

Jon AZUA is the President and founder of **EnovatingLab** - www.enovatinglab.com

Born in Bilbao, he graduated in Industrial Engineering from the Universities of Anáhuac, UNAM (Mexico) and the Basque Country (the ETSIT in Bilbao). He obtained a master's degree in Economics and Business Administration (MBA) from the University of Navarre (IESE-Barcelona) and a PhD (Doctorate in Business & Public Administration) from the Lasalle University in the USA.

Member of the Board and the Steering Committee of **Keralty Group** (www.keralty.com), Senior Vice-president and Global Chief Strategy Officer.

He is **currently** a member of the executive committees of the following organizations:

- **Solomon R. Guggenheim Foundation** (Art and Culture) - www.guggenheim.org
- **Innobasque** (Basque Innovation Agency) - www.innobasque.eus
- **TECNALIA** Technological Corporation - www.tecnalia.com

Professor and researcher of the MOC Network (**Institute for Strategy and Competitiveness, Harvard University** - www.isc.hbs.edu), the **Basque Competitiveness Institute-Orchestra** of University of Deusto (www.orquestra.deusto.es). and SINTONÍA – México (www.sintonia.mx). Honorary Advisor of **SINTONÍA-México** (www.sintonia.mx) and **Basque Competitiveness Institute-Orchestra**.

In addition, is part of Consulting Affiliate Network in **Shared Value Initiative** (www.sharedvalue.org)

Professional References

Business Management Career

- Senior Vice-president and Global Chief Strategy Officer in Keralty Group (since 2018)
- Senior Vice-president of Strategy and Knowledge of O.S.I (Organización Sanitas Internacional) (2015-2018).
- Vice-president of FENIX Group (2011-2016).
- Executive vice-president of the Guascor-Dresser Rand Group (2008-2012).
- Board member and CEO of the Bilbao Stock Exchange and Bilbao Plaza Financiera (1988-1991).
- Associate Director of Strategy and Industry of Public Services for the EMEIA region and its offices in Bilbao, in the Andersen and BearingPoint firms (1996-2003).
- Strategy, Competitiveness, Regional Development and Business & Government Consulting (since 1996). Advice to companies, Governments, international institutions and NON for PROFIT
- External Professional Advisor of multiple companies and organizations (from 2006): Petronor, TRADEBE Group, ORKESTRA-Basque Institute of Competitiveness, ORACLE-IBERIA, IMO Group, FENIX Group, CENTAURO Capital, Praxis Pharma, Cities Fundación Metrópoli, Lehedakari Aguirre Center, Euskalnet, Energy Agency of the Basque Government, SOCAIDE, SPRI, Euskotren, Bilbao Exhibition Centre, Caja de Ahorros Vizcaína, member of the Competitiveness Advisory Group of the World Economic Forum.

Academic History

- Chairman of the Board of Directors of Unisanitas (2014-2019)
- Promoter-founder and President of the Advisory Council of the Basque Competitiveness Institute -ORKESTRA (2003-2011).
- Director of the Basque Competitiveness Chair in CEIBS (Shanghai) (2008-2010).

- International Advisor of the Competitiveness and Strategy Chair of the ITESM in Mexico (2002-2007).
- Member of the Advisory Council of SINTONIA (UPAEP-Mexico) (since 2012).
- Participation in multiple research projects (of Enovatinglab and/or collaborative with third parties).

Institutional Career

- Vicelehendakari (Vice-president) and Minister of Industry and Energy of the Basque Government (1991-1995).
- Minister-Secretary of the Presidency and member of the Basque Parliament (1987-1988).
- Minister of Employment, Health and Social Security (1985-1987).
- Provincial Minister for the Economic Promotion and Development of Bizkaia (1983-1985).
- Director of Economic Planning and Management (Department of Transport, Communications and Maritime Affairs. (1980-1982).

Main Publications

- 1) Coopetitive Aliances for the New Economy.
- 2) Clusterizing and Glokalizing the Economy
- 3) Co-author:
 - World's economic crisis.
 - World Economy Recession: Answers.
 - The Basque Crossroads: One's Own Space.
 - ¿Towards Three States?: Basque Country-Catalonia-Spain.
- 4) Several publications and research projects. Among the most recent:
 - The Competitive Advantage of Nations. XXV years transforming the Basque Country (ORKESTRA)
 - White Paper on European Inclusive Growth & Competitiveness (W.E.F., Bruegel, BEI)
 - Weaving convergent strategies in the Co-Creation of Value: Application to a Health model in Isolated Areas. (Estrategia #00007)
 - Competitive Cities and their Connection to Global Value Chains. (W.E.F.)
- 5) Regular contributor in Press (NEURE KABUZ column in the DEIA and Grupo Noticias diaries) and Lecturer.

Distinctions

- Eisenhower Fellowship & World-Wide Leadership Award (1998)
- MOC-ISC Affiliate Network Hall of Fame. Harvard University (2012)
- Honorary Advisor of SINTONÍA-UPEP, México (2012)
- IVC-ORKESTRA: Leading Competitiveness Impact (2013)
- Honorary Consul of Bilbao (2014)
- Honorary Advisor of the Basque Competitiveness Institute-Orkestra, University of Deusto (2019)