



# RCC at Harvard Executive Program



*For Business & Family Leaders*  
17-21 October 2021

# About

This Executive Development Program is designed to offer Participants a Unique Setting on the Campus of Harvard University, in order to exchange ideas on Global Management Techniques, Business Networking Opportunities, Marketing Strategies, Partnership Development, and Cross-Cultural Understanding.



"Participants leave with a better sense of judgement, greater self-confidence, and a broader view of leadership. Nothing can surprise them".

— Robert Wilkinson, Professor at the Harvard Kennedy School of Government and Program Speaker





# Our Mission



## **New ideas and opportunities**

To offer participants the tools and knowledge in order to generate new ideas and opportunities for their businesses



## **Business Knowledge**

To share business knowledge surrounded by international executives.



## **Case studies**

To learn through case studies from Harvard professors who offer deep insight into international business.



## **Networking**

To create partnerships and networking opportunities among attendees and with Cambridge executives and entrepreneurs.



## **International Business**

To identify strategies and solutions to expand international business



# Advisory Board

*Program Team*



**Pedro Nueno**

Senior Founder & Honorary President of CEIBS (China Europe International Business School)



**Alan D. Solomont**

Dean of the Jonathan M. Tisch College of Civic Life at Tufts University



**Sunil Gupta**

Chair of the General Management Program, Harvard Business School



**Ana Maiques**

CEO of Neuroelectronics



**Margarita Oliva**

Partner at DLA Piper



**Margaret Chen**

Co-Founder and CEO of ChinaClubSpain



**Jose Mª Michavila**

Founding & Managing Partner, MdF Family Partners



**Krishna G. Palepu**

Professor of Business Administration, Harvard Business School



**Eva Monroy**

CEO of ABT Spanishdesk



**Ricardo Álvarez**

Managing Partner of MdF Family Partners



**Heidi Tourkistas**

Co-Founder of American Holdco, Inc



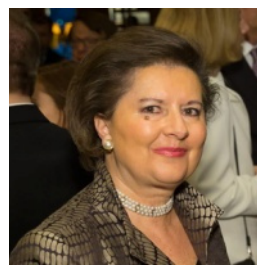
**Annie Babah-Alargi**

Managing Consultant at Customer Matters GH.Ltd



**Robert Schultz**

Managing Director Massnex



**Christa Bleyleben**

Managing Partner at MassGlobal Partners



**Teresa Alarcos**

Founder & CEO of Madrid Startup Community Forum





# 2021 Agenda

*New Edition*

Strategy, Leadership, Negotiation, Artificial Intelligence, Entrepreneurship, Finance, International Economics, and more topics are discussed through sessions given by Harvard professors and successful entrepreneurs and StartUps. We celebrate networking events and formal meetings with experts based in Cambridge.

## 17 October, Sunday

WELCOME RECEPTION

## 18 October, Monday



### INTRODUCTORY REMARKS

Marisa del Pozo, Executive Program Director.



### NEGOTIATION & LEADERSHIP CASE STUDY

Robert Wilkinson, Public Policy & Leadership professor, Kennedy School of Government, Harvard University



### PUIG, THE SECOND CENTURY CASE STUDY

Pedro Nueno, Professor at IESE Business School. CEIBS Founder



### COMMERCE BANK CASE STUDY

Dennis A. Yao, Co-Unit Head of Strategy, Harvard Business School.

*Harvard Business School Tour*



### Dinner and Session: NEUROELECTRICS, FROM STARTUP TO PARADIGM

Ana Maiques, Founder and CEO of Neuroelectrics

# 19 October Tuesday



## ECONOMIC RELATIONSHIPS: US-CHINA CASE STUDY

Richard H. Vietor, Professor of International Economy at Harvard Business School.



## TAKE YOUR MONEY AND RUN!

Cross-border Financial, Legal & Political Advice from the Experts: Margarita Oliva, Partner at DLA Piper. Fuensanta Díaz-Cobacho, Managing Director & Head of Structured Finance Americas, Corporate & Investment Banking Division- Intesa san Paolo NY. Jose María Michavila, Managing Partner of MdF Family Partners.



