

IESE Leads by Example

Antonio González-Adalid (MBA'75) was re-elected president of the IESE Alumni Association at the last meeting of the association's Governing Board. Antonio González-Adalid is currently vice-president and chief executive of Cartera Industrial Rea, and has held a variety of senior management positions including vice-president of Repsol YPF and executive president of ENAGAS.



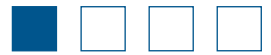
The Alumni Association is due to celebrate its 50th anniversary this year. What does being re-elected president personally mean for you?

Well, first of all, it is a source of pride and great satisfaction to be intimately involved here at IESE as it gives me the opportunity to enjoy the school's warm atmosphere, its concern for its students and alumni and the closeness of ties between all members of the IESE community. At the same time, supporting IESE is a highly worthy cause as the school is deeply committed to improving the quality of education, business practices and society as a whole.

What, in your opinion, is the secret to the association's ability to maintain the same relevance and focus for so many years?

In my opinion there are two main factors that help to explain the association's enduring success. Firstly, the Alumni Association benefits enormously from the strong relationship alumni have with IESE. In the end, this is a more emotional factor than any of the academic relationships we have managed to build over the years. It still amazes me that, after countless years of asking alumni for help or support, I am still yet to encounter one who has refused. Everyone wants to be involved.

The second crucial factor in the association's continued success is the esteem with which IESE holds alumni. IESE has created an entire department for the sole purpose of serving alumni interests, staffed by a highly professional group of people with a deep commitment to supporting new projects and meeting the needs of all IESE Alumni.



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Can you explain how the association has been able to maintain one of the highest membership rates of all the world's business schools despite the diversity of IESE Alumni, the great distances separating them and the intense competition from other schools?

As I said earlier, the main reason why alumni feel such a strong affiliation toward IESE is the profound relationship they build with the school while studying their respective programs. This is absolutely fundamental. It is also worth remembering that membership of the IESE Alumni Association provides access to a wide range of exclusive services that are increasingly valued by alumni (see page 68). For example, few schools run such an intensive and extensive Continuous Education Program as IESE, and it is only logical that this should result in higher levels of affiliation.

IESE's 50th anniversary celebrations have provided the school an ideal opportunity to express its gratitude to alumni for all their support and commitment while, for their part, many alumni have thanked IESE for all its hard work and dedication. What is it that alumni most admire about IESE?

The school's 50th anniversary has helped boost IESE's visibility and has further strengthened IESE's ties with its alumni. We already knew that the main reason for IESE's success was its deep commitment to delivering the highest possible standards of education, as well as the personal and professional development of all its students. However, it is true that this impressive milestone has provided us with a timely opportunity to look back at the courage and ambition that was needed to set up a

school such as IESE way back in 1958. In addition, the 50th anniversary celebrations have strengthened the pride we have in our school. After all, to achieve 50 years of operations represents a significant step in an institution's consolidation and development.

Which of the association's projects for the future do you feel most excited about at a personal level?

We are currently restructuring the Alumni Association's Governing Board and certain areas are currently under review, pending the incorporation of new members. However, on the basis of recent conversations I have had with the board, I confidently expect that we will be focusing on developing strategies for the internationalization of education and communication with and among alumni (by improving the recently-launched web portal). And we are also exploring ways of addressing the needs of those alumni who are currently experiencing hard times.

What have you learned at IESE that could help lead us out of the current economic situation?

IESE provides knowledge but, above all, teaches through example. For 50 years IESE's example has shown us how to overcome serious difficulties and obstacles. It has urged us to set ourselves ambitious objectives and has time and again demonstrated that by finding passion in our work we can overcome very challenging circumstances. This is what we must do. By combining patience and effort, I am sure that the situation is surmountable.

Committed to Continuous Education

The Governing Board of the IESE Alumni Association held its annual meeting on Feb. 9, attended by members of the governing board, the chapter boards and representatives from each program class. González-Adalid presented the association's annual report and balance sheet for the academic year 2007-2008.

The alumni association's president highlighted the increase in the quantity, quality, and the level of participation in activities that took place during the year. The period has been particularly special: IESE marked its 50th anniversary and alumni played an important part in the celebrations.

González-Adalid also stressed the dedication of IESE's faculty, who led a record number of sessions in the Continuous Education program. During the 2007-2008 year, 209 sessions were held in 24 countries. A total of 22,336 alumni participated in these sessions, 22 percent more than in the previous academic year.

Supporting IESE in New York

Looking to the future, the president noted that the 48th annual Global Alumni Reunion will be held on Oct. 10 in New York. IESE alumni from all over the world will have the opportunity to show support for their alma mater, which has established a new center in Manhattan, by participating in the event.

The IESE Alumni Association includes more than 32,000 business leaders and executives who have completed one of IESE's core programs. Its mission is to provide ongoing education, foster collaboration among members and support IESE's development.