

Carlos Casanueva is Associate Professor in the Finance Department and EMBA Local Academic Director at the Madrid campus. He joined ESCP in September 2015 as an Associate Professor. He teaches at the ESCP Bachelor, MIM, MBA, and EMBA programs. Since 2008, he has collaborated with Professor Stewart D. Friedman from The Wharton School, developing Total Leadership in Spain and Europe. He is also a founding partner of OpSeeker and BeWay, start-up companies founded and managed by ESCP alumni. At Nationale Nederlanden in Spain, he was Independent Director Member of the Board and President of the Audit Committee from 2016 to 2020.

His main research interests are Financial Markets and Leadership.

Carlos' career has primarily been in the private sector, with almost 15 years of experience as an executive in the Spanish financial sector. His last position before 2015 was as General Manager and Board Member at Santander Seguros, part of Grupo Santander. From 1998 to 2003, at Citibank Spain, he was member of the Executive Committee responsible for Strategy, Marketing, and Products. He also served on the Board of Visa España, Servired, Citigestión, Citipensión, and Citioperaciones. From 1994 to 1998, he worked at Banco Central Hispano, ultimately as Deputy Managing Director. Previously, he was a consultant at McKinsey & Co., Arthur Young, and a Systems Engineer at Iberia Airlines. He also worked as a student trainee at Procter & Gamble.

In 1986, Carlos earned his MSc in Industrial Engineering from UPM, ranking first in his specialty. In 1991, he graduated with an MBA from The Wharton School with a Fulbright Scholarship. He completed his PhD with honors, cum laude, in Financial Markets from UPM in 2007. Carlos started his academic career from 2003 to 2009 as a full-time professor at the UPM Business Administration Department.