

Opening Doors

IESE is one of twelve new business schools and non-profit organizations committed to providing management education to women in developing countries under **Goldman Sachs' 10,000 Women project**. The initiative supports partnerships with universities and development organizations to provide 10,000 under-privileged women with business education over the next five years.

The initiative is grounded in the belief that expanding the entrepreneurial and managerial pool in emerging economies – especially among women – is one of the most important spurs to economic growth. "As we know from long and indisputable experience, investing in women and girls has a multiplier effect on productivity and sustained economic growth. No measure is more important in advancing education and health," UN Secretary General, Ban Ki-moon, said.

Under the scheme, IESE will work with the **University of Asia and the Pacific (UA&P)** in the Philippines to develop a 150-hour certificate program targeting 450 Filipino women entrepreneurs who want to scale up their existing businesses.

The shorter-term certificate program opens the door to women whose circumstances might obstruct them from traditional business education and targets developing skills such as accounting, public speaking and marketing.

The initiative focuses on certificate programs, rather than formal MBAs, in order to unlock the potential in women from disadvantaged backgrounds with limited formal education who have a capacity to succeed in business. Demand for the programs is clear: 600 Rwandan women applied for 60 spaces in the new certificate program at the **School of Finance and Business** in Kigali.

As well as providing under-privileged women with practical management skills, 10,000 Women will bolster the quality of business education in developing countries through the training of local professors and the development of locally relevant case studies. IESE will provide **UA&P** faculty with case-study workshops and ongoing mentoring for case-study writing, as well as faculty training.

IESE Adds New Recruits

IESE WELCOMES NEW PROFESSORS

IESE has bolstered its reputation for teaching excellence with the addition of new faculty in departments such as economics, ethics, marketing and strategic management. Reflecting the school's commitment to diversity, the new faculty hails from countries including India, Belorussia and Chile, with women making up almost half of the new teaching staff. The economics department greets the new academic year with three new faculty members: Rolf Campos, Sanjay Peters and Javier Díaz-Giménez.



▶ Assistant Professor Rolf Campos holds a Ph.D. in economics from the **University of California Los Angeles** and his areas of specialization include financial economics, banking and applied economic theory.



▶ Associate Professor Sanjay Peters holds a doctorate in economics from **Cambridge University**. As well as teaching economics at Cambridge, Peters has served as a research advisor to the foreign office of the U.K. government and consultant to the World Bank.



▶ Visiting Professor Javier Díaz-Giménez (Ph.D. in economics from the **University of Minnesota**) has also served as a government advisor to the Spanish government's ministry of industry. He is interested in dynamic macroeconomics and his most recent research has centered on fiscal reforms and changes to the pension system.



▶ Natalia Yankovic, holder of a doctorate in decision, risk and operations from **Columbia Business School**, has joined IESE's production, technology and operations department as assistant professor. And Sophia Kusyk (Ph.D. in management from **ESADE**) is the new assistant professor in the department of business ethics.



▶ The managing people in organizations department welcomes Visiting Professor Marta Elvira (Ph.D. in organizational behavior and industrial relations from **Haas School of Business at the University of California-Berkeley**). Elvira has co-edited two books on human relations in Latin America and has taught at **INSEAD** and the **University of California**, among other posts.



▶ Over in the strategic management department, Govert Vroom (Ph.D. in management from **INSEAD**) has joined as assistant professor. Vroom comes to IESE from **Purdue University** in Indiana, U.S. Prior to studying for his doctorate, the Dane worked in the telecommunications industry.



▶ Meanwhile, the financial management department welcomes Assistant Professor Carles Vergara (Ph.D. in business administration from **Haas School of Business at the University of California-Berkeley**). Vergara's principal areas of interest are price-fixing and financing in the real estate sector.



▶ The marketing department has been reinforced with the addition of Assistant Professor Elena Reutskaja (Ph.D. economics, finance and management from the **Universitat Pompeu Fabra**). Reutskaja's areas of specialization include neuromarketing, public policy and consumer behavior.



▶ Silvia Bellezza has also joined IESE's marketing department. Bellezza, who holds a degree in economics from **LIUSS University**, is an alumna of IESE's MBA program ('08). Her research has centered on building consumer behavior models based on anticipation.