



# **OECD** Higher Education in Cities and Regions For Stronger, Cleaner and Fairer Regions

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Seville, Spain

## Conference Biographies



# Speakers



## Aart de Geus

As Deputy Secretary-General, Aart de Geus is responsible for the OECD agenda in the areas of Employment, Labor, Social Affairs (including Pensions, Health and Migration), Education, Public Governance and Territorial Development. He oversees the co-ordination of the horizontal project on Making Reforms Happen, the OECD activities on Gender and Diversity Issues, the preparation of Ministerial Council Meetings. A Dutch national, de Geus was Minister of Social Affairs and Employment in the Netherlands from 2002 until 2007. As Minister, de Geus introduced major reforms in the Dutch social security system, notably by turning it into an activating system where citizens, employers and local authorities take their own responsibilities. During the four years of his tenure, he concluded major national agreements with social partners on wages, reforms of social security and tax-facilities for early retirement. He chaired the OECD Social Policy Ministerial Meeting in 2005 and has served in various functions at local, national and international level. From 1998 until 2002, de Geus was a partner in Boer & Croon, an Amsterdam-based company for strategy and management, where he worked in the fields of governments, health care, pensions and human resource development. De Geus served as vice-chairman of the executive board of the National Federation of Christian Trade Unions from 1993 to 1998, where he focused on social security, health care, pensions, labor market policy, income policy and education. He had been member of the Trade Union's executive board since 1988. Prior to that, de Geus worked as a lawyer in the industry sector of the Christian Trade Union. De Geus has a law degree from the Erasmus University in Rotterdam and post-graduate studies in labor law from Nijmegen University.



## Zaki Akel Sobrinho

Zaki Akel Sobrinho is the President of the Federal University of Paraná (UFPR) and Professor of Marketing at the Graduate Program in Business Administration. He is the president of the Steering Committee of the Parana State OECD regional review. He is in charge of the coordination between the Coimbra Group of European Universities and the Coimbra Group of Brazilian Universities. He holds a PhD in Business Administration at the University of São Paulo (USP), a Masters in Business Administration at the Federal University of Rio de Janeiro (UFRJ). He was Executive Vice President for Planning, Budget and Finance and Director of the Applied Social Sciences Sector at the UFPR. He is member of the Editorial Board of the Journal of Management Science and he has extensively published in many Brazilian Journals on problems related to marketing. His areas of research interest include retail and trade marketing and market orientation.



## Fernando Aldea Godoy

Fernando Aldea Godoy is the Managing Director of the Instituto Tecnológico de la Universidad de Playa Ancha in Valparaíso, Chile. Formerly he led the Regional Development Agency of the Region of Valparaíso, as Executive Director. He holds a degree of Business and Economic Sciences from the Catholic University of Valparaíso. He has gained extensive experience in the private sector as Controller, Chief Financial Officer and managing director before becoming Executive Director of the Investment Attraction Agency of Valparaíso and Senior Adviser to the Governor of Valparaíso Region. He has also taught Management Theory at the Catholic University of Valparaíso.



## Victor Arredondo Álvarez,

Victor Arredondo Álvarez, former Minister of Education for the State of Veracruz, is now President of the Corporate Villa Aprendizaje. He has served as President of Universidad Veracruzana, General Director for Higher Education at the Federal Ministry of Public Education and Academic Chairman at Mexico's National Association of Universities and Institutes of Higher Education (ANUIES). He was Mexico's representative at the Trilateral Steering Committee, responsible to outline, parallel to NAFTA, the North American Agenda for Higher Education Collaboration among Canada, USA and Mexico, President of the Inter-American Organization for Higher Education, the most influential university collaboration agency in the American Continent, and recipient of important academic distinctions from European and Latin American universities. He developed the Vasconcelos Program (virtual mobile classrooms and facilitators supporting rural communities self-development), for which he received the Bill and Melinda Gates Foundation Access to Learning Award in 2008. Applying ICT throughout the state educational system gained him the 2008 Max Shein Award from the National Mexican Union of Enterprises engaged in Educational Technology. In 2010, Veracruz educational system, under his leadership obtained some of the highest increase in Mexico on its average student scores, with respect to its own baseline, both in national (ENLACE) and international (PISA) examinations. He is now committed to converting educational, cultural and community institutions into sites for e-learning.



