

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

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

He has dedicated his professional life to the world of strategy, in the complex and varied world of business, governments and regions in the search for solutions to the social, economic and political demands of society, identifying and applying competitive advantages in the service of the welfare and development of people.

Throughout his career he has assumed public responsibilities at the highest level, directing hundreds of strategic consulting projects and an extensive activity as promoter and generator of initiatives, accompanied by an important academic work in prestigious institutions and universities throughout the world.

The convergence of activities in these areas facilitates his contribution through this professional services platform with unique and differentiated offerings.

He is **currently** also 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
- **Grupo Keralty** – www.keralty.com

Professor and researcher of the M.O.C. 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

- Chairman's Advisory Committee of **Keralty Group** (2023 - at the present)
- Senior Vice-president and Global Chief Strategy Officer in **Keralty Group** (2018-2022)
- 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, IMQ Group, FENIX Oil & Gas, CENTAURO Capital, Praxis Pharma, Dresser Rand, Bio Praxis Research Institute, IMQ Group, Keralty Group, Cities Fundación Metr poli, Lehendakari Aguirre Center, Euskalnet, Energy Agency of the Basque Government, SOCADE, SPRI, Euskotren, Bilbao Exhibition Centre, Caja de Ahorros Vizca na, member of the Competitiveness Advisory Group of the World Economic Forum, Head of mission for European Union competitiveness programs in third countries. He is also member of the Consulting Affiliate Network of **the Shared Value Initiative** (www.sharedvalue.org).

Academic History

- Professor of the M.O.C. Network – ISC-Harvard (2004 - at the present)
- 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).
- MOC Leadership Team. ISC-Harvard (2004-2010)
- 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) Bizkaia 2050: Bilbao-Bizkaia-Basque Country
- 4) **Co-author:**

- World’s economic crisis
- World Economy Recession: Answers
- The Basque Crossroads: One's Own Space
- ¿Towards Three States?: Basque Country-Catalonia-Spain.
- Learning From the Bilbao Guggenheim

5) **Several publications and research projects. Among the most recents:**

- 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.)

6) 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-Orchestra, University of Deusto (2019)