

Faculty

Internationally recognised as leaders in their areas of specialisation, the BIP faculty will bring years of experience in the different fields. The work of the faculty is grounded in research, publishing, teaching and consultancy.

Laura Albareda

Associate Professor at the School of Business and Management of Lappeenranta University of Technology, and visiting professor at Deusto Business School (DBS), University of Deusto and member of Deusto research group "Innovation, Knowledge, Entrepreneurship & Sustainability". She has been Postdoctoral Fellow at the Carroll School of Management of Boston College and Visiting Researcher at Boston College Center for Corporate Citizenship. From 2000 to 2008 she was Research Fellow and Assistant lecturer in the Department of social sciences at ESADE Business School. She is currently leading research on business sustainability, cross-sector collective action and polycentric governance. She also works on sustainability-oriented innovation, value creation and sustainable business models. Her research papers have been published in specialized journals such as Journal of Business Research, Business & Society, Journal of Business Ethics, Journal of Cleaner Production, Business Ethics: A European Review, Journal of Corporate Citizenship, Journal of Corporate Governance: The International Journal of Business in Society and Business and Society Review. She is co-author of the book: Governments and Corporate Social Responsibility: Public Policies beyond Regulation and Voluntary Compliance (2008).

Edurne Iñigo

Assistant Professor at Deusto Business School, where she is part of the Innovation, Knowledge, Entrepreneurship & Sustainability research team. She has previously been a postdoc researcher at Wageningen University, The Netherlands, a Visiting Researcher at Lappeenranta University of Technology, Finland, and Visiting Professor at Kedge Business School, France. Her main field of research is sustainability-oriented innovation and its role in bringing forward societal transitions. Her work is published in journals such as Industrial Marketing Management, Journal of Cleaner Production, Technological Forecasting and Social Change or Industry and Innovation. She is a member of the Board of the European Roundtable for Sustainable Consumption and Production.

José Antonio Campos

José Antonio Campos Granados holds a BA in Business Administration and a PhD in Economic and Business Sciences from the University of Deusto. He is currently Professor at the University of Deusto, where he teaches at the Bilbao campus. Jose Antonio teaches BA courses in Deusto Business School and Industrial Technology Engineering. Specifically, he teaches the following subjects: Bachelor level, Principals of Marketing, Business Administration and Operational Marketing (in Basque and Spanish). His publications mainly focus on education, innovation and entrepreneurship. During the past few years he has been working as the Director of Innovation and Entrepreneurship.

Steinar Bjartveit

Partner and consultant in KEIRON and Lecturer at the BI Norwegian School of Management, he provides a unique understanding of leadership and management challenges by combining historical and academic perspectives with experimental learning. His approach has been benchmarked by Ashridge as the leading edge of business school innovation. Steinar is an experienced certified management consultant that has worked with several CEOs and top management teams both in Norway and internationally.

Ciara O'Higgins

Lecturer in Strategy and pre-doctoral researcher in International Business in Deusto Business School, she previously worked for 20 years in international business promoting the internationalisation of firms. She was Director for International Development at Tecnalia & Research and Innovation, as well as consultant on the ELAN Network project, a European Commission funded project to promote technology-based business opportunities between Europe and Latin America. Previously, she was a consultant at IDOM, with particular focus on economic development projects with multilateral funding (EuropeAid, InterAmerican Development Bank etc.) Ms. O'Higgins obtained her undergraduate degree in European Management Science from the University of Kent at Canterbury (England), her MBA from IESE Business School (Spain) and Master in Corporate Social Responsibility from the University José Camilo Cela (Spain).

Oswaldo Lorenzo

Professor of Operations and Information Systems in Deusto Business School, he was previously professor of Operations and Technology at IE Business School. He has been guest professor and visiting scholar in Manchester Business School, INCAE, IESA, Tec de Monterrey and Bordeaux School of Management. He has advised a number of companies in Europe and Latin America. He has written papers and articles that have been published in journals like California Management Review, Journal of Business Ethics, and Communications of Association for Information Systems. He is author of the book Long Conversation: Maximizing Business Value from IT Investments, published by Palgrave McMillan.

Carlos Osorio

Visiting professor at Deusto Business School, where he researches on innovation processes. He is also co-founder and senior partner at Yuken, a global design and innovation capability-building impact research lab based in Chile. He is or has been full-time and visiting faculty in universities in Chile, Lithuania, Singularity University and MIT (US), Argentina, The Netherlands. His teaching, research, and consulting focus on strategies, processes, and methods for innovating in highly risky, uncertain and complex environments. He coauthored the defi method, which received the 2015 Wharton QS Reimagine Education Award for the best approach for enabling innovation learning in the World. In 2014, Carlos was featured by AACSB and BizEd Magazine (UK) among the World's four leading faculty on enabling innovation learning and building autonomous innovation teams. Carlos holds a PhD and MS from MIT, a Master in Public Policy from Harvard, and a BS in engineering from the University of Chile.

Enric Segarra

Lecturer and keynote speaker in Business Strategy, Creativity and Innovation, earned his BA&MBA from ESADE Business School. He is also certified as participant-centred learning facilitator by the Harvard Business School, trained in Design Thinking by the d.school at the Stanford and Exponential Technologies by the Singularity University. Professor Segarra has taught at DEUSTO, ESADE, INCAE and in several other Business Schools. He has also been Visiting Professor in residence at the Art Center College of Design in Pasadena, California where he lived in first person the Design Thinking methodology.

Francisco González Bree

Francisco González Bree holds a Doctorate in Business Administration (DBA) from Kingston Business School and an MBA from Edinburgh University Business School. He has completed his training with programs in Artificial Intelligence and Exponential Technologies at MIT and Singularity University. He currently works as professor and director of Innovation Programmes at Deusto Business School. He is also an artist, writer and a recognized professional in the field of creativity and innovation. In addition to his academic contribution, he is an advisor to D+I, Inndux, Innsomnia and a regular collaborator in different media such as EL ESPAÑOL, Cinco Días, El Mundo, ABC and La Razón. He has been working in multinationals and technology companies (Sherpa.ai, Wincor Nixdorf) and has more than fifteen years of experience as a mentor, helping hundreds of companies with their business models.

Adela Balderas

Dr. Adela Balderas is Research Fellow at the Oxford Institute of Population Ageing, University of Oxford. Lecturer at Deusto Business School, University of Deusto and at the bachelor's degree in Gastronomy and Culinary Arts, Basque Culinary Center- University of Mondragon, Dr. Balderas is PhD in Business Administration. Master in marketing, Executive MBA and Master in Career Coaching. Adela is also specialized in professional coaching with studies at the University of New York, Stanford and Harvard University. Consultant in marketing and people management for international and national companies, Dr. Balderas has a wealth of teaching experience at the undergraduate and graduate levels. She is currently Director of a Master at Basque Culinary Center and communication mentor in Imagine at Silicon Valley. Dr. Balderas is visiting professor and Lecturer at the University of Salamanca (Spain), College of Economics of the University of Xiamen (China), University of Regensburg (Germany), University of Northumbria (UK) and Ecole hôtelière de Lausanne (Switzerland).

Bettina von Stamm

Original and visionary thinker, as well as a prolific writer in the field of innovation since 1992. Kindled during her MBA, her passion for innovation deepened when returning to London Business School for her PhD. Through her Innovation Leadership Forum she offers master classes, seminars, bespoke workshops and keynotes, helping senior managers and innovation leaders to understand and address barriers to innovation. Her tools include the Innovation Wave®, a facilitated assessment tool, and picture cards that help elicit assumptions and bridge chasms so common in the highly diverse contexts that innovation requires.