## Manuel Arroyo Maestre

Manuel Arroyo Maestre is the Manager of the Clusters and Strategic Sectors Division in the Andalusian Agency for Innovation and Development (IDEA). He co-ordinates the Andalusia Bio-region cluster. He holds a bachelor degree in Industrial Engineering from the University of Seville. He has worked for Instituto de Fomento de Andalucía (former regional development Agency), in the Andalusian Institute of Technology with responsibilities for quality management systems and as AENOR's (National Quality and Standards Management Agency) quality consultant.



## Sergio Arzeni

Sergio Arzeni is the Director of the Centre for Entrepreneurship, Small and Medium-sized Enterprises (SMEs) and Local Development at the Organisation for Economic Co-operation and Development (OECD). The Centre oversees the work of the Programme on Local Economic and Employment Development (LEED), the Trento Centre for Local Development in Italy, the Working Party on SMEs and Entrepreneurship and the Tourism Committee. Within the OECD, he has created a network of partners with the private sector, the academic world, foundations and civic society, developing a policy dialogue between a wide array of stakeholders outside national governments and also involving sub-national institutions. He is the founder of a set of international fora on Social Innovation, Entrepreneurship and Innovation, Development Agencies and Investment Strategies, Partnerships and Local Governance, the latter bringing together over 2500 local partnership organisations in 53 countries. He holds a degree (Honours) in Political Science from the University of Rome and specialised in Industrial Economics at the International University Institute of Luxembourg and in International Economic Relations at the Brookings Institution in Washington D.C., USA. He is Senior Enterprise Fellow at the School of Entrepreneurship and Business, University of Essex, UK. Mr Arzeni was a young entrepreneur, creating three companies in the media and advertising business at the age of 19.



## Antonio Ávila Cano

Antonio Ávila Cano is the Regional Minister of Economy, Innovation and Science and previously was the Regional Minister of the Presidency. He has also been Secretary General for Economy (2002-09) and General Director for European Funds (1996-2002). He holds a bachelor degree in Economics (University of Malaga) and a master degree in Economics Analysis (Superior Council of Research (CSIC) and Autonomous University of Barcelona). He is Professor of Economic History and theory at the University of Malaga. He has authored many publications in industrial economy, agrarian economy and regional economy analysis. He has been awarded the Andalusia Award on Regional Finance and Economy for his research papers in 1992 and for his contributions to reviews 1995.



## Peter Baur

Peter Baur is the Deputy Head of the unit LifeLong Learning, Higher Education and International Affairs at the European Commission Directorate-General for Education and Culture. He has been working on the development of policy in the area of higher education on EU level, with a particular focus on the development of university-industry co-operation. Before joining the European Commission, he worked for 10 years as project manager in the IT industry. He joined the European Commission in 1994 and he worked for almost 7 years in the European research programmes in the area of information technologies. In 2001 he started to work in the Directorate General Education and Culture. He was closely involved in the elaboration of the Commission's proposal for the integrated lifelong learning programme and in the activities related to the Education and Training 2010 work programme. He worked during a number of years on the development of vocational training policy on EU level and was responsible for the European Centre for the Development of Vocational Training (Cedefop) in Thessaloniki, Greece.



## Rik Bleeker

Rik Bleeker is the Director of the Amsterdam knowledge network foundation, Stichting KennisKring Amsterdam. The foundation serves to promote knowledge transfer and to strengthen the knowledge infrastructure. The Foundation has approximately 7000 knowledge partners, comprising executives of corporate industry, board members and policy staff of local authorities and scientists from educational and research institutions in the Amsterdam Region. The Amsterdam Knowledge Network Foundation focuses on the 7 spearheads of the Amsterdam Metropolitan Area: ICT, Creative Industries, Red Life Sciences, Financial Business Services, Food & Flowers, Conferences & Tourism and Trade & Logistics. He previously was team leader of central staff units (HRM, Quality Management, Legal Services) at the Chamber of Commerce Amsterdam.



