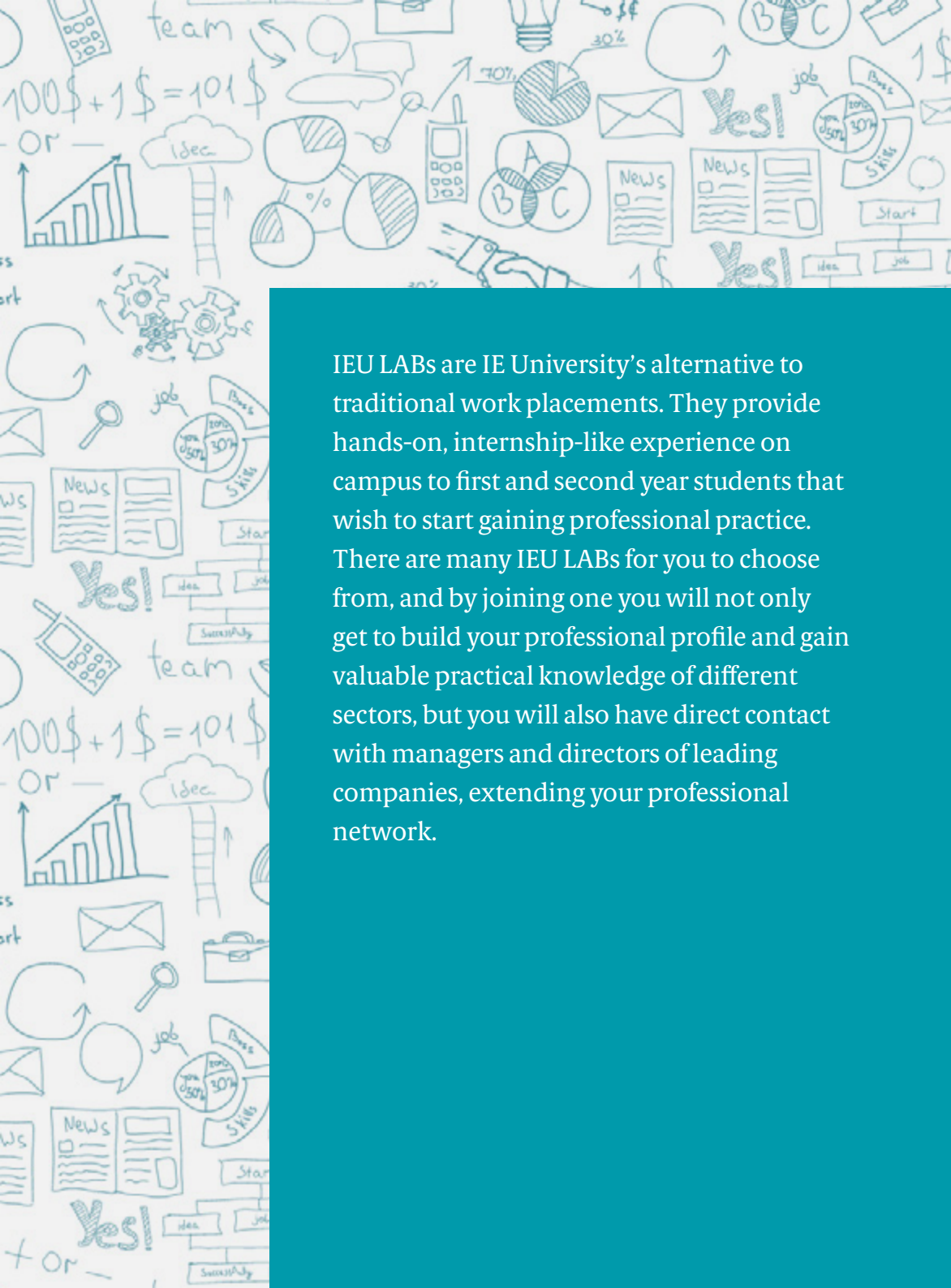


IEULABs

Gain professional skills in an internship-like experience





IEU LABs are IE University's alternative to traditional work placements. They provide hands-on, internship-like experience on campus to first and second year students that wish to start gaining professional practice. There are many IEU LABs for you to choose from, and by joining one you will not only get to build your professional profile and gain valuable practical knowledge of different sectors, but you will also have direct contact with managers and directors of leading companies, extending your professional network.



Yes!
Idea



$$100\$ + 1\$ = 101\$$$

+ or -





IEU LABs

Gain professional skills in an internship-like experience

WHAT ARE THE IEU LABs?

Fully-tutored working spaces where students develop professional projects and work closely with companies and institutions. An excellent opportunity for students who want a hands-on experience, to acquire interdisciplinary knowledge and professional skills.

WHO CAN JOIN?

All students from any program are welcome to apply to any IEU Lab, although they are specially aimed to 1st and 2nd year students.

HOW MUCH WORK?

IEU LABs require your commitment to work hard and enjoy a full hands-on internship-like experience on campus.

Second semester: Work during 5 continuous months (workload: 4 to 6 hours per week).

Intensive period: After final exams until the end of June (workload: 4 to 6 hours per day).

THE RULES OF THE IEU LABs

Enroll in a maximum of 1 Lab each year. Each Lab will count for 3 ECTS credits, offered at no extra cost.



“The IEU LABs give students a genuine taste of work as members of a consultancy team in the sector of their choice, from design to finance. Already, various IEU LABs have had real-world success, providing solutions for clients including Madrid’s Thyssen-Bornemisza Museum and the investment Bank Arcano.”



