

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

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

Member of the Board and the Steering Committee of **Keralty Group** (www.keralty.com), Senior Vice-president and Global Chief Strategy Officer.

He is **currently** 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

Professor and researcher of the MOC Network Leadership Team (**Institute for Strategy and Competitiveness, Harvard University** - www.isc.hbs.edu), member of the Competitiveness Advisory Group of the **World Economic Forum** (www.weforum.org), Honorary Advisor of **SINTONÍA-México** (www.sintonia.mx) and **Basque Competitiveness Institute-Orkestra**.

Jon Azua – Enovatinglab is part of Consulting Affiliate Network in **Shared Value Initiative** (www.sharedvalue.org)

Professional References

Business Management Career

- Senior Vice-president and Global Chief Strategy Officer in Keralty Group (since 2018)
- Senior Vice-president of Strategy and Knowledge of O.S.I (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): TRADEBE Group, ORKESTRA- Basque Institute of Competitiveness, ORACLE-IBERIA, IMQ Group, FENIX GROUP, CENTAURO Group, etc.

Academic History

- 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).
- 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 (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 Glokazing the Economy
- 3) Co-author:
 - World's economic crisis.
 - World Economy Recession: Answers.
 - The Basque Crossroads: One's Own Space.
 - ¿Towards Three States?: Basque Country-Catalonia-Spain.
- 4) Several publications and research projects. Among the most recent:
 - 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.)
- 5) 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-Orkestra, University of Deusto (2019)