## Adolfo Borrero

Adolfo Borrero is the General Director of the Division of Public Administrations of Telvent, an Andalusian company listed on NASDACQ stock exchange. He is also President of ETICOM, the Andalusian ICT Companies Association. He is responsible for the development of the e-health care and government businesses for Telvent. He was the manager of the Telvent.com division, overseeing the development of the e-business practice. He has also been involved in GIS and knowledge management projects. He has a degree in electrical engineer from the Technical University of Electrical Engineers of Seville and MBA from San Telmo International Business School. He is also an active member of the Strategic Committee of Telvent, President of AETIC Andalusian branch, and VP of CITIC, two leading IT associations in Spain



## Nadine Burquel

Nadine Burquel is Secretary-General of ESMU, the European Centre for Strategic Management of Universities and the director of the EU-funded EU-Drivers regional innovation platform. She is directing the ESMU-HUMANE Winter School for senior administrators, the MODERN European platform on higher education modernisation and an Erasmus Mundus project European Higher Education Study Tours for senior leaders for the US/Canada, Latin America and Australia. She has been involved in European initiatives that promote strategic developments in universities, working with HE leaders on leadership, governance and management issues. She has expertise on strategies for university-enterprise co-operation, lifelong learning, knowledge transfer and regional innovation. She has directed European projects on these thematic areas and contributed to publications, reports and handbooks, including a recent handbook on benchmarking in European higher education which builds on the experience from a benchmarking group on university-enterprise cooperation which she has directed. She has been involved in consultation exercises of the European Commission on EU policy and programme development and has been on stakeholders and expert groups. She has worked with universities in the extended Europe, Russia, Latin America, the US and Australia. She has been a trainer in UNESCO-IIEP virtual courses on university-enterprise co-operation for universities in South-East Asia, Africa and the South-East Mediterranean region.



## Sol Calzado

Sol Calzado is Director General for Research, Technology and Enterprise at the Regional Ministry of Economy, Innovation and Science of Andalusia. She previously was Provincial Comissioner of the Regional Ministry of Economy, Innovation and Science in Cordoba, Andalusia (2008-10), EU Affairs Legal Officer in the field of Agriculture, Rural Development and Fisheries in Brussels (2007-08) and Superior General Administrator at Regional Government of Andalusia (2004-07). She was a consultant for Global Investigación y Marketing S.A., owned by the CajaSur Bank Corporation (2001-04) and she was a lawyer specialising in copyright and IT law for Adarve Corporación Jurídica SL. She holds a bachelor degree in Economics Sciences and Business Administration (ICADE, Pontifical University of Madrid), a degree in market research and techniques (ETEA, University of Cordoba) and a master in European union affairs (University of Cordoba).



## Jordi W. Carnes

Jordi W. Carnes is the First Deputy Mayor of Barcelona and Town Councillor in charge of Finance and Economic Promotion. He is President of Barcelona Activa, 22@, Mercabarna and Institut Municipal de Mercats; and Vice-President of Institut Municipal d'Hisenda de Barcelona (Municipal Institute of Finance for Barcelona) and Barcelona Port Authority. He is Second Vice-President of the Barcelona Tourism Board and Barcelona Serveis Municipals (a municipal company in charge of local services and infrastructures related to mobility and leisure). He is also Deputy of the Diputació de Barcelona, a local government institution of the Barcelona Metropolitan Region since November 2009. During 1984-2000 he held different posts in Diputació de Barcelona. He was Director of Rural Development (2003 until April 2006) and Minister of the Department of Agriculture and Fishing (2006) of the Government of Catalonia.



## Susan Christopherson

Susan Christopherson is J. Thomas Clark Professor in the Department of City and Regional Planning at Cornell University. She is an economic geographer (PhD U.C. Berkeley) whose research focuses on economic policy and economic development. Her work in the field of economic development has focused on strategies for revitalising the New York State economy. In the past five years, she has completed policy studies on economic development via targeted workforce development; a clusters strategy to build the photonics industry; the role of universities and colleges in revitalising regional economies; and production trends affecting media industries in New York City. She is an expert on the film and television industries and particularly on work and the workforce in those industries. She has served as a consultant to the OECD Working Party on the Role of Women in the Economy. In the field of media services, she has examined the implications of media globalisation and trade policy in China and Jordan for the United Nations Conference on Trade and Development (UNCTAD). Her current projects include studies of phoenix industries in resilient regions, entrepreneurship in creative industries and environmental sustainability in local communities. She has participated in the OECD reviews of higher education in regional and city development in Catalonia (Spain), Lombardy (Italy) and Paso del Norte (United States of America and Mexico).