Isabel Sánchez
General Director of IEU LABs and Entrepreneurship

Isabel Sánchez is Associate Dean of Adjunct and Visiting Faculty and has been the IEU LABs General Director since their creation. From 2009 to 2016 she was Director for Undergraduate Studies at IE Business School. She has extensive professional experience in the analysis of regulatory policies in various sectors and in competition advocacy, acquired in regulatory agencies of the energy sector and in the Spanish national competition authority. She has also actively participated in the design and implementation of policies for science, technology and innovation gained while she served as Head of Staff of the Secretary of State for Science and Technology of the first Ministry of Science and Technology in Spain, as a Board member of the CDTI and as a long term consultant in the World Bank in the Department of Private Sector Development and Energy for Latin America and the Caribbean. She has been an independent member of the Board in ENAGAS, SA and currently runs her family businesses. She holds a PhD in Economics from the University of California, San Diego and has done research in industrial organization and experimental economics.





CONSULTANCY LABS

Communication Lab

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D(esign) Lab

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SOCIAL IMPACT LABS

Social Lab

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ENTREPRENEURSHIP LABS

Startup Lab

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COMMUNICATION LAB

Create blogs, videos & other media content according to the clients needs

DESCRIPTION

The IE Communication Lab will provide students with professional experience in designing and creating (primarily web-based) written and audiovisual content for IE-based and external clients.

In this Lab, students will learn the necessary skills to produce an audiovisual work from start to finish. From the initial meeting with the client, through all the subsequent stages, until the final submission of the product, students will learn how to apply journalistic and artistic methods as they create videos, podcasts, and photographic content according the clients' needs. Students will also learn how to develop web content, generating blog posts, short articles based on original

reporting, and dynamic social media content designed to meet the clients' needs.

Once they finish the Lab, students will have created professional-level audiovisual and written products they can add to their professional portfolios.

OBJECTIVES

Students will learn how to:

- › Meet with clients to discuss their audiovisual content needs or develop and pitch proposals for dynamic and creative audiovisual and written content, such as: podcasts, graphics, photography, originally researched articles and interviews, blog posts, and social media content.

- › Present to the client a final product or the different development stages of one.

- › Address different issues that might arise, bearing in mind the production process and the clients' needs.

- › Create content from start to finish. For audiovisual projects this will include: pre-production, recording, editing, and post-production. For written pieces this will include web-based and original research, interviewing, writing, editing, and integration of appropriate graphics into the written proposal.

- › Work in group and experience the importance of synergies.



COMMLAB

EXAMPLES OF CONSULTANCIES

7
—
7

CERVEZA SAN FRUTOS

Meet and create a corporate video for the company Cerveza San Frutos that shows the mission, vision and values the owners want to communicate to the world.

VERESCENCE

Create an internal corporate video and update the welcome guide with infographics to help the new employees know more about this glass factory's structure.

SIEMPRE EN LAS NUBES

Prepare a promo video for the 1st Air Balloon Festival in Segovia to help the organization gather participants.

CABAÑAS DE POLENDOS COUNCIL

Create an after movie of the "Días Europeos de la Artesanía 2018" fair to present to the institutions for finance.

CLIENTS

TEATRO REAL

TALGO

THYSSEN MUSEUM

IE STUDENT LIFE

TIERMES ARCHAEOLOGY
DEPARTMENT, IEU

PI AUDIO

TANAKA

ASOCINE

FUTSAL

LAB DIRECTOR



DIANA GÓMEZ
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Diana has coordinated the IEU Communication Lab since 2012. She has a deep knowledge of all the technical and artistic aspects that involve video creation. Her professional experience comes from the years she spent working on different TV stations. She has also gained experience teaching, coaching and advising students at the Media Studio. Diana studied High TV Production and Show Technician in León and High Image Technician in Salamanca. She also received an HNC in Visual Communication and New Media in Telford College in Edinburg. She holds a degree in Advertising and Public Relations.

D(ESIGN) LAB

Approach the world of design and architecture

DESCRIPTION

The D-Lab aims to offer students a professional experience within the field of design by working on real projects and with real clients.

The goal of our Lab is to introduce to our students the many branches of architecture and the wide range of scales that the work of an architect comprises.

In this context, we explore the tools and procedures involved in the act of design, getting involved in all the steps of the design process, from concept to completion.

OBJECTIVES

- › Provide students with the necessary knowledge of the tools needed in the architectural practice.
- › Working on the “materials of reality”: clients' requests, budgets, material and economic constraints, and changing environments.
- › Develop an adaptability to new scenarios: in most cases projects suffer transformations along their development, affecting the design process. Students are asked to develop a positive attitude and the creativity to deal with the changes inherent to any architecture project.

EXAMPLES OF CONSULTANCIES

ROYAL GLASS FACTORY

Design a glass piece which involves iterations, tests and final mock-up.

SEGOVIA CITY WALL

Along the wall of Segovia, the City Hall has recovered a series of public spaces. Unfortunately, these spaces remain empty most of the time. Develop schematic design strategies to activate the use of public spaces, such as the *Jardín de los Poetas* and the international competition *From Limit to Live It* to celebrate the magnificent presence of the medieval wall.

CASA DE LA LECTURA

Design and develop different areas of Segovia's Council Library including: a multipurpose area, a reception-books loan area, a reading club area and an interactive wall for the courtyard.

