JON AZUA is the **President and founder** of **Enovatinglab, S.L.U.** (Bilbao, 2023) - **www.enovatinglab.com**

Born in Bilbao, graduated in Industrial Engineering from Anáhuac University, UNAM (Mexico) and the Basque Country University (the E.T.S.I.I.T. in Bilbao). He obtained a Master's Degree in Economics and Business Administration (M.D.E.) from Navarre University (IESE-Barcelona) and a PhD (Doctorate in Business & Public Administration) from Lasalle University (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 held top-level public positions, promoting hundreds of pioneering initiatives in the worlds of industry, energy, health, employment, transport, and finance. He has led hundreds of strategic consulting projects for leading international companies in the private sector and has been extensively involved in promoting and generating entrepreneurial initiatives, accompanied by important academic work at prestigious institutions and universities around the world.

The convergence of activities in these areas facilitates their contribution through this professional services platform with unique and differentiated offerings, with the essential objective of Co-creating Value for the company, society, and all stakeholders involved.

He is **currently** also:

- Advisor of **Solomon R. Guggenheim Foundation** (Art and Culture) - **www.guggenheim.org**
- Member of the Board of Direction of **Innobasque** (Basque Innovation Agency) - **www.innobasque.eus**
- Presidential Strategy Senior Advisor of **Keralty Group** and Member of the Board of Director (Health) - **www.keralty.com**
- Member of the Steering Committee and Principal Associate at the **Porter Development Initiative** – **www.porterdevelopment.org**
- Member of Consulting Affiliate Network in **Shared Value Initiative** – **www.sharedvalue.org**

Professor and researcher of the M.O.C. Network (**Porter Development Initiative - www.porterdevelopment.org**), the **Basque Competitiveness Institute-Orkestra** of Deusto University (**www.orkestra.deusto.es**) and **SINTONÍA** (UPAEP-México, **www.sintonia.mx**).

Professional References

Business Management Career

- Dean of the Work Academy of **PwC**
- 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).
- Managing Partner of Strategy and Industry of Public Services for the EMEIA region and Bilbao offices, in the **Andersen** and **BearingPoint** firms (1996-2003).

- Board member and CEO of the **Bilbao Stock Exchange and Bilbao Plaza Financiera** (1988-1991).
- 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): TECNALIA Technological Corporation, Petronor, TRADEBE Group, ORKESTRA-Basque Institute of Competitiveness, ORACLE-IBERIA, IMQ Group, FENIX Group, CENTAURO Capital, Praxis Pharma, Bio Praxis Research Institute, Cities Fundación Metrópoli, Lehendakari Aguirre Center, Euskalnet, Energy Agency of the Basque Government, SOCADE, 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) - **www.unisanitas.edu.co**
- Promoter-founder and Chairman of the Advisory Board of the Basque Competitiveness Institute - Orkestra (2003-2011) - **www.orkestra.deusto.es**
- Director of the Basque Competitiveness Chair in CEIBS (Shanghai, 2008-2010) - **www.ceibs.edu**
- MOC Leadership Team. ISC-Harvard (2004-2010) - **www.isc.harvard.edu**
- International Advisor of the Competitiveness and Strategy Chair at ITESM in Mexico (2002-2007) – **www.tec.mx**
- Member of the Advisory Council of SINTONIA (UPAEP-Mexico) (since 2012) - **www.sintonia.mx**
- Participation in multiple research projects (of Enovatinglab and/or collaborative with third parties).
- Guest lecturer at multiple universities (mainly from the M.O.C. Network)

Institutional Career

- Former Deputy Prime Minister and Minister of Industry and Energy of the Basque Government (1991-1995).
- Member of the Basque Parliament (1986-1988).
- Minister-Secretary of the Presidency (1987-1988).
- Minister of Employment, Health and Social Security and Chairman of OSAKIDETZA (Basque Health Service, 1985-1987).
- Regional Minister of Promotion and Economic Development of Bizcay (1983-1985).
- Planning and Economic Management Director (Transport, Communications and Maritime Affairs department. (1980-1982).

Main Publications

1) Coopetitive Alliances for the New Economy

2) Clusterizing and Glokalizing the Economy

3) Bizkaia 2050: Bilbao-Bizkaia-Basque Country

4) Co-author:

- The global economic crisis
- The great global recession: Answers
- The Basque Country at its Crossroads. Diagnoses and Proposals
- Towards Three States?: Basque Country-Catalonia-Spain.

- Learning from the Bilbao Guggenheim

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

- Productive Economy. Transforming Latin America and the Caribbean (CEPAL. Prebish Chair 2024)
- 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)
- M.O.C.-ISC Affiliate Network Hall of Fame. Harvard University (2012)
- Honorary Advisor of SINTONÍA-UPAEP, México (2012)
- Basque Competitiveness Institute-Orkestra: Leading Competitiveness Impact (2013)
- Honorary Consul of Bilbao (2014)
- Honorary Advisor of the Basque Competitiveness Institute-Orkestra, University of Deusto (2019)