## Xavier Colom Fajula

Xavier Colom Fajula is the Vice President for Teaching and Students at the Universitat Politècnica de Catalunya (UPC) and a Professor in Material Science at the Chemical Engineering Department at Terrassa School of Engineering. He holds a PhD in Industrial Engineering (1997) and Industrial Engineering degree from the Universitat Politècnica de Catalunya. His research interests are focus on the Composites and Polymer Materials with sustainable and recycled components. He was Vice-Director for Institutional Relations at Terrassa School of Engineering (2000-08).



## Lisa Colquitt-Muñoz

Lisa Colquitt-Muñoz is the Regional Co-ordinator for the OECD review of the Paso del Norte region (United States of America and Mexico). A native El Pasoan, she has over 18 years of experience working internationally in the public and private sector. She began her career as a television reporter and anchor with the Univision affiliate covering news in the United States and neighbouring city of Juarez, Mexico. Ms. Colquitt-Muñoz served as Executive Assistant to County Judge Alicia Chacon where she was actively involved in overseeing community and economic development projects. She was the Chief Operating Officer for Artemis Housing Corporation, a non-profit affordable housing developer that provides homeownership opportunities along the U.S./Mexico border communities. Most recently, Ms. Colquitt-Muñoz oversees K-16 Education initiatives for the Paso del Norte Group including serving as Regional Coordinator for the Review of Higher Education Institutions in Regional Development in partnership with the OECD Programme on Institutional Management in Higher Education. She is committed to community involvement has served on the El Paso Independent School Board of Trustees, including a term as President from 2005-07, a member of the Central Appraisal District Board and Rotary International. She is a graduate of St. Mary's University in San Antonio, Texas and received a Masters in International Management from Thunderbird in Glendale, Arizona.



## Luis Delgado

Luis Delgado is the Deputy Director General of Modernisation & Promotion of University Research at the Ministry of Education. He has a long trajectory working on R&D for more than 30 years, first as a materials researcher (CIEMAT, Spain), then as manager of technological centres (Madrid Institute of Technology) and public research organisations (Geological and Mining Institute of Spain) and at national (DG Research in the Ministry of Education and Science of Spain) and international level, representing Spain in international committees, programmes and organisations (CREST, COST, CYTED, ICSU, FP6). From 2007-09, he co-ordinated the activities on the modernisation agenda for European universities at Directorate C: ERA: Knowledge Based Economy (DG Research, European Commission). He is author of more than 150 articles and papers in science, technology and innovation.



## Julia De La Fuente Feria

Julia de La Fuente Feria is Vice-Chancellor in Teaching at the University of Seville, responsible for the assessment of students, innovative and quality teaching and academic courses. She is also the Director of the Polytechnic University School. She has a PhD in Chemist Science and is member of the Research Group in Applied Rheology and Technology of Complex fluids. She teaches PhD programmes and master courses in the Polytechnic University School and the Faculty of Chemistry. Her research activates include participation in different regional, national and international research projects, in patenting and in university-enterprise collaborative projects. She has also participated in different local, regional and national projects related to innovative teaching and educational research in the University and has participated and organised different conferences on the implementation of the European Area in the Spanish Universities.



## Jesús D. de la Rosa

Jesús D. de la Rosa is the Vice Rector of Research of the University of Huelva. Between 2006-10, he was Manager of Research and Central Laboratory of the University of Huelva. He obtained a PhD in Geology from the University of Seville in 1992. He was Associate Professor at University of Huelva from 1993-96 and since 1996, he has been tenured Professor. Research interests are: Petrogenesis and Geochemistry of Igneous and Metamorphic rocks of the Iberian Massif, Argentina and Norway and Geochemistry of atmospheric aerosols and atmospheric pollution. He is Head of the Associate Unit on Atmospheric Pollution in the National Research Council of Spain-University of Huelva (CSIC-UHU) and has carried out several projects on Geochemistry of atmospheric aerosols and Air Quality in Andalusia.