C.E.I.P. EL PEÑASCAL

Functional re-organization of the school patio which consists in areas for different age and group needs.

CLIENTS

GRAZOR

IE (LIBRARY, DEAN, LABS)

SEGOVIA CITY COUNCIL
(CASA DE LA MONEDA,
CASA DE LOS DEPORTES)

LAB DIRECTOR



ROMINA CANNA
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From 2008 to 2010, Romina Canna was the co-president of the Chicago Architectural Club, where she investigated the current state of the discipline of Architecture through conferences, community events and two international competitions, which were later published in the book *The State of the Art*. Since 2010 she has been investigating infrastructures in urban tissues and the relationship between architecture, urbanism and the institutions that direct the future of cities. Her research has been published in several journals and books.

Romina holds a PhD in Urbanism from the Universitat Politècnica de Catalunya and a Bachelor in Architecture from the Universidad Nacional de Rosario. Prior to joining IE University, she taught at the Illinois Institute of Technology and the Facultad de Arquitectura, Planeamiento y Diseño in Argentina.

ECON DATALAB

Dive into data and discover how to leverage economics for real-world success.

DESCRIPTION

Focusing on the art of using economic theory and statistical methods, the Econ DataLab gives students the tools they need to analyze real data sets from external clients while enhancing their professional experience.

Students will gain authentic insights into producing well-constructed economic reports. They will capitalize on statistical tools and mathematical methods to describe, analyze, and predict economic and business trends in order to meet clients' needs.

Participants will fine-tune their interpretation of results to fit their clients' demands for decision making and policy making within their businesses. After completing the Lab, students will have created

professional economic reports—a valuable addition to their skill-set, as well as to their CV.

OBJECTIVES

Students will learn how to:

- › Meet with clients to discuss their needs.
- › Analyze numerical results and evaluate the relationships between different variables.
- › Be efficient in gathering and organizing data based on specific research questions.
- › Utilize logical and meticulous reasoning when carrying out quantitative analysis.
- › Identify important economic elements when making a business decision.
- › Present final reports and details of analyses in an organized and easily understood way.



EXAMPLES OF PROJECTS

ARCANO GROUP

Discover and evaluate the indicators connected to countries' wealth—such as GDP—to help your business predict short-term economic growth.

S.O.S. VILLAGE

Help small, underprivileged villages in Segovia finance public goods by finding and analyzing the bureaucratic information needed for town councils to request public assistance.

MADBEACH PROJECT

Conduct research on Madrid's recreational offering in large outdoor spaces, such as the zoo or Warner Park, and present it to the Madbeach associates who want to open similar options in the city.

LAB DIRECTOR



AINARA GONZÁLEZ
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Ainara currently teaches Introduction to Economics and Econometrics at IE University. She earned her PhD in Economics from the Universidad del País Vasco in 2013. Her research focused on understanding gender differences in both the business world and the way children behave in the early stages of life. She is interested in policy evaluation, education, the labor market, and gender inequality.

Ainara has taught at the Universidad del País Vasco and the Centro de Estudios Monetarios y Financieros in Madrid. Over the past five years, she has been part of various research projects on policy evaluation and is an expert in the use of quantitative methods in econometrics.

LEGAL CLINIC LAB

Offer legal advice
and counseling
to NGOs
and startups

DESCRIPTION

The Legal Clinic of IE University aims to allow students to have hands-on experience through the pro bono practice. The Clinic provides free legal assistance to NGOs, foundations and people in need, making an invaluable contribution to society. It also supports startups in its early stages as a commitment to the entrepreneurship environment of the university. Research, drafting of legal arguments and meeting with clients will be combined with real interaction with practicing lawyers who will supervise the work.

The Legal Clinic incorporates a well-established tradition in the United States and other English-speaking countries, still incipient in Spain. Throughout the years, it has already established itself as an experience highly valued among students.

OBJECTIVES

- › Real hands-on experience since the very first day. Work will end in a deliverable that shall be of use to the client.
- › Interaction with the variety of stakeholders that exist in legal practice: lawyers, clients and courts.
- › Increase the background of students by offering a full bunch of projects which fall under different areas of the Law.

EXAMPLES OF CONSULTANCIES

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13

LAB DIRECTORS



SARA SÁNCHEZ
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Sara Sánchez has been teaching and researching at Universidad Rey Juan Carlos and Universidad Autónoma de Madrid from 2008 to 2013. From 2014 and until 2016, she has been in practice as a lawyer at the law firm Uría Menéndez, specialised in IPOs and counseling in corporate governance and company law matters for Spanish listed companies.



SONSOLES ARIAS GUEDÓN
sonsoles.arias@ie.edu

Sonsoles Arias Guedón holds a Bachelor degree in Law (2005, Premio Extraordinario Fin de Carrera, Best Student Award), and a PhD (2015). She practised law at Garrigues (Litigation and Arbitration Department, Madrid office) for several years before establishing her own practice. She is a full-time Professor of Law at IE University where she teaches Constitutional Law and Administrative Law. Her research interests lie in the field of Comparative Constitutional Law, more specifically in the vertical separation of powers, and unitary and federal systems. She conducted her research at the University of Cambridge (United Kingdom), Harvard Law School (United States), Bucerius Law-School (Hamburg, Germany) and Ludwig-Maximilians Universität (Munich, Germany). Her doctoral dissertation -Las Constituciones de los Länder de la República Federal de Alemania: Contenido, garantías y posición en el ordenamiento jurídico alemán, CEPC, 2015- obtained the recognition of the Centro de Estudios Políticos y Constitucionales (CEPC, Ministry of the Presidency of Spain) in 2015, being awarded with the Premio Nicolás Pérez-Serrano para tesis doctorales, one of the most important awards in the field of Constitutional Law. She is a member of the Madrid Bar Association.



