



RCC at Harvard Executive Program



For Business & Family Leaders
17-21 October 2021

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
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- **María Lachiondo Camuñas** - Senior Program Manager
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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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