## INVESTMENTS, REGULATION AND COVID-19 ENVIRONMENT

Eugenio Briaes, Instructor/TF at the Harvard Law School



## WALMART TAKES ON AMAZON CASE STUDY

Andy Wu, Assistant professor of Business Administration, Harvard Business School

## *Harvard Business School Tour*



## COCKTAIL & NETWORKING DINNER Harvard Club of Boston

WELCOME REMARKS: Alan D. Solomont, Dean of the Jonathan M. Tisch College of Civic Life at Tufts University



# 20 October Wednesday



## TRENDS & STRATEGIES FOR INVESTING IN THE USA

James Paul, Director of Boston Office, International Trade Administration, U.S. Department of Commerce.



## AGROLIMEN CASE STUDY

DEFINING THE PURPOSE OF MONEY. ACTIVE AND PASSIVE MANAGEMENT. Daniel de Fernando, Managing Partner, MdF Family Partners



## UBER / ALI BABA'S TAOBAO CASE STUDY

Félix Oberholzer-Gee, Professor of Business Administration and Unit Head of Strategy at Harvard Business School.

# 21 October Thursday

## EXTENDED PROGRAM

Optional Added Day for Participants. Networking and Private Meetings with Experts from Innovation Centers in Massachusetts. Contact us if interested

- **Marisa del Pozo Lite** - Executive Program Director  
[marisadp@rccharvardexe.com](mailto:marisadp@rccharvardexe.com)
- **María Lachiondo Camuñas** - Senior Program Manager  
[marialc@rccharvardexe.com](mailto:marialc@rccharvardexe.com)



# *Design Your Program With Us* **In Company**

**Do you want to live the Harvard experience with all your team? Do you want your company to work together with other executives and entrepreneurs in the unique environment of Cambridge?**



*RCC at Harvard Executive Program In Company With CEIBS Africa Program, 2017, Harvard*

The IN COMPANY initiative was created to design a program collaboration with entities seeking a Harvard learning experience for their team. Organized by us and tailored to the company's interests and needs.

**IN COMPANY**



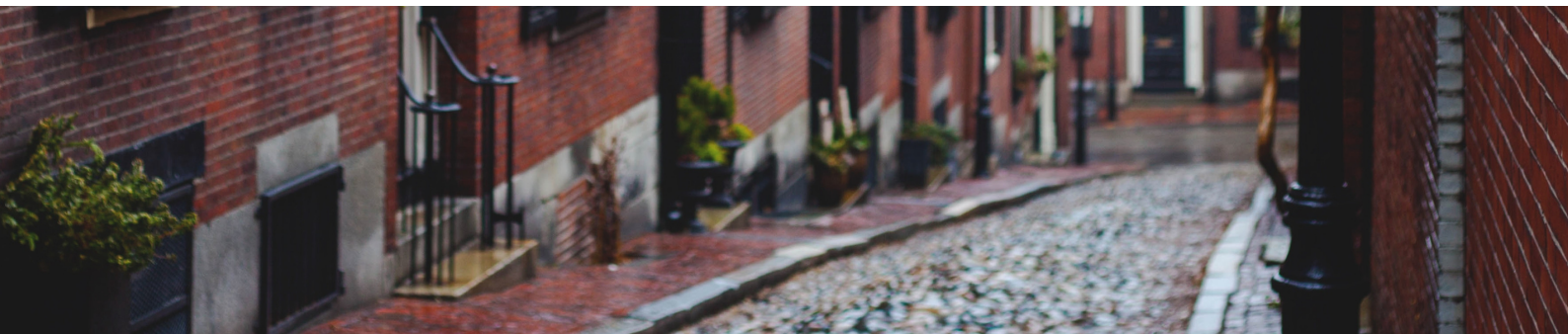


*Join our Dream, Join our Team*  
**Sponsorship**

We take care of each sponsorship individually, reaching a win-win situation that is renovated every year. We look for sponsors that support excellence as a way of development.

For us, the participant's success is our success and the hope for a better society, filled with values, a long-term vision, and best business practices.

**Let us know if you'd like to be part of our team in this exceptional initiative** that surprises us every year, with inspiring people, places, and new ideas.



# *Our participant's success is our success*

## LIVE THE HARVARD EXPERIENCE



*Program Speaker prof. Félix Oberholzer-Gee during his session, May 2018, the Harvard Faculty Club.*



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