

Speaker 3: Ianna Contardo
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Ianna Contardo, PhD in Strategic Management and Marketing is Professor of Business Strategy at the IE Business School in Madrid. In addition, she has also served as faculty at Syracuse University and Schiller International in Madrid as well as at LUISS in Rome. She has presented lectures and workshops at different universities like Amherst University and King's College and conferences like the Academy of Management and EGOS. Her avocation as a strategic philosopher began after several years as a consultant for Price Waterhouse Coopers. More recently, she developed and registered the brand Neuro-Strategy®, a pedagogical and consulting technique which addresses the challenges of strategic decision-making in the light of the recent discoveries made on the functioning of the mind and consciousness by the neurosciences. Ianna is a Senior Researcher in Strategic Marketing for Olson Zaltman Associates, co-founded by Gerald Zaltman of the Harvard Business School and Gerald Olson of Penn State University. Some of their clients are Pfizer, Astra-Zeneca, Microsoft, Cadbury Schweppes, Kimberly Clark and Coca-Cola. Her publications address topics such as Neo-Institutionalism, Competitive wars, Language games, Management-Buy-Outs and have been accepted by notorious journals like Revista de Empresa, Long Range Planning, Organizations, and the Academy of Management Review.