

PRESS RELEASE

EADA Business School enters a new phase of shared general management

Jordi Díaz will be the new Dean after 18 years in the institution and Isabel Jiménez will become the Head of Corporate Management following her previous role as Financial Director.

Since 1st August, EADA Business School has had a new shared general management team in place, thus initiating a new phase in the general management of the institution following that led by Miquel Espinosa from 2009.

The top governing body of the institution, the Board of Trustees of the EADA Foundation, has opted for a new model of shared general management, which is very typical in academic institutions, whereby academic and operational management duties will be shared by two members of the former management team.

The general management will be shared between new **Dean Jordi Díaz**, who with his 18-year career at the School brings a wealth of international experience as Director of Programmes and International Relations, and who has consolidated the school's international strategy and accreditations and **Isabel Jiménez**, who will be in charge of *Corporate Management*. With her extensive background in corporate and financial management in the business world, she has been Financial Director at the institution for the last 2 years.

Jordi Díaz is a PhD candidate from the École des Ponts ParisTech (France), a Graduate of Authentic Leadership and Disruptive Innovation from Harvard Business School (USA), and holds a Master's degree in Human Resource Management from EADA and a Degree in Business Management from the University of Wales (UK). He is President of the Executive MBA Council (the first person from outside of North America to hold this position), a member of the European programme accreditation board (EPAS) and Director of the Executive Academy programme for the European Foundation for Management Development (EFMD) since 2017, which trains leaders in the sector.

Isabel Jiménez, holds a degree in Economics and Business Studies from the University of Barcelona (UB) and an Executive Master's degree in Financial Management from EADA Business School. She has 25 years of experience behind her, of which the last 10 years has been spent as financial director in different organisations. Isabel has held the top financial

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position at EADA since November 2017 and formed part of the management team. She stands out for her analytical skills and results-oriented planning.

The coordination of the shared leadership team will see Dean **Jordi Díaz** leading the academic side, which includes the international and national training programmes, online training, corporate and business training as well as the educational proposals set up through different international partnerships. He will also be in charge of Alumni relations with the 100,000 Community members from around the world. As **Corporate Director, Isabel Jiménez** will be in charge of the operational and financial management of the institution's human, material and digital resources.

This new general management team provides continuity to the new phase of the institution which began a few months ago with the appointment of Koke Pursals as new President and the partial renewal of members of the Board of Trustees, which has allowed the School to boost and develop its mission: training, the transfer of knowledge to society and the growth of leaders and companies under the criteria of **sustainability, innovation and leadership, promotion of the *Immersive Learning* methodology for all face2face, online or hybrid situations, a greater internationalisation of the School and the full adoption of digitalisation in the institution.**

With 63 years of history behind it, EADA Business School forms part of an important cluster of internationally renowned schools in Barcelona. It is currently one of the Top 30 Business Schools in Europe and holds positions in the Top 25 in various international programmes. EADA was recently rated as an institution with transformational capacity and one of the 9 best schools FOR the world, according to the Positive Impact Rating evaluation, which was presented at the *World Economic Forum 2020* in Davos.

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