

Alejandro Ruiz is Professor in Digital Transformation and Strategy Management at ESCP Business School. He lectures in several Masters and Executive Programmes for multinational companies. Since September 2018 Alejandro is the Academic Director of the Bachelor in Management (BSc). He used to be Executive Director in “MSc in Digital Project Management and Consultancy” and in “MSc in Hospitality and Tourism Management” and Co-director in some Executive Education Programmes.

He has been an active member of the team that defined and agreed on an international cooperation agreement with the Carlos III University of Madrid (UC3M) - February 2020 - to strengthen their collaboration with the creation of a Double Degree in the fields of Business Administration.

Alejandro is part of the Inicia project team, and he has been the co-author of one chapter, which involves the design, content proposal and development of the concepts of co-creation and ecosystems.

I want to continue participating in the Inicia project team and further develop the concepts of co-creation and ecosystems

His educational background in Forestry Engineering (Escuela Superior de Ingenieros de Montes, Madrid University), and as postgraduate development he has pursued programmes as PDD in IESE, Developing and Implementing Information Systems Strategies (Cranfield University), IT Excellence Programme (Indiana University), Management Excellence Programme (IMD Business School) and Leadership Programme BAT Horsley (UK).

Alejandro has extensive experience in the Information Technology area in Fast Moving Consumer Goods, Credit Card, Technology and Cement industries. He has worked for leading global companies like British American Tobacco, American Express, Votorantim Cimentos and CGI. In his role as CIO, he has lead IT departments in Europe (UK, Ireland, Belgium, Netherlands, France, Italy, Spain, Portugal, Greece, Turkey, Cyprus and Malta), Asia (India and China) and Africa (Morocco and Tunisia).

He has also taught in other Business Schools like the ITBA (Argentina) and ESIC (Spain), teaching Technology Innovation, Big Data and CRM respectively before being Teaching Professor at ESCP Business School.