



RCC at Harvard Executive Program



For Business & Family Leaders
1-4 May 2022

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

Advisory Board MdF Family Partners



Heidi Tourkistas

Co-Founder of American Holdco, Inc



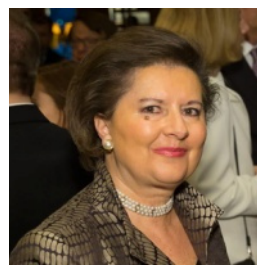
Annie Babah-Alargi

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



2022 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.

1 May, Sunday

WELCOME RECEPTION

2 May, 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

3 May, 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

4 May, 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.

5 May, 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
- **María Lachiondo Camuñas** - Senior Program Manager
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



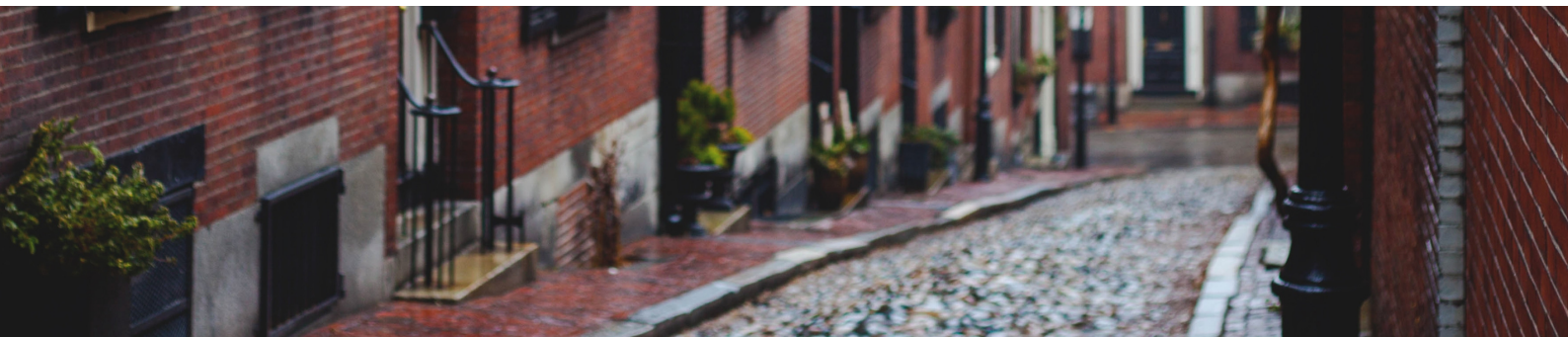
Join our Dream, Join our Team

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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