UK PARLIAMENT

Draft a report for the House of Commons Exiting the European Union inquiry analysing the impact of Brexit on Gibraltar.

PILNET

Analyze legislation of all the countries of the EU and prepare a multinational report used to lobby in the European Commission and seek an increasing protection for vulnerable children.

BRIDGE FOR BILLIONS

Review the mentorship agreement of an online incubation software that matches entrepreneurs with mentors, and draft a report on dispute resolution and data protection.

FUNDACIÓN POMBO

Research and draft a report on innovative legal means for the sustainable financing of social entities, such as social impact bonds.

CLIENTS

CHAPTER TWO
FORO DE LA SOCIEDAD CIVIL
SPECIAL OLYMPICS
BRIDGE FOR BILLIONS
AZADA VERDE
FUNDACIÓN DADORIS



FOOD CULTURE LAB

Create a sustainable future for food.

DESCRIPTION

Transforming people's relationship with food through a multidisciplinary, sustainable, and human-centered approach, the Food Culture Lab will guide students as they explore today's recycling-upcycling trends. The Lab seeks to promote waste reduction through creative uses of the popular slogan: Refuse, Reduce, Reuse, Repurpose, Recycle. Learn to empower others to become more responsible with products in order to create a global impact on sustainability and human health.

Participants of the Food Culture Lab will use the Zero Waste Movement as a reference to analyze the waste produced by a Michelin-starred restaurant as well as various

food brands. They will gain the opportunity to meet sector professionals who will dive into how conventional food brands and Michelin-starred restaurants work. The Lab will promote thinking of innovative ways to use new packaging and products to reverse negative environmental impacts.

OBJECTIVES

Students will learn how to:

- › Apply creative reuse ideas to current business models in order to generate a positive effect on the environment.
- › Present a clear concept proposal to a food industry client highlighting specific values.

- › Connect with customers through brand storytelling.
- › Work in all stages of a project, including ideation, planning, prototyping, production, and presentation.
- › Identify current leaders in the food, design, and gastronomy sectors that are associated with innovation and sustainability.



FOODCULTURE**LAB**

EXAMPLES OF PROJECTS

LET'S GO

Design a plan for introducing food in spaces specifically designed for shows, events and music festivals, and learn how to store, serve, and cook healthy food options in a large space. The gastronomic space will represent the union between design, shows, technology, avant-garde cuisine, and healthy eating.

LAB DIRECTOR



ANDREA SANTAMARINA
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Andrea is a designer who explores the space between drawing and sculpture, and contemporary sculpture and design by creating “frontier objects.” Her work is exhibited in the Rossana Orlandi Gallery in Milan and the Mint Art Gallery in London.

Andrea’s doctoral thesis discusses how the visual arts influence contemporary Basque cuisine—a study she capitalizes on as the head of the Food Lab Department of the Innovation Center at Istituto Europeo di Design.

Andrea teaches at Rey Juan Carlos University in Madrid and she has been a guest presenter in different universities and centers, such as the Royal College of Arts in London and the Pontificia Università della Santa Croce in Rome.

Her professional experience includes coordinating the design of large-scale installations and the interior design of museums and exhibitions. She has worked at Empty in Madrid, and the Design Department of FABRICA—a communications research center in Italy financed by the Benetton Group.

FINANCE LAB

Analyze financial markets to optimize investment strategies

DESCRIPTION

The goal of the Finance Lab is to provide students with a real-life experience in corporate finance, asset management, advisory services, and venture capital.

OBJECTIVES

› Apply modern corporate finance theory in the context of a well-known advisory house where the students will be exposed to a project on mapping financial investors (i.e. pension funds, insurance companies, asset managers) also through the usage of the Bloomberg terminal, an essential tool for the modern financial professional.

› Develop projects focused on the private equity sector, as well as the origination of opportunities for the client as the company consolidates its role as key player in the secondary market for funds.

› Identify and analyze venture capital firms investing into high-growth tech companies and the complexities of valuation of SaaS businesses.

All projects will involve a significant amount of research and data gathering.



FINANCELAB

LAB DIRECTORS



PAOLO GIANCANE
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Paolo Giancane, CFA, is a Managing Director for Mount Flag Capital (Hong Kong) Ltd, a merchant bank active in crossborder M&A and private equity investing. Since 2005, he has participated in several equity financings on behalf of Chinese clients and advised European clients in prospective investments in China. He previously worked in the corporate finance and leverage finance teams at Lehman Brothers, and at UniCredit Investment Banking as a Director. He is also an investor, board member and in charge of finance & business development at Vesenda, an Italian software house. Paolo holds a MSc in Finance from London Business School and a BA Degree from Bocconi University in Milan. He teaches *Investment Banking in the APAC Region* at the IE Master in Finance, as well as finance executive programs for IE Law School and IE School of Architecture and Design.



