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PRESS RELEASE

ESCP BUSINESS SCHOOL APPOINTS

JOSÉ RAMÓN COBO ASSOCIATE DEAN FOR LEARNING INNOVATION

José Ramón Cobo achieves a global position in the pan-European business school to develop competitive advantage in business education.

The Spanish professor at ESCP Business School, José Ramón Cobo, has been promoted globally in the organization to the position of Associate Dean for Learning Innovation.



Cobo will go on to direct the area of Digital Transformation and Learning Experiences of the Business School, with a presence in six European cities: Berlin, London, Madrid, Paris, Turin and Warsaw.

The oldest business school in the world reinforces its digital expertise. José Ramón Cobo will be responsible for all content related to innovation in learning, pedagogical aspects and digital innovation.

ESCP Business School is already championing online training with its innovative pedagogical methodology 'Adaptative Model Blended Learning' AMBL. Thanks to this methodology, the school has been able to move from a face-to-face environment to a hybrid learning model, maintaining excellence in business training.

Taking advantage of its powerful experience in the mixed models of blended learning, the school has created this methodology that allows it to deliver 100% interactive and participatory learning experiences both through synchronous and asynchronous sessions, or even a mixture of both according to the moment and the situation in which we find ourselves. With this new learning model, students are guaranteed to receive the excellence training that characterizes ESCP Business School. In addition, the 'Adaptative Model Blended Learning' at ESCP Business School provides students with a stimulating, inclusive, flexible and personalized learning experience, always maintaining the highest standards of academic quality.

With this appointment, ESCP Business School stays at the forefront, continuing to innovate in times where digital has become mandatory and is here to stay.

“I am glad that Digital Learning, an area that is undergoing major transformation, will be led by Prof. José Ramón Cobo, Associate Dean for Learning Innovation, for pedagogical and innovation aspects “ says **Prof. Frank Bournois, Dean of ESCP.**

José Ramon Cobo

José Ramón Cobo is Professor in Strategic and Innovation Project Management at ESCP Business School. He lectures in Master Programs and in Executive Education, with a strong focus on agile management, innovation, digital transformation and change management.

At ESCP, he was leading the MSc in Business Project Management and Consulting, as scientific director. Currently, he leads the Executive Master in International Business. As practitioner, he was working in strategic and management consulting, implementing digital solutions in international companies, and he was leading more than twenty R&D international projects.

During the last few years, he has maintained an applied research focus within the field of Strategic and Innovation Project Management, including digital transformation, processes optimization, setting up of strategic management maturity models, organizational design of complex projects, development of management skills in cross-cultural contexts and agile management. He is the author of several scientific publications in these fields and participates periodically in international research conferences. His research outputs have been implemented through innovation and agile practices in companies such as Atos, Amadeus, Indra, Repsol, L'Oreal, Airbus, IAG, BNP Paribas, Generali and Axa, among others.

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ABOUT ESCP BUSINESS SCHOOL

ESCP Business School was founded in 1819. The school has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Our campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management. Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way. This conviction and our values: excellence, singularity, creativity, and plurality, daily guide our mission and build up our pedagogical vision. Every year, ESCP welcomes 6000 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialized: Bachelor, Master, MBA, Executive

*MBA, PhD and executive education, all of which include a multi-campus experience.
It all starts here*

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