



LUIS HUETE



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BUSINESS SCHOOLS PROFESSOR

SENIOR MANAGEMENT INTERNATIONAL CONSULTANT

INDEPENDENT BOARD MEMBER

AUTHOR

www.luishuete.com

Education in Europe and the United States

Luis Huete holds a Law Degree, an MBA from IESE Business School and a DBA from Boston University. He was a Fulbright Scholar and his PhD dissertation on commercial banks' services strategy received the Decision Science Institute's award for the best dissertation of the year.

Academic affiliations

He has been a professor at IESE Business School since 1982 and has lectured in Harvard Business School's Achieving Breakthrough Service and Advanced Management programs. He worked as a researcher at Harvard Business School developing scientific material and taking part in a research project sponsored by Bell Communications. As a visiting lecturer, Luis has participated in advanced management programs at business schools such as ESE (Chile), IAE (Argentina), IPADE (Mexico), ISE (Brazil), PAD (Peru); Deusto Business School, ISEM, Instituto Internacional San Telmo and Basque Culinary Center (Spain); ESMT (Germany), Timoney Leadership Institute (Ireland), AESE (Portugal) and Skolkovo (Russia); Human Capital Leadership Institute (Singapore), Mudra Institute of Communications (India), Hamayesh Farazan (Iran) Lagos Business School (Nigeria) among others. He has also lectured at the corporate universities of Omnicom (USA), Bupa and OMG (UK), ISS (Denmark), Telefónica (Spain), Intercorp and Graña y Montero (Peru) etc.

Collaborations with companies

Luis is a frequent speaker at conferences and industry gatherings and has provided training and consulting services to more than 800 companies in 70 countries. He has worked in the redesign of the strategy, structure and corporate culture of companies through the facilitation of offsite meetings with CEOs and Management Committees of companies such as: Almirall, Altia, Banco Santander, BBVA, Banco Caminos, Banesto, Campofrío, Cepsa, Cristian Lay, Enagas, ITP-Rolls Royce, Loewe, Luckia, Meliá, Neinver, Osborne, Pronovias, Repsol (Spain); ISS (Denmark), International House, OMG (UK), Rijk Zwaan, Randstad (Holland), Persgroup (Belgium), Luxxotica (Italy), Addeco (Switzerland), Top Farms (Poland) Luis Simoes, Sogrape (Portugal); Omnicom, Tricon, UTI (USA), Guard.me (Canada); Coca Cola, Femsa, Grupo Salinas, Oxxo, Palacio de Hierro, Telefónica (Mexico), Transactel (Guatemala), Graña y Montero, Grupo AJE, Grupo Breca (Peru), Larraín, Telefónica, Tricon (Chile), Banco Galicia, Tarjeta Naranja, Telefónica, VW (Argentina), Equivida, Indurama, Telefónica (Ecuador), ASSA, Copa, Femsa Kof, Indesa, Sab Miller (Panama), O Estado de Sao Paulo, O Globo y Telesp (Brazil), Coca-Cola, Colombina (Colombia), Grupo Monge (Costa Rica), Nissan (Latam); Epikurean Lifestyle, Six Senses Resorts (Thailand), CEMEX, Femsa Coca Cola, LH Parangon (Philippines); Deloitte (Australia); Kangra (SouthAfrica), etc.

Boards and company roles in Europe, America and Asia

Luis serves on the boards of Altia, Instituto Gobernanza y Sociedad, Puerta Nueva, Porcel, Solera (Spain); Epikurean Resorts and Lifestyles (Thailand); and International Academy of Management. He also belongs to the Advisory Board of Chef Jesus Sánchez, Cristian Lay, Executive Excellence, Exus Partners, Genetracer, Lid Publishing, Ocean Infraestructure Management (Spain) and Adizes Graduate School (USA). In addition, he is a patron of the Modern Art Foundation NMAC and the Real Dreams Foundation (Spain).

12 books translated into three languages

He is the author of twelve management books including "Servicios y Beneficios", "Construye tu sueño", "Administración de Servicios" and "Clienting". And most recently "Liderar para el bien común" (2015), "50 Líderes que hicieron historia" (2017) and "Construye tu sueño 2.0" (2019). Luis is a frequent contributor of articles for the business press such as Harvard Deusto Business Review.