SILVIU GLAVAN
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Silviu Glavan is the coordinator of the Finance Area at IE University-undergraduate level, and has a wide-ranging teaching experience both at the undergraduate and master level. He has taught courses in International Finance, Financial Derivatives, Risk Management, Fixed Income Securities and Other Derivatives, Financial Accounting and IFRS Accounting for programs such as the BBA, Master in Financial Engineering, Master in Financial Analysis, Master in Actuarial Science and Finance, and Master in Industrial Organization and Markets, at IE and other academic institutions. Silviu holds a Ph.D. in Business Administration and Quantitative Methods from Universidad Carlos III de Madrid and a Master Degree in Statistics and Optimization from the Bucharest University.

EXAMPLES OF CONSULTANCIES

DEUTSCHE BANK

Provide wealth management advice regarding investments in financial instruments, including technical details, in order to construct and justify an international portfolio.

CAIXA BANK

Tackle the issue of Corporate Social Responsibility in today's business landscape, and the way companies changed their attitude toward this key feature during the last years.

ARCANO GROUP

Apply modern corporate finance theory for the Investment Banking Department, and be exposed to a project on high-yield bonds through the usage of the Bloomberg terminal.

TRIODOS BANK

Identification of the most promising social currencies to be proposed to as an ethical financing opportunity.

CLIENTS

VESENDA

CREDIT SUISSE

BANCO SABADELL

QUADRIGA ASSET MANAGERS

INNOVATION LAB

Unleash your creativity through real business growth

DESCRIPTION

Breakthrough innovation is today more essential than ever in a more and more uncertain, rapid and commoditized world.

I-Lab, launched in 2017, is an inspiring, hands-on and innovative space for in-depth analysis, strategic thinking and go-beyond creativity to co-create breakthrough products, services and experiences for global and local companies, based on their real business challenges and with a consumer-centric approach.

Winning innovation is always the combination of science and art, business and creativity. Students will develop this in a very experiential, collaborative and fertile environment, combining divergent and convergent techniques and going from the

business challenge to the product or service, from the strategy to the action.

OBJECTIVES

- › Spot opportunities and develop their lateral thinking to create great products, services and experiences which go beyond the obvious.
- › Gain a holistic understanding of business challenge and customer briefings.
- › Develop Strategic Thinking and co-creation in multidisciplinary teams.
- › Understand the fundamentals of Design Thinking Process.
- › Boost creativity with divergent and lateral thinking techniques, including blue ocean or challenge reframing.



INNOVATION**LAB**

LAB DIRECTOR



MARÍA EIZAGUIRRE
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María is currently leading marketing and sales efforts for an innovation design consultancy. Her career is inspired by innovation in various forms: she led the Innovation function across the EU for one of Mondelez categories, after which she took up the opportunity to work as Marketing Director for the launch of the new IE University back in 2010. She subsequently helped define the Insights & Strategy department for IE Corporate. She believes in consumer-driven innovation and is experienced in a wide range of issues relating to new product development, branding, digital and sales strategy. She now holds a Marketing-lead position at Studio Banana where she is helping set up and consolidate the digital and e-commerce strategy for the B2C branch of innovative solutions, including Ostrichpillow and Batband.

María started her professional career as an academic, obtaining her D.Phil at the University of Oxford as a Rhodes Scholar. She returned to academia when she took her position at IE, and teaches a broad range of subjects related to marketing, branding, insights and reputation for IE Business School and IE School of Human Sciences and Technology. She recently became the Academic Director IE Centre for Consumer Driven Growth.

EXAMPLES OF CONSULTANCIES

COCA-COLA

Analyse how millennials are decoding entrepreneurship and whether this is a key factor for them to reject or choose a big company to work for.

AXA

Analyse the relationship between Gen Z with risk and how likely this is to impact the future of the insurance market.

HEINEKEN

Full review of new consumption opportunities for the Brand; new flavours and new formats.

AHMAD TEA

Full strategic study on the US Market: identification of opportunities, innovation practices and possibilities, full plan 2018-2025.

CLIENTS

OSTRICH PILLOW

FORO DE LA SOCIEDAD CIVIL

TECH LAB

Design innovative solutions for real-life technology challenges

DESCRIPTION

As the world becomes more and more digital, many industries are adopting software development techniques for their daily operations. In the Tech Lab we will get familiar with some of those techniques, allowing students to be one step ahead of the market.

The Tech Lab aims to offer students a professional experience through real projects, real clients and real deadlines. The main idea behind the Lab is to show how a technical project is managed and implemented, from the requirements intake, through design and implementation, up to delivery to the client.

OBJECTIVES

Students will learn how to:

- › Manage a technical project.
- › Work in “beta” mode: it’s never good enough, but we have to deliver!
- › Change the “wheel” while driving: customer’s environment changes quite quickly, or customers simply change their minds. Either way the project needs to absorb such uncertainty while keeping the damage under control.
- › And of course, get those hands on the keyboard and put all those coding lessons in practice!



EXAMPLES OF CONSULTANCIES

TELEFÓNICA

Embed each student in a project for a start-up at Wayra; a start-up accelerator.

B2B COMMUNICATION PLATFORM

Complying with the client's briefing, provide a professional assessment on the software stack selection, customize the platform, deploy it and provide training.

EVENTS PORTAL

Gather requirements from the customer, provide a professional assessment on the software stack selection, propose a design based 100% on the UX, customize the portal, deploy it and provide training.

AI CHATBOT

Train and launch an artificial intelligence text-based chatbot aimed at helping students navigate the complex mesh of data and information during their enrollment in different academic programs.

