



524 attendees
36 nationalities
20 countries
30 graduation years





Barcelona
May 26, 2001



A sunny MBA Reunion

More than 525 people and a bright Mediterranean sun were on hand for IESE's MBA Alumni Reunion on May 26th in Barcelona.

José Martínez-Rovira (PADE 84), president of the IESE Alumni Association and Executive Vice-president of **Media Planning**, and Dean Carlos Cavallé welcomed participants with remarks about the international identity of IESE.

"IESE is a global business school," said Cavallé, "and it is playing an active role as a bridge between the developed world and emerging economies."

Cavallé pointed to IESE's activities throughout Latin America, citing key alliances with other leading schools in that region of the world.

"Africa also has much to give," the outgoing Dean said, noting the tremendous contribution that Nigeria has brought to the rest of the continent. Nigeria is now "consolidating its return to democracy and a greater participation in the world economy through the Lagos Business School," a school with which IESE has strong links.

IESE also continues to forge strong ties with the United States, Cavallé said. He noted that U.S. marketing professor Robert Dolan of Harvard Business School was concluding his six-month stay at IESE. Dolan, who will take up the



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José Martínez-Rovira with professor Eric Weber.

position of Dean at the University of Michigan Business School in June, delivered classes for MBA students and for senior executives.

Cavallé emphasized the growing openness to European input on management by the United States, "and a recognition across the Atlantic that we can all learn from each other." Some 66% of IESE MBA students now come from overseas, said Cavallé, and each one that returns home helps spread IESE's management approach. Cavallé was particularly proud to cite the recent three-week executive program with the leading U.S. aerospace and defense company, **Boeing**.

Twenty-four **Boeing** executives not only learned about the Spanish economy, but had first-hand exposure to Spanish culture and society. Based on their experiences, they made recommendations directly to the Boeing board in Seattle on doing business in Europe.

IESE's international approach is not only evident in its student body, but also in its teaching staff, Cavallé said, adding that nine of 16 recent faculty appointments have come from abroad. Looking forward to the next MBA reunion in 2003, Cavallé unveiled plans for a 22,000 square meter extension to the Barcelona campus





which will include six classrooms, 42 seminar rooms, and administration areas.

Professor Robert Dolan, Harvard Business School and IESE Visiting Professor, delivered a presentation entitled, "Is the New Economy dead, just sleeping or changing its clothes? Lessons for the future."

Following a plenary session, participants could choose to attend several of 15 different presentations run in three streams. More than 16 IESE professors participated in the event, in which IESE alumni were also invited to share their professional experiences.

MBA Class of '95

In addition to the academic sessions, time was set aside for chatting with fellow alumni. The MBA class of '95 took particular advantage of the event by inviting all classmates to attend, and organizing complementary activities before and after the Alumni Reunion.

This year's event marked the first "paperless" Alumni Reunion, as all materials were distributed through the Internet.



M.C. and L.T.