

PRESS RELEASE

Brian Subirana joins the faculty at EADA Business School

- **Brian Subirana is an MIT and Harvard professor.**
- **He joins the EADA faculty as director of the double degree in Business and Artificial Intelligence.**

Barcelona, 21st November. Brian Subirana, who holds a PhD in Artificial Intelligence from MIT (Massachusetts Institute of Technology), will be the director of the new double degree at EADA, the Global BBA and Bachelor in Artificial Intelligence for Business, a new programme created in partnership with the French business school, SKEMA.

According to Subirana, the participants of this upcoming degree, ***“will receive training with a 100% dual approach to business and technology, mastering all the concepts of a Bachelor in Business Administration as well as those of a technology degree centred on Artificial Intelligence.”***

Brian Subirana holds a doctorate in Artificial Intelligence from MIT (Massachusetts Institute of Technology) as well as an MBA from MIT Sloan School of Management. During his already extensive career, including over 20 years of affiliation with MIT, he has been Director of the MIT Auto-ID lab, Director of the MIT and Accenture Convergence Initiative for Industry and Technology, Research Scientist at MIT and professor at Harvard University. His research work centres on the Internet of Things (IoT) and Artificial Intelligence (AI).

EADA Business School was founded in 1957 by a group of entrepreneurs and professionals as an ideologically and financially independent institution. As well as appearing in the renowned global rankings of the Financial Times and The Economist, it holds the EQUIS accreditation from the EFMD (European Foundation for Management Development) and the AMBA which recognises the quality of MBA programmes.