CLIENTS

ORBITAL
SMART PROTECTION
TELTOO
INDRA
IEPE
YINGLI SOLAR
SAN AGUSTÍN DE
GUADALIX COUNCIL

LAB DIRECTOR



PEDRO MORENO DE LOS RÍOS
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Professor Pedro Moreno de los Ríos has extensive experience as a digital business executive in B2B and B2C tech environments, specializing in sales and marketing, as well as digital business development, omnichannel e-commerce strategies, inbound marketing, SEM, SEO, CRO, and more. He has worked in large multinationals and consulting firms, as well as startups.

He is also a Ph.D. researcher in Big Data Marketing, which will enable him to show data as a driving force in marketing.



MARKETING & CONSUMER INSIGHTS LAB

Develop brand building & strategy
and prepare marketing plans for your clients

DESCRIPTION

This Lab aims at developing consultancy skills targeting real-life marketing problems and opportunities. Students will be part of a guided task force that works in conjunction with marketing executives from companies operating at local or international markets.

Marketing and consumer insights are a live discipline that currently faces a dynamic environment. Whether a start-up or multinational company, marketing managers are in need of continuous contact with consumers to identify current and future needs and wants.

Students from all Bachelor degrees are welcome to participate as members of our team of consultants.

OBJECTIVES

Marketing and Consumer Insights task force offer a variety of consulting services to clients. Among others:

- › Branding: naming, monitoring, awareness, positioning.
- › Marketing mix: product development, pricing, placement and promotion strategies.
- › Marketing research: penetration of markets, product assessment, marketing-mix elements research.

› Consumer behavior: market trends, product attribute rating, buying decision-making process analysis, social-media trends.

› International marketing: internationalization of products/companies, potential new market analysis.

› Business challenge and strategic framework: definition of business opportunities based on in-depth consumer, market and company analysis.



MARKETINGLAB

LAB DIRECTORS



RAMÓN MÉNDEZ
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Ramón is currently a Strategy and Innovation consultant with a wide and holistic 16 year experience in corporate, consulting and education areas. He has led different brands and portfolios in Unilever and Mondelez/ Kraft, managing innovation projects and developing new products, services and experiences for more than 12 years.

In 2012, he continued his career in the consulting area, moving to BMC Strategic Innovation as a European Content Director, leading innovation projects and workshops for FMCG companies like Coca-Cola, Heineken or Unilever, and defining winning strategies for breakthrough innovation ideas. In 2014, he became Regional Manager for BMC Europe, always fostering innovation with a wide and multidisciplinary team.



ROSAMARIA REIG
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Rosamaria Reig is a marketing professional with over 10 years of experience in international companies, developing marketing, communication and digital strategies in diverse sectors such as consumer electronics, hospitality business and investment banking in Samsung, Hotusa and Banco Inversis, in UK and Spain.

She holds an Executive MBA from IE Business School (2010) and has a double degree in Journalism and Humanities. For the last 5 years, she has combined her corporate career with teaching marketing courses in different universities and business schools, as well as tutoring final degree projects.

EXAMPLES OF CONSULTANCIES

TWITTER

Providing cultural insights for strategic topics of Twitter and new ideas to communicate these.

MONDELEZ

Delivering a positioning statement and a 360° plan.

TRAVEL CLUB

Redefine the value of the consumer loyalty program.

INDEXA CAPITAL

Elaborating an acquisition-marketing plan to reach specialized bloggers, increasing young target market and driving more traffic to its platform.

VICIOUS MAGAZINE

Analysing all the company's social media strategies in comparison to the competitors, and elaborating a business plan to monetize their existing database.

CLIENTS

- COCA-COLA
- TRIDENT
- CARGILL
- AMBIENTAIR
- COLIBRÍ SURF
- FUNDACIÓN EMPRESA Y SOCIEDAD
- PEPSICO



POLICY LAB

Develop professional projects for private companies, public organizations and non-profits.

DESCRIPTION

Politics is everywhere, but policy-making does not occur in a vacuum; rather, it takes place among complex political and social environments in which different actors, operating within a changing institutional context, interact strategically as they pursue their own agendas.

The Policy Lab is a collaborative space in which students work in policy-related projects. The objective of this Lab is to introduce students to the wide world of policy (policy defined in the broad sense of the term). The Policy Lab is a 'do-tank' in which students learn by working in real projects with our partners in the private, non-profit or public sector.

OBJECTIVES

Students will learn how to:

- › Gain professional experience in areas connected to policy.
- › Achieve a better understanding and management of the socio-political context.
- › Work within multidisciplinary teams with the aim of delivering projects that meet high standards.



POLICYLAB

LAB DIRECTOR



MIGUEL BARREIRO
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Building on a JD in Law and executive education on strategic communications, Miguel has spent more than a decade working with the UN and non-UN humanitarian and development partners on policy advice, needs assessments, joint planning and capacity building in the areas of conflict prevention, aid effectiveness and financing for development. His experience ranges from crisis to middle-income countries working with a range of local partners, including non-state actors, local councils, MPs, high-ranking government officials, CSOs and private sector. He has supported UN agencies and the OECD in designing partnership building and community awareness strategies in Cambodia, Ethiopia, Lebanon, Nicaragua and Somalia among other countries. In his new role as a UN senior consultant, he is currently working with United Nations agencies and programmes on the development of advocacy and partnership building initiatives.

He also works with the IE Business School as Associate Professor at the School of Human Science and Technology and the School of Global and Public Affairs, teaching several courses on Representation, Persuasion and Professional Ethics. His lectures and policy-oriented research are focused on the ethical dimensions of visual narratives and the possible relationship between structural violence and violent radicalisation.