## Dzulkifli Abdul Razak

Dzulkifli Abdul Razak is the Vice-Chancellor of Universiti Sains Malaysia since 2000. He is presently serving as the Vice-President/President-Designate of the International Association of Universities (IAU) - a UNESCO affiliated organisation. He has served as President of Association of Southeast Asia Institutions of Higher Learning (ASAIHL) from 2007-08. He is also a member of Asia-Europe Meeting (ASEM) - Advisory Education Hub Advisory Committee, Executive Council of Association of Commonwealth Universities (ACU), and also Advisory Committee of World Universities Forum, Davos. He serves on the WHO Expert Advisory Panel on Drug Policies and Management since 1995, and the WHO Scientific Advisory Committee on Tobacco Product Regulation (2000-02). He has led a number of missions on behalf of WHO in Asia-Pacific and East African regions. At the national level, he is the Chair of Malaysian Vice-Chancellors/Rector's Committee, Chair of Multimedia Technology Enhancement Operations Sdn Bhd (METEOR) the parent body of Open University Malaysia), and Chair of Malaysian Examination Council, and serves as Advisor to the National Higher Education Research Institute and is a member of the Malaysian Qualification Agency (MQA). He is also a member of the Steering Committee of the newly established Razak School of Government. He is appointed a member of National Economic Advisory Council established in 2009; and the Co-chair of the Malaysian Industry-Government Hi-Technology (MIGHT). He is also a Director of the Malaysian Productivity Corporation (formerly National Productivity Corporation) where he heads the Creativity and Innovation Consultative Panel. He is currently a member of the National Innovation Council, the National IT Council, and the National Biotechnology Implementation Committee. He is a Fellow of the Malaysia Academy of Science, the World Academy of Art and Science and the Malaysian Institute of Management.



## Luis Fernández-Revuelta

Luis Fernández-Revuelta is the Chair of Finance and Accounting at the Universidad de Almería and holds research positions in Manchester Institute of Science and Technology (United Kingdom) and the Handelshögskolan of Göteborg (Sweden). He is the Vice-President of Planning, Quality and Relations with Community from the Universidad de Almería. He has a PhD in Business Administration by the University of Seville. He has experience in both master teaching, in company programs, and in international prestigious business schools. He has developed the strategic planning of the Universidad de Almería, internationally awarded by Computerworld Foundation in Washington for its innovation in public entities. He is the elected Spanish representative of the European Accounting Association. He is a reviewer of several journals, and his research has been published in the following journals: Management Accounting Research, Accounting, Business and Financial History, Revista Española de Financiación y Contabilidad, Revista de Contabilidad and Revista Europea de Dirección y Economía de la Empresa.



## Isak Froumin

Isak Froumin is a leading Education Specialist at the World Bank in Moscow. He is also serving as a senior strategic development advisor for the Higher School of Economics (HSE) and an academic supervisor of the Institute for Education Studies at the HSE in Moscow. He is advising the university on strategic planning and international co-operation. He is leading the World Bank education programme in Russia. This programme includes support to higher education reform, introduction of information technologies into education, and school restructuring. His World Bank experience also extends to projects in Kazakhstan, Kyrgyzstan, Afghanistan, Nepal, Turkmenistan and India. He is an editor and author of numerous books and articles on educational reform and theory of education. He is a member of an advisory group for the Ministry of Education and Science of the Russian Federation.



## Jocelyne Gacel-Avilà

Jocelyne Gacel-Avilà is a tenured professor in charge of the internationalisation process at University of Guadalajara. She is Vice-president of the Governing Board of the IMHE of the OECD, a member of the National System of Research of Mexico (SNI) level 2, a NAFSA Senior Fellow in Internationalisation, founding member and President of the Mexican Association for International Education (AMPEI), vice-president of the Consortium for North American Higher Education Collaboration (CONAHEC) for Mexico and member of the Global Advisory Council of the Observatory on Borderless Higher Education. She has collaborated with different international organisations such as the World Bank, the Ford Foundation, the European Commission, the International Association of Universities and the Inter-American Organization for Higher Education. She is the recipient of the CONAHEC Award of Distinction 2010 for her contribution to academic collaboration in North America and AMPEI prize 2006 for her contribution to Mexican Higher Education Internationalisation. She is founding director of international education magazine Educación Global and a member of the editorial board of the Journal of Studies in International Education.



