



**CURRO JORDANO**  
“PHARMA” SECTOR CONSULTANT  
PROFESSOR OF BUSINESS SCHOOLS  
PHARMACY AND OPTICS OFFICE  
HOLDER  
SPEAKER AND WRITER

[hola@currojordano.com](mailto:hola@currojordano.com) / [asociados@hueteco.com](mailto:asociados@hueteco.com)

“Better human teams make better companies; better companies make a better society”

## Education

Curro Jordano has a degree in Pharmacy and a Diplomeae in Optics and Optometry from the University of Granada. He also has a Diplomeae in Business Management from Instituto Internacional San Telmo and is currently in the process of being accredited as a MBSR (Mindfulness-Based Stress Reduction) Instructor at the University of Massachusetts.

He developed a program focused on IESE Business School, “Lograr un equipo de ventas excelente” in 2016.

## Academic Affiliation

He is a visiting professor at ESESA Business School in the field of marketing and sales. He is the academic director of the management training programs of the Colegio de Farmacéuticos, Cordoba.

## Company Collaboration

Curro has worked as a speaker, consultant and trainer of sales networks for laboratories in the pharmaceutical sector such as: Pfizer, Almirall, Esteve, Stada, Zambón, Avene, Taxfarma, Correo Farmacéutico, Farmaschool, TSL consultants, Pharmaceutical College of Cordoba and Málaga and for distribution in the Bidafarma y Avantia group.

The consulting work has been carried out for more than 40 pharmacies since 2009 through strategic projects, branding, sales team management, finance, purchasing management, stocks, loyalty programs and direct team training in both health and commercial areas.

## Books

He is the author of 2 books related to pharmacy management: *Como implantar un sistema de incentivos en tu farmacia* for Almirall in 2015 and *Gestión de Recursos Humanos en farmacia* for Mayo Editions in 2106.

He frequently writes articles for Correo Farmacéutico, Saludability and El club de la farmacia on pharmacy and mental health management.