EXAMPLES OF CONSULTANCIES

OECD

Develop a documentary on the results of Social Institutions and Gender Index (SIGI), as well as outreach materials following OECD/SIGI policy framework: advocacy and capacity building and the distribution of contents for social impact.

WFP & UNICEF

Country Risk Assessment: elaborate outreach and mass media elements and present findings and strategies to the respective UN Thematic Groups in the areas of child protection and nutrition.

UNWTO

Provide policy guidelines focused on sustainable and innovative solutions, linking tourism and development.

BANYAN TREE

Elaborate a report on policy development and implementation framework of opportunities to the advancement of the Sustainable Development Goals aligned to the Foundation's initiatives and projects.

CLIENTS

THE MINGA FOUNDATION

IE INTERN. VOL. CLUB AND
IE SCHOOL OF INTERNATIONAL
RELATIONS

FUNDACIÓN VÍA CELERE

ATREVIA

WEBER SHANDWICK

FUNDACIÓN POR CAUSA



SLOW FASHION LAB

Shape the future of fashion. Join us!

DESCRIPTION

The IEU Slow Fashion Lab embraces the term sustainability, which encompasses many concepts that are sometimes difficult to understand and apply. Ethical, responsible, eco, circular, sustainable and innovative are just a few terms connected to this Lab. The Slow Fashion Lab, pioneer at IE University, is born with the purpose of making these concepts easy to understand and to apply for the students with practical and inspiring training in the fashion industry. Enrolling in this Lab, students will have the chance to meet professionals, entrepreneurs, fashion business staff, marketing experts, communication managers, designers, etc., completing

and enhancing the values and the positive impact of their future career aligned with sustainability, whether or not related to the fashion industry.

OBJECTIVES

- › Develop clear criteria around sustainability in the fashion sector.
- › Learn the fashion industry gears from the concept to the shop. In each step students will understand how a fashion company works.
- › Analyze the fashion industry strengths and weaknesses under the sustainability criteria glasses, as well as the evolution of innovation.

- › Teaming to make synergies and define concept proposals to a real fashion company which may include mapping, conceptual ideas, prototyping, etc.
- › Design Thinking methodology to solve real current challenges.
- › Define a slow fashion product for a specific sector of the market (e.g. millennial): composition, colors, accessories, communication and the intangible values associated with the slow fashion movement.



EXAMPLES OF CONSULTANCIES

LAB DIRECTORS

SLOWFASHIONLAB



GEMA GÓMEZ
ggomezd@faculty.ie.edu

Gema Gómez is the current Director of Slow Fashion Next, Co-Founder of B2Fabric and National Co-Coordinator of Fashion Revolution. Gema has been a fashion designer for almost 20 years, 6 in Paris in a Trends Institute, Peclers Paris, and then in two big companies in Madrid. With her current company, she has given training and conferences in institutions such as the EOI in Spain or the European Center for Innovative Textiles (CETI) in France, as well as in Mexico for the Secretariat of Sustainable Development, and other countries such as Costa Rica, Brazil, Colombia, Chile and Beirut. She also follows closely the evolution of sustainable fashion by regularly visiting salons, such as the former Ethical Fashion Show (its new name is Neonyt) in Berlin, Smart Creation in Premiere vision, and Sustainable Angle in London.



MANUEL QUIRÓS
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Manuel Quirós has been involved for the last 25 years in areas related to Nature: from academics, research, dissemination, and implementation to development. After a decade as a postdoctoral scientist at the Polytechnic University Madrid, he spent another 13 years at the IED, teaching Design students how to know, respect, preserve and find inspiration in nature. He is the co-founder of Biomimicry Iberia and Planeta Biomimético España, both institutions deeply connected with bioinspiration. His blog is unique in the Spanish language, and he is also a contributing editor of the award-winning publication Zygote Quarterly Journal. Today he is involved in regenerative projects for Amazonia indigenous communities in collaboration with the government and other institutions.

PEPE JEANS

Work around design, manufacturing, retail and marketing with the aim to check new potential business models which include circular economy criteria and develop different proposals around sustainability in different parts of the value fashion chain to the Brand.

CLIENTS

HEMPER

EL GANSO



STRATEGY LAB

Connecting businessess with bright new minds

DESCRIPTION

A group of students will provide strategic advice to selected companies. They will interact directly with CEOs and senior management, analyze potential opportunities (expansion into new market segments, countries, vertical integration, optimization of operations, etc) and present conclusions and recommendations to CEO and their boards. We encourage senior students to enroll as well as first and second year. Teams will be structured with one or two team leaders who will report directly to the CEO or equivalent of the client. This Lab provides not only high exposure to senior management, but also the opportunity to design and impact the future of companies and a very

good understanding of organizations from the inside. It will provide valuable experience to students interested in strategy consulting, corporate strategy and certain areas of Investment Banking such as M&A. Time commitment is reasonable as the purpose of the Lab is to provide strategic thinking and execution design.

OBJECTIVES

- › Provide strategic analysis and advice to companies, and design the execution plan.
- › Understand the structure of a company: how the different areas interact and identify opportunities for growth or improvement.

- › Analyze revenue generating opportunities or business restructuring; expansion into new verticals and markets, build alliances, identify market niches and decide which ones and how to address them.
- › Present a strategic plan with details on how to execute it.

