

# Isabel Aguilera

**Former CEO of Google Iberia**

*"An Expert in Change Management & Leadership"*

Isabel Aguilera is one of the top executives in Europe according to the *Financial Times* and *Fortune Magazine* and a renowned specialist in success strategies for developing competitive leadership. She is the former CEO of Google Iberia and of General Electric Spain and Portugal.

## TOPICS:

- Entrepreneurship
- Use of Technology in Management
- Business Models
- Optimizing Brand Position in Competitive Markets
- Leadership
- Smart Economy
- High Performance Teams
- Competitive Leadership

## LANGUAGES:

She presents in English, Italian, Portuguese or Spanish.

## IN DETAIL:

Isabel was responsible for establishing Google Iberia in Spain and Portugal (2006-2008) and later served as the CEO of General Electric in Spain and Portugal (2008-2009). Prior to this, she was responsible for creating NH Hotel Group's international business model after it purchased hotel chains in Mexico, Germany and Holland. Developing her activity as a global COO, Isabel led the integration of all the operational models in record time and achieved savings of 38 million Euros as a result. In 2009 Isabel founded her own Consultancy called IMAN. She is an Associate Professor at ESADE and Deusto Business School, and participates in a number of entrepreneurial projects, such as IMAN Business Coaching, a leading Human Resources company.

## WHAT SHE OFFERS YOU:

Isabel demonstrates to her audience the potential for fostering robust connections between the corporate world and the online community. Additionally, she delves deeply into the myriad opportunities that the internet presents to both established and emerging businesses.

## HOW SHE PRESENTS:

A passionate and insightful speaker, Isabel Aguilera shows audiences in her presentations how she has become a business force to be reckoned with.

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