Luis Vives

Luis is Director of International Custom Programs and Associate Professor of Strategy and General Management at ESADE Business School. Before joining ESADE, he was Postdoctoral Fellow at the MIT Sloan School of Management (Massachusetts Institute of Technology).

Luis has participated in Executive Programs in the United States, Europe, Middle East and Latin America. He has designed, taught and worked with multinational companies in different sectors such as banking and insurance, telecommunications, wines and spirits, pharmaceutical, and industrial and logistics companies.

His research focuses on the internationalization process and multinational management and the creation and development of business models.