EXAMPLES OF CONSULTANCIES

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IFLARES

A web-based technology that tracks processes in real time: space cleaning and maintenance, covid-related measures. The project consists in exploring other markets to grow into.

BEER & FOOD

The leading multi-brand platform in the restaurant s industry. The project consists in developing a new digital marketing strategy for Tony Roma's and Carl's Jr.

ENZO HAIR BOUTIQUE

The challenge is launching a new line of product and the project consists in analyzing its target audience and proposing how to successfully reach them.

SHAZURA

An artificial intelligence based technology used for image recognition. The challenge is exploring new areas of expansion.

LAB DIRECTOR



PAULA ALMANSA
ieustrategylab@gmail.com

Adjunct professor at IE Business School and IE University. Degree in BBA, Law and Psychology. MBA from The Wharton School of Business. Serial entrepreneur, co-founder and CEO of LOOM, and 12 years of experience in Investment Banking (M&A). Board member and advisor for several companies and NGOs.

LAB FOUNDERS



PABLO LLORDEN



JAIME MARTÍNEZ



PATRICIA RIVAS



SOCIAL LAB

Work in social development consultancy to help people and communities.

DESCRIPTION

The Social Impact Lab acts as a NGOs oriented external consultancy. The work of the Lab consists in helping the NGOs to define their needs and reach their goals and objectives. The Lab works as a social development consultancy that takes advantage of the multicultural origin of its participants and the synergies that their diverse educational background offers.

The methodology of the Lab helps students to work with professional criteria in the main causes defended by the NGOs through the empowerment of their social awareness.

OBJECTIVES

- › Help students to apply their knowledge and skills in the support of social goals.
- › Help an NGO in the development and implementation of some specific programs and strategies.
- › Help create in the university community a real conscience of the role of NGOs in helping people and communities and better understand how they work.



SOCIALLAB

EXAMPLES OF CONSULTANCIES

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LAB DIRECTORS



SOL GÓMEZ
sgt@faculty.ie.edu

Sol Gómez de Barreda has developed her professional life in Consultancy and Education. She worked during twelve years in International Consultancy with Multilateral Organisations (European Commission, World Bank, BID EBRD). She is member of OBERMOND S.L., a real estate company specialized in relocation of expats in Spain. Sol has a PH.D in Law from the Universidad Complutense de Madrid and a Master Degree in International Management from Escuela de Organización Industrial, Madrid. She currently teaches at IEU and is responsible for the Social Impact Lab at IEU since 2015-16.



JAVIER G. HERNÁNDEZ
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Javier G. Hernández has over 25 years of experience in marketing, specializing in mass market, media advertising (Television), digital, branding and communication. He has been Marketing & Communication Director at Orange (SPAIN), Marketing Director at TVE, Business Director at Paramount Channel, Marketing Communication Director at Michelin, and held different staff positions at Mediaset/Públicspaña and other companies like Cile, Henkel and 3M. Currently he is associate consultant at the Madrid base branding agency Razonable. Javier teaches at IEU and at the Master in PR & Events and the Master in Trade Marketing and e-commerce at CEU University.

BALIA

Prepare a report and design a communication plan to engage new volunteers. The students also volunteered in different activities with the children.

BASSARI AFRICA

Analyse possibilities for developing micro ventures in Africa and identify companies linked to Bassari's mission to raise funds.

AYUDA EN ACCIÓN

Design and implementation of an awareness campaign targeted to IEU students of the phenomenon of women trafficking in Nepal and its aftermath.

POUR UNE SOURIRE D'ENFANT

Definition of an action plan to increase awareness of children's education, vocational training, protection and housing. Students also worked as monitors in summer camps in Cambodia.

CLIENTS

FINANCIEROS SIN FRONTERAS
MAITI NEPAL



STARTUP LAB

Study the needs of your business idea. Develop a feasible business plan in order to pitch it to possible investors.

DESCRIPTION

The Startup Lab provides a space and advice for students who have and want to develop a business idea into a real business. This is not a class, you will not get formal teaching. You will be working side by side with other students who are creating their business as well.

The Lab Director will be there to guide you and give direction on what your next steps should be. By the end of the Lab, you should have validated your business ideas, created a minimum viable product and have a business pitch to present to angel investors.

OBJECTIVES

- › Validate your business idea by doing primary and secondary research.
- › Create a minimum viable product.
- › Develop a business pitch to present to investors.

HOLON 3D

Tool designed to buy, sell, store and customize 3D printable models online.

DCIEGOO

Social media app that recommends the best places to go out in Madrid depending on your music preferences, your budget, and your location.

POOL IT

App that scans and splits bills item by item so that each person pays exactly his/her part.

STOP SPYING

3D printed phone case that impedes spying.

LAB DIRECTOR



LETICIA PONCE
lponce@faculty.ie.edu

Responsible for creating and supervising IE University's Startup Lab since 2010. Also teaches at IE University: Business Management, Build Your Startup, Entrepreneurial Mindset and Producing Happiness in Yourself and in the Workplace.

Founder and CEO of LyL de Ultramar, the Master Franchise for Mexico of KA International, a leader in interior decoration franchises with more than 400 shops in five continents, from 1996-2005. During this time, she opened seven stores and managed a small team to service client and franchise needs.

Co-founder of the Happiness Seminar, which teaches companies and families how to increase their happiness baseline while improving communication, empathy, creativity and productivity.

Holds an MBA from Kellogg School of Management, Northwestern University. BA in Graphic Design from Universidad Anahuac.

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