## Saran Kaur Gill

Saran Kaur Gill is Deputy Vice-Chancellor for industry and community partnerships of Universiti Kebangsaan Malaysia (The National University of Malaysia). She is the first Malaysian of Punjabi-Sikh ethnicity to be appointed Deputy Vice-Chancellor by the government of Malaysia. Attached to the university for more than 30 years, Saran Kaur Gill has a diverse background encompassing scholarly pursuits, human resource development and management of large projects. In 2004, Saran was appointed member of the UNESCO Scientific Committee for the Asia-Pacific Region for Higher Education, Research and Knowledge. In 1999 she received for her services the university's Excellence Award for Enhancing the Image of UKM at the National and International Levels, in the category of Human Resource Development. In 2006, she successfully competed for a Fulbright Award to research on "Language Policy: Managing Ethnic, National and International Identities" at the University of Pennsylvania. She has been recognised by the Australian High Commission as the Malaysian Education Personality of the Year for 2010 for strengthening the Australia-Malaysia education relationship. Saran Kaur Gill is currently developing the ASIA-Talloires Network of Engaged Universities (ATNEU) which is a higher education community engagement network affiliated with the Talloires Network.



## Paul Gillooly

Paul Gillooly is an experienced consultant and senior manager with expertise in all elements of marketing and strategic management. Gillooly has particular experience in the media and creative industries sectors. He started his career at BT running a number of marketing and advertising campaigns before joining BT's fledgling internet and multimedia services division where he eventually occupied the position of Head of Consumer Content. Within this role, he acted as BT's expert on the film, sports and entertainment industries. Following BT, he joined BBC Worldwide as Head of Entertainment and Film. After developing BBCW's film strategy, he was promoted to Director of Marketing and Business Development, Music and Entertainment. In this role he worked with a number of BBC brands developing them into international and multi-platform brands. He eventually left BBCW to work as a consultant. Since then, he has developed a strong reputation with the education and skills fields and has worked for the OECD IMHE programme, the Learning and Skills Council in the UK as well as over 50 educational institutions and providers in England. He has an MBA from Sir John Cass Business School.



## John Goddard

John Goddard is emeritus Professor of Regional Development Studies at Newcastle University UK. He was previously Deputy Vice-Chancellor with responsibility for the University's links with the city and region. Prior to that he founded and led the University's Centre for Urban and Regional Development Studies (CURDS) from 1977 to 1998. Before moving to Newcastle, Goddard was a lecturer at London School of Economic. He was awarded an OBE in 1986 and the Victoria Medal of the Royal Geographical Society in 1992, elected a Fellow of the Academy of Social Sciences in 2004 and of University College London in 2010. Goddard was the academic leader of the first round of OECD reviews of Higher Education in Regional and City Development and was a member of the peer review team for the OECD review of Berlin (2010). He has also led reviews of regional engagement by Finnish Universities sponsored by the Finnish Higher Education Evaluation Council. Goddard has been awarded a Leverhulme Foundation Emeritus Fellowship and a Visiting Fellowship at the National Endowment for Science Technology and the Arts (NESTA). He is academic leader of an EU lifelong learning programme to improve collaboration between universities, private sector companies and local governments.



## Ramón González Carvajal

Ramón González Carvajal is Vice-Chancellor of Technology Transfer of the University of Seville. He obtained PhD degree in 1999 at the Electronics Engineering Department of the University of Seville, where he holds the position of full professor since 2008. He has been visiting professor in research centers like Texas A&M University, New Mexico State University, Imperial College of Engineering and Medicine, University of Catania or INAOE. His research interests are related to low-voltage and low-power circuit design in nanometer scale technologies with application in communications and control. He has published more than 300 research works, including 100 journal indexed papers. He has also participated in more than 70 research projects funded by organisations like NASA, National Science Foundation, EPSRC, EUREKA or the European Framework Program. He is co-author of 10 patents, 5 of them under exploitation contract with SEIKO-EPSON (Japan).



## Juan María González Mejías

Juan María González Mejías is Secretary General of Telecommunications and Information Society of the Regional Ministry of Economy, Innovation and Science of Andalusia. He holds a degree in Law from the University of Seville, Master in Business and Management from the University of Navarra and has completed executive training in the Harvard Kennedy School. He has been Chairman and Managing Director for Investments and Management of Venture Capital Co. (INVERCARIA, SAU), funded by the Andalusian Agency for Innovation and Development. He previously was in charge of the general co-ordination of the Environmental Protection and Cleaning of Seville Agency (LIPASAM). He has had a long career in counselling services, as an economic advisor and chairman of the Andalusian Innovation Observatory, a strategy consultant for Roland Berger Strategy Consultants (Madrid, Spain) and a management analyst in Cirsa Business Corporation (Barcelona, Spain, and Birmingham, United Kingdom).



