



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

Education

Marta Graño has a degree in Administration and Business Management and an MBA from ESADE Business School. She also has a Master's degree in Auditing and Management Control. She is currently developing her PhD research in the area of Education Economics on Entrepreneurship Initiative and Innovation.

Academic Affiliation

At the academic level, she is a professor at ESADE Business School in the areas of Finance and Business Plan. Tutor of entrepreneurial projects. She also collaborates with the University Europea de Madrid, where she teaches Financial Management in the Master's degree program of Organization and Project Management Engineering. She is convinced that financial vision is necessary in any area of the organization because "what is not measured cannot be controlled."

Company Collaboration

In the 20 years of her professional trajectory she has held various executive positions in the financial area, including Management Control in the multinational group Ros Roca. She began her professional career working in auditing at Arthur Andersen Barcelona –now, Deloitte – with companies in the financial and insurance areas and has advised companies in the financial sector on various corporate projects.

Her entrepreneurial facet began in 2006 when she founded her own consulting company, through which she has worked on financial advisory projects in investments, as well as talent development projects in organizations. Since 2013 she has been mentoring in entrepreneurial projects of several startup services in Spain.

International speaker at Speakers Academy. Collaborator in various means of communication, such as ABC Digital, ESADE Crea Opinion, TV Lleida, RRHH Digital and Womenalia (The 1st worldwide social network for professional women).

Books

Always interested in sharing the topics with which she works, she has published three books. In 2013 she published her book *Cómo pasar la primera auditoría*, aimed at managers and businessmen who must pass a financial audit. In 2016 she published *Crea tu propia empresa*, a guide for entrepreneurs who want to start their first business. In 2017 she published her third book *Vamos. Cómo aplicar la iniciativa emprendedora en la empresa*, a book on how to learn from the methodologies of entrepreneurs in companies and is currently finishing her fourth book on female talent.