the Higher School of International Trade, attached to Pompeu Fabra University. Subject: International Business Management (Strategic Business Management in the international field) and Business Game.

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| 2006-2010 | INFONOMIA Watching Services Manager. Trends Observatory. Analysis of trends in products, services, consumer preferences, innovation in products / technology. Sectors Banking, Finance and retail. |
| 2001-2002 | Portal Salut i Qualitat de Vida, S.A. (Viasalus) Person in charge of training platform in the Content department. Responsible for the "Programmed Sessions section": moderated chats with medical specialists. The success of this section positioned the Portal as audience leader at the end of 2001 with 2,608,100 page views (about 2 million pages were generated with the sessions scheduled in December). |
| 2000-2001 | External collaborator in PricewaterhouseCoopers (Consulting area in e-business) in the Viasalus.com project as attached to the project manager, participating in the definition of content, agreements with medical institutions etc. (300 hours) |
| 1999-2000 | Freelance consultant in strategic consulting. |
| 1997-2001 | Profesora associada en la Escola de Empresariales del Maresme , adscrita a la Universitat Pompeu Fabra. Assignatures: Direcció Estratègica y Organització de Empreses. |
| 1996-1997 | Consultora externa en la empresa SOCISA . |
| 1995-1997 | Profesora associada en el departament de Economia de ESADE . |
| 1992-1997 | Colaboradora tècnica (y co-autora) en el projecte "La competitivitat de l'empresa industrial a Catalunya" llevat a cabo en ESADE y con el patrocini de la Fundació de Empresaris Catalanes. |
| 1996-1997 | Colaboradora formació en la Associació Multisectorial (AMEC). |
| 1992 | Coordinadora en el àrea de reproducció de Resultats en les piscines Picornell durant els JJOO de Barcelona. |

6 PUBLICATIONS:

"La competitivitat de l'empresa industrial a Catalunya" (1996). Edicions 62, S.A. ESADE. Autors: Dr. Pere Puig, X. Castañer, Dra. Susana Domingo. Finalista del Premi Joan Sarda Dexeus.

"Hospital de Barcelona, cooperativisme en la sanitat privada" (1997). Barcelona Management Review, Nº 4, pp. 149-157. J. Tena y S. Domingo.

"Estudis monogràfics. La competitivitat de l'economia catalana" (1997). Memòria Econòmica de Catalunya. Cambres oficials de comerç, indústria i navegació de Catalunya. Barcelona

"La Fageda" (2007), Revista Contabilitat y Direcció (ACCID), vol. 5, 207-216.

"Estado del Arte del Management" (2010), Revista Contabilitat y Direcció (ACCID), vol. 10. Autors Dra. Susana Domingo y Dra. Soledad Moya.

"Finançament de Startups" (2021), Monogràfic: Startups: Claus d'èxit, finançament i valoració. Revista Contabilitat y Direcció (ACCID), vol. 30. Autors Dra. Susana Domingo y Dr. Ernest Solé Udina.

"Los factores que determinan el éxito de una *startup*". Business Review (Núm. 305) · Estrategia · Noviembre 2020

“Diagnòstic de la capacitat dels territoris de l’Euram per generar benestar per a la població” (2021). Book Chapter, Concret Economia i Pensament, Institut Ignasi Villalonga d’Economia i Empresa. Autores Dra. Susana Domingo y Dr. Ernest Solé Udina.

Publications in the economic and generalist press on entrepreneurship.

Cases published

El mareig de Sharp amb el primer portàtil 3D del mon. 2021. Ara.cat

Inversió i covid-19: les startups que més creixeran el 2021 (2020). UPF Barcelona School of Management

L’intend dels fundadors de skype d’emular YouTube. (2020). Ara.cat

Retos y oportunidades poscovid-19 para emprendedores (2020). El periódico.

Berketex: l’empresa fallida que va plantar 300 núvies a l’altar. (2020). Ara.cat

La xocant fallida de Takata, el gegant dels airbags. (2020). Ara.cat

La desfeta de Vanguard, icona catalana dels electrodomestics. (2020). Ara.cat

La desfeta de Bricorama en el seu assalt a Espanya (2020). Ara.cat.

“Té el lideratge femení conseqüències directes sobre la responsabilitat social corporativa de les empreses?” (2019) Dra. Susana Domingo, Racc 1

El bluf del colós que va inspirar Amazon (2019) Dra. Susana Domingo, Ara.cat

Drogues i divorcis: el còctel que va matar el cotxe de McFly (2019) Dra. Susana Domingo, Ara.cat

N-Gage: el sonat fracàs del telèfon consola de Nokia (2019) Dra. Susana Domingo, Ara.cat

Vinçon: com tenir un local al passeig de Gràcia i fer aigües (2019) Dra. Susana Domingo, Ara.cat

I el dònut es va fer àcid (2019) Dra. Susana Domingo, Ara.cat

El fracàs de l’imperi gallec de les gavadines (2019) Dra. Susana Domingo, Ara.cat

Hummer: el cotxe indestructible s’estavella (2019) Dra. Susana Domingo, Ara.cat

La desfeta de Telefónica a la web (2018) Dra. Susana Domingo, Ara.cat

La generación del 63 coge las riendas de las empresas (4/10/18) Dra. Susana Domingo, Cinco Dias

Font de riquesa, innovació i ocupació (2016) Susana Domingo El Periódico

Nota técnica Simulación Empresas. (2018) Susana Domingo. Documento UPF Barcelona school of Management

Executive MBA (EMBA) Las claves para emprender con éxito (2016) Susana Domingo

https://www.youtube.com/watch?list=PL9VZVTdwNuK9164FXNf9UZGthEpYShp_Q&v=m4kCeQN3f9U&feature=emb_title

EXECUTIVE MBA ¿Por qué Barcelona es la ciudad idónea para emprender un negocio? (2016) Susana Domingo

<https://www.youtube.com/watch?v=dfZiwtLTPxE&t=16s>

Teaching Innovation:

Role Play: creation and implementation of this methodology in negotiation sessions, business creation, etc. It is taught in programs such as EMBA, MUIBAL.

Business simulation: use of this teaching methodology is business creation and internationalization sessions. It is taught in programs such as EMBA, MUIBAL.

Interdisciplinary activity with students of master marketing with startups. It is about carrying out a strategic analysis project of startups of the BCN ecosystem.

7 OTHERS

Member of the Consell Social UPF EMPREN tribunal

Member of the Court of the Barcelona Activa programs

Speaker at Bizz Barcelona

Attendance to Accio investment forums,

Attendance to 080 FASCHION STARTUP WEEK

Member of the Societat Catalana d'Economia.

ACCID active partner.

Revisora Intangible capital.

<https://www.linkedin.com/in/susanadomingo/>

<https://twitter.com/susanadomingo>