## Reyes González Roncero

Reyes González Roncero is Co-ordinator of RDI of the Agri-Food Campus of International Excellence, an strategic alliance among the Universities of Almería, Cádiz, Córdoba (co-ordinating university), Huelva and Jaén and industries, companies and research centres in this field. She is Professor in Genetics at the University of Córdoba, having completed post-doctoral research in Carlsberg Laboratory in Denmark and in the Solar Energy Research Institute in the USA. She has held several positions, such as Vice-Chancellor for International Relations in the University of Córdoba and she is a member of different Expert Assessment Bodies in USA (National Science Foundation and The United States-Israel Binational Agricultural Research & Development Fund BARD), Spain (ANECA, ANEP, MEC, MICINN), The Netherlands (Netherlands Organization for Scientific Research, NOW), Argentina (Education, Science and Technology Fund, FONCYT) and Colombia (National Biotechnology Programme, Conciencias).



## Francesc Xavier Grau Vidal

Francesc Xavier Grau Vidal, rector of the University Rovira i Virgili since 2006, is Professor in Fluid Mechanics at the Department of Mechanical Engineering. He holds a PhD (1986) and a Licence Degree (1981) in Industrial Chemistry from the University of Barcelona. His research interests focus on the physics, modelling and control of heat, mass and momentum transfer in industrial flows and in the environment, with a long lasting experience of applied research and relations with industry. He has also been researcher at the Institute of Fluid Mechanics of the INP-Toulouse (France), at the NASA-Ames Center for Turbulence Research (USA) and at the Department of Mechanical Engineering of Stanford University (USA). He has also taken active part in setting up programmes for educating and informing the general public on scientific issues, and been involved in university-society and industry-society relations.



## Federico Gutiérrez-Solana

Federico Gutiérrez-Solana is the Rector of the University of Cantabria and the President of Spanish Conference of Rectors. He is Professor of Materials Science and Engineering Metallurgy and has been Chairman of the Commission on technical studies of the Spanish University Council and represents Spanish Conference of Rectors at the EUA Council.



## Isabel de Haro Aramberri

Isabel de Haro Aramberri is General Secretary of Industrial and Energetic Development in the regional Ministry of Economy, Innovation and Science of Andalusia and President of the Andalusian Energy Agency. She holds a degree in Economics by the University of Málaga and a Master in European Studies by the College of Europe in Bruges. She has held different positions in the Regional Government of Andalusia, including Managing Director of Educational Assessment and Teacher Training for the Regional Ministry of Education (1996-2000) and European Community Affairs General Director in the Regional Ministry of Presidency (1988-1995).



## Ellen Hazelkorn

Ellen Hazelkorn is a Vice President of Research and Enterprise, Dean of the Graduate Research School, and Director of Higher Education Policy Research Unit (HEPRU) of the Dublin Institute of Technology. She also works as a consultant to the OECD/IMHE and is associated with the OECD Centre for Co-operation with Non-Members and the International Association of Universities (IAU). She is a member of the National Digital Research Centre Board, International Advisory Council of Irish Research Council for the Humanities and Social Sciences, and review of Dutch higher education and is chairperson of the Teaching Evaluation Exercise, School of Art and Design, Aalto University (Finland). She is on the Editorial Board of Higher Education Management and Policy (OEC), Contributing Editor of Science and Society (New York) and on the International Advisory Board of Journal of Arts, Science and Technology (Jamaica). She was rapporteur for Assessing Europe's University-based Research, and forthcoming Rankings and the Reshaping of Higher Education: The Battle for World-Class Excellence. In 2008-10, she has participated in OECD reviews of higher education in regional development in Catalonia (Spain) and the State of Victoria (Australia).



## John Hearn

John Hearn is Chief Executive of the Worldwide Universities Network, Vice President (International) responsible for international engagement and internationalisation, and Professor of Physiology (Medical School) at the University of Sydney. He was awarded his PhD from the Australian National University (ANU), and has served for 5-7 years each in leading research, teaching and administrative positions at the Universities of Edinburgh, London UCL, Wisconsin, ANU and Sydney. He is a senior scientific adviser to WHO and the Australian Government. He has published 190 research papers and edited six books in reproduction and fertility, stem cell biology and biotechnology. A committed international citizen, he has worked extensively in research capacity development, especially in China, India, Thailand, Kenya and Brazil. He is a board member of the Australian Nuclear Science and Technology Organisation, and is Chairman of the Board of the Sydney Confucius Institute. He was a member of the OECD Bio-economy 2030 Futures steering group and is an alternate board member on the OECD Programme on Institutional Management in Higher Education.



