



"Better human teams make better companies; better companies make a better society"

Engineering and Business Education

Juan Miguel Poyatos is a Telecommunications Engineer from the University Politécnica de Madrid and has an Executive MBA from IESE Business School (University of Navarra).

Academic Affiliation in 5 International Business Schools

In 2012 he began teaching the Industrial Marketing module for the Executive MBA at Deusto Business School (University of Deusto) and in its commercial management and senior management programs. In 2014 he began participating in the Marketing Management program of ESADE Business School with his module "Market Intelligence and New Consumer Behavior." Since 2014, he has also taught the subject of "Management, Organization and Management of Industrial Companies" in the Master's Degree Program in Industrial Engineering at the University Europea de Madrid, and since 2016, he has taught the subject of Strategy Management and Innovation, in the MBA program at the same university.

Since 2015, he has been collaborating with the Loyola Andalucía Business School with in-company programs and he also teaches seminars on Digital Transformation in the Executive MBA and in the Senior Business Management Program (PADE: Programa de Alta Dirección de Empresas) at the University Atlántico Medio on the Canary Islands. In 2016 he was invited by the University Francisco de Vitoria to give sessions on Big Data in the Health Sector in the Master's degree program of "Big Data for Economic Intelligence."

Company Collaboration on the Five Continents

After a long trajectory as an executive in Cable & Wireless where he held, among other positions, the General Management of the Spanish subsidiary and the continental European management of the Presales and Service Management Functions, Juan Miguel founded his own consultancy in 2005 directing transformation projects such as the integration of the B2B units of the two main cable operators in Spain, ONO-Auna, between 2006 and 2009 or, more recently, the design and implementation of the bid management and customer management models for segments of global clients, the design of offer for the wholesale segment or segmentation by segment value of SMEs (Small and medium-sized Enterprises) for global telecommunication operators.

In recent years he has also worked as speaker, consultant and facilitator of senior management teams in the redesign of the model of growth or digital transformation in national and international companies such as: Telefónica, Repsol, Air Liquide, Bankia, Wolter Kluwers, Praxair, Haya, Emergia, Hispasat and Macmillan Education.

Technological Startup Adviser and New Project Mentor

He is a counselor of three technological startups and a mentor to entrepreneurs of new company projects with high technological content or based on new business models.

More than 50 Technical Notes

Juan Miguel Poyatos regularly publishes technical notes on leveraged growth in technologies or new models for linking with customers, as well as on the development of high-performance teams. Among his most important notes we find: "Digitalización y crecimiento. La necesaria transformación digital de las empresas," published by Harvard Deusto in October of 2016, as well as the article "Big Data y el Sector Salud: El futuro de la sanidad" published on his blog and considered one of the top 10 references on Health Digitalization.

He is coauthor of the case "Vodafone. El programa de cuentas globales (B)" of IESE Business School.