

LUIS HUETE

BUSINESS SCHOOL FACULTY

INTERNATIONAL SENIOR MANAGEMENT CONSULTANT

BOARD MEMBER

WRITER

Education in Europe and the United States

Luis Huete holds a law degree, an MBA from IESE Business School and a PhD in Business Administration from Boston University. He was a Fulbright scholar in the United States and his doctoral thesis on commercial banking service strategy was awarded by the Decision Science Institute of Atlanta as the best thesis completed in the United States in 1988.

Academic affiliations on five continents

He has been a professor at IESE Business School since 1982 and has taught in the Achieving Breakthrough Service and Advanced Management programmes at Harvard Business School (USA). Co-Chairman of HBS-IESE seminar "Achieving Breakthrough Service" in Switzerland, Spain, US, Argentina and Uruguay. He has also taught executive programmes at other business schools such as ESE (Chile), IAE (Argentina), Ide (Ecuador), Inalde (Colombia), 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) and Lagos Business School (Nigeria) among others. He has also collaborated with the Corporate Universities of Omnicom (USA), Bupa and OMG (UK), ISS (Denmark), Telefónica (Spain), Intercorp, Graña y Montero (Peru), etc. As a researcher he has worked at Harvard Business School developing scientific material and in research projects funded by Bell Communications.

Partnerships with companies on five continents

Luis has worked as a speaker, consultant and facilitator of senior management teams in more than 800 companies in 70 countries. He has worked with CEOs and Management Committees on aspects related to the redesign of the governance model, strategy, structure and culture in companies such as Almirall, Altia, Banco Santander, BBVA, Banco Caminos, Banesto, Bankinter, Banco Caminos, Campofrío, Cepsa, Christian Lay, Enagas, ITP-Rolls Royce, Leon de Oro, Loewe, Luckia, Meliá, Neinver, Makro, Osborne, Pronovias, Repsol, Ticare, (Spain), ISS (Denmark), International House, OMG (UK), Rijks Zwaan, Rijks Zwaan, Rijks Zwaan, Rijks Zwaan, Rijks Zwaan (UK), Rijks Zwaan, Repsol, Ticare, (Spain); ISS (Denmark), International House, OMG (UK), Rijk Zwaan, Randstad (Netherlands), Persgroup (Belgium), Luxxotica (Italy), Addeco (Switzerland), Top Farms (Poland), Luis Simoes, Sogrape (Portugal); Omnicom, Tricon, UTI (USA), Guard. (USA), Guard. me (Canada); Fems, Grupo Salinas, Oxxo, Palacio de Hierro, Telefónica (Mexico); Transactel (Guatemala), Graña y Montero, Grupo AJE, Grupo Breca, Intercorp, Grupo Romero, Mibanco, (Peru), Larrain, Telefónica, Tricon (Chile), Banco Galicia, Tarjeta Naranja, Telefónica, VW (Argentina), Equivida, Indurama, Telefónica (Ecuador), ASSA, Copa, Fems, Kof, Indesa, Sab Miller (Panama), O Estado de Sao Paulo, O Globo, Telesp (Brazil), Coca-Cola, Colombina (Colombia), Grupo Monge (Costa Rica), Nissan (Latam); Epikurean Lifestyle, Six Senses Resorts (Thailand), CEMEX, Fems Coca Cola, LH Parangon (Philippines); Deloitte (Australia); Kangra (South Africa) among others.

Boards and positions in Europe, America and Asia

Luis Huete chairs the advisory board of Makro and the Instituto de Capital Humano. He is also a board member of Altia, Instituto Gobernanza y Sociedad, and the International Academy of Management. He also is a member of the Advisory Boards of Amrop, Agencia 71, Cenador de Amós-Jesús Sánchez (3 Michelin stars), Executive Excellence, Lid Publishing, Ikaría, and Ticare. Luis is also a trustee of the Tu grano de arena Foundation and brand ambassador for Soneva (Maldives), Adizes Institute (USA) and Nuba (Spain). Previously he was a board member of other companies such as Six Senses Resorts & Spas (Thailand), Epikurean Hotels and Resorts (Thailand), Corporación Financiera ARCO (Madrid), PortAventura (Barcelona), Solera Motor (Cádiz), Fundación Montenmedio de Arte Contemporáneo and brand ambassador for Glenfidich.

13 books translated into three languages

Luis is the author of thirteen management books, including *Leadership and Governance*, published in March 2025. *Services and Benefits*, *Build Your Dream*, *Service Management*, and *Clienting* are among his other well-known books. *Leading for the Common Good* (2015), *Leaders Who Made History* (2017), and *Build Your Dream 2.0* (2019) are some of his most recent titles. He is also a regular writer of articles in specialized publications such as *Harvard Deusto Business Review* and *Expansión*.



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