## Lauritz B. Holm-Nielsen

Lauritz B. Holm-Nielsen is the Rector of Aarhus University (AU). He is Vice-Chairman of Universities Denmark, Board Member of the European University Association (EUA), and a member of the Danish Prime Minister's Growth Forum. Furthermore he has been Member of OECD expert review team on higher education, Chairman of the Nordic University Association, a member of the Africa Commission, Board Member of the Danish National Research Foundation, Rector of the Danish Research Academy, Vice-Chairman of the Danish Research Commission, Chairman of the Danish Natural Science Research Council and the Danish Council for Development Research. He has a degree in botany from AU (1971) and was Dean of the Faculty of Science at AU (1976-79) before he became professor at P. Universidad Católica, Quito, Ecuador (1979-81). He has spent 18 years working abroad, 12 of these at the World Bank in Washington D.C. (1993-2005).



## Maria Helena Nazaré

Maria Helena Nazaré is the Vice-President of the European University Association (EUA). She is the former Rector of the University of Aveiro (Portugal) and has experience in higher education management at the institutional, national and international level. She was rector of the University of Aveiro in 2002-10. She is a member of the Research Working Group of the European University Association and member of the EUA Institutional Evaluation Pool and has participated in the evaluation of universities in Spain, Turkey, Palestine and Slovenia. She is Chair of the Portuguese Rector's Conference Committee for Research and Knowledge-transfer and a member of the administration board of Portugal Telecom. She started her academic career in Mozambique, in 1973, lecturing at the University Eduardo Mondlane. She completed her PhD in physics at King's College London in 1978. In 1986, she was appointed leader of the research group in Spectroscopy of Semiconductors in the Department of Physics at the University of Aveiro. She has participated in OECD reviews of higher education in regional and city development in Catalonia (Spain) and Lombardy (Italy).



## John H. Howard

John Howard is Pro Vice-Chancellor (Development) at the University of Canberra, Australia. He is responsible for University Advancement (Alumni and Fundraising), Engagement and External Relations, Regional Projects, and Innovation and Knowledge Transfer. Prior to joining the university, he managed a public policy research and management consulting business, specialising in science, technology and innovation policy. He has been a major contributor to the analysis and development of innovation policy in Australia and Australian Regions, and in particular, Canberra and the capital region in New South Wales. He has a particular interest in commercialisation, engagement and knowledge transfer between universities, government, business and the broader community. He has written extensively about institutions for engagement and the role of intermediaries in knowledge transfer. He is a member of the Board of the Australian Centre for Excellence in Local Government, the Board of the Canberra Business Council, and the Board of Epicorp Limited (a Canberra business incubator). He chairs the Canberra Convention Bureau Research and Learning Institutes Group (RALIG), which aims to attract academic conferences to Canberra. He holds a PhD from the University of Sydney, a masters of Arts from the University of Canberra and a bachelors degree in Economics (Honours) from the University of Tasmania.



## Barbara Ischinger

Barbara Ischinger is the Director of the Directorate for Education in the OECD. She has held a range of senior international positions over the last 13 years in the fields of international co-operation and education, with a focus on Europe, the United States and Africa. Before joining the OECD, she was Executive Vice-President for International Affairs and Public Relations at Berlin Humboldt University (2000-05). Her experience includes the reshaping of academic curricula and professional training to adjust them to the labour market conditions and social development. Between 1992-1994, she was a Director at UNESCO heading the Division of International Cultural Co-operation, Presentation and Enrichment of Cultural Identities. From 1994 to 2000, she was Executive Director of the Fulbright Commission for Educational Exchange between the United States and Germany. She holds a PhD from Heidelberg University and a post-doctoral degree from Cologne University in African Literature. Alongside her full-time appointments since 1993, she has been Adjunct Professor in the Institute of African Studies at Cologne University. She has published numerous papers in English, German and French in the field of international relations and on the international higher education system.



## Rafael Jiménez Castañeda

Rafael Jiménez Castañeda is Professor of Electrical Engineering in the University of Cadiz. He is the main researcher for a group of spin-off companies, GRUPO IGFOTON. