



**18**  
Meetings

**12**  
Cities

# Chapter News

Regional Alumni Chapters



Close to 90 alumni and guests gathered at the offices of McKinsey & Co. in Amsterdam on April 22, for a special IESE 50th Anniversary celebration. The event featured IESE's Dean Jordi Canals and distinguished guest speaker Onno Ruding, former finance minister of the Dutch government. Ruding is currently a member of the high level expert group on EU financial supervision, the "De Larosiere Group." Ruding shared his views on the current economic downturn, noting that "looking today at banks' balance sheets, on the left side few things seem to be right - and on the right side nothing seems to be left." Canals provided a look at IESE's current activities around the world and emphasized the school's objective of keeping its unique mission alive. The Alumni Association would like to thank the Dutch Alumni Chapter Board's efforts in organizing the event, led by

REYKJAVIK

AMSTERDAM

BRUSSELS  
MUNICH

PARIS

**Philip Alberdingk Thijm** (MBA '89),  
with support from **Bouke Marsman**  
(MBA '04). #



### New York

March 11  
April 22



Alumni met up at the Santander Group's head office in New York to attend a presentation given by Dean Jordi Canals on March 11. Canals provided an overview of IESE's progress in New York since establishing its offices there. The dean also highlighted the United States leadership role in overcoming the global economic crisis. Canals said it was important to remain optimistic, despite the challenging economic environment. Francisco de Lera, general manager of the Santander Group in New York, also spoke, noting the strong relationship between IESE and the bank, and highlighting the custom program the school is designing for Santander. The session closed with a networking reception.

Alumni and friends gathered at the headquarters of the Spanish bank, BBVA, in New York on April 22 to attend IESE Prof. Paddy Miller's session "How did Innovation Become a Priority in a Recession?" Miller questioned the cost-cutting and mass redundancy policies adopted by many large companies, arguing instead for a greater focus on fostering innovation to thrive during times of crisis. #

AMP Munich alumni and friends held their third Alumni Reunion on the weekend of May 16 and 17 at Lake Starnberg near Munich. Participants enjoyed a talk by María Teresa Álvarez, managing director of Polo Ralph Lauren, and an academic session led by Prof. Marc Sachon on Porsche. Moreover, this year's AMP Munich participants had the chance to meet up with the alumni (See page 84). #



### Munich

March 10  
May 16 | 17



Prof. Steven Poelmans delivered a session titled "Keeping Balance in Times of Turmoil: The Importance of Self-Leadership and Resilience" to alumni in Munich on March 10. The talk focused on the importance of finding and maintaining a healthy balance between one's personal and professional commitments, a central theme of Prof. Poelmans' recent book *Harmonizing Work, Family and Personal Life*



### Brussels

March 23



IESE Prof. Jan Simon was in Brussels to deliver the session "The Financial Crisis and the Long-Term Structural Issues" to alumni on March 23. Governments worldwide have implemented a raft of emergency measures to help ride out the crisis as quickly as possible. During the session, Prof. Simon discussed the need to develop long-term solutions that guarantee future stability for the world economy. #



## Mexico City

May 25



Ricardo González, vice-president of the Mexican Employers' Association, Coparmex Nacional, and vice-president of the Business & Industry Advisory Committee, presented a session at IPADE on May 25. González discussed Mexican employment law and its impact on companies and entrepreneurs. ■■

## São Paulo

March 25  
April 23  
May 20 | 28



The Brazil IESE Alumni Chapter organized a reunion in São Paulo, which drew alumni from all over the country at the end of March. ISE Prof. Odair Abate delivered a session titled "The Current State of the Brazilian Economy and the International Economic Context." In addition, Renato Ejnisman, director of Bradesco BBI, discussed how companies could source funding on the capital markets.

Alumni based in São Paulo met up the following month to attend the session, "Ethics and Values in People Management," led by Prof. Jorge Mitsuru Masuoka.

Alumni and friends then congregated in São Paulo on May 20 for a session led by **Fernando Bagnoli** (AMP '08) director of Executive Education in Brazil,

which analyzed Enron's collapse in 2002. Investigators discovered that the bulk of Enron's profits were fictional and the company had much more debt than originally declared. Following Bagnoli's talk, guest speaker Luiz Marcatti, managing partner of the Office of Corporate Governance, analyzed the issue of corporate governance, its challenges and opportunities.

On May 28, São Paulo-based alumni had an early start for IESE's MBA breakfast meeting. The guest speaker was Paulo Roberto Ferreira, dean of the Instituto Superior da Empresa (ISE) and professor of marketing, who discussed IESE's activities in Brazil. ISE is one of IESE's associate business schools. ■■

## Paris

March 27



IESE alumni gathered at SAP's headquarters in Paris to attend a session by IESE Prof. Javier Estrada at the end of March. The talk, titled "Good Riddance 2008! What Can We Expect Now?" aimed to provide a message of hope on the economic panorama, as well as explore alternatives for building stronger international markets in 2009. The Alumni Association would like to thank **Gloria Perrier-Châtelain** (EMBA '93) for her support in organizing the event. ■■

## Reykjavik

April 16



IESE alumni met in Reykjavik for a session led by IESE Prof. Pedro Videla titled "A Primer on the Financial Crisis: What Do We Know?" Prof. Videla provided an overview of some of the measures employed to counteract the economic and financial crises of the last 100 years. ■■

## Miami

March 31  
May 27



Alumni gathered in Miami on March 31 to attend a session by IESE Prof. Javier Estrada. During the presentation, titled "Good Riddance 2008! What Can We Expect Now?," Prof. Estrada analyzed the prospects of establishing new international markets this year.

IESE Prof. Paddy Millar was in Miami on May 27 to deliver an academic session titled "How did Innovation Become a Priority in a Recession?" to alumni. Thanks go to Shutts & Bowen for hosting the event in the law firm's Miami office. ■■



**Munich**  
May 16 | 17

IESE Alumni Association thanks out-going alumni chapter presidents for all their support and extends a warm welcome to a new generation of chapter leaders in Latin America.

## NEW CHAPTER HEADS IN LATIN AMERICA



**Colorado**  
March 26 | 30



IESE's U.S. Alumni Chapter, together with the IESE Alumni Association, organized a ski trip to Aspen, Colorado, for alumni based in Canada, the U.S and Mexico. #



**Lima**  
April 22



IESE Prof. Vicente Font presented a session to IESE alumni in Peru on April 22. His session, titled "Dubious Practices from an Ethical Standpoint," focused on the case of Rein Chemical, a company that distributed products of an inferior quality until the company's chief executive put an end to the practice. #



**San José**  
April 29



On April 29, IESE alumni converged on San José to enjoy a session titled, "Successful Marketing Strategies," led by IESE Prof. Vicente Font. #

### CHILE



Lionel Olavarría

**Patricio Jottar** (MBA '88), general manager of Compañía Cervecerías Unidas, has handed over as president of the Chile IESE Alumni Chapter to **Lionel Olavarría** (MBA '75), general manager of Banco de Crédito e Inversiones. Patricio held the post since late 2005.

### PERU



Jorge James

**Jorge James** (MBA '92), coordinator of the International Finance Corporation's mission in Peru, is the new president of IESE's Alumni Chapter in Peru. He takes the reins from **Alberto Garro** (MBA '88), senior consultant at Invertir. Alberto served as president from 2005.

### ARGENTINA AND URUGUAY



Mario Franzini

**Mario Franzini** (MBA '74), general manager of Seeliger and Conde Argentina is the new president of the Argentina and Uruguay IESE Alumni Chapter. **Néstor Fariás** (MBA '68), president of Sapin passed on the baton to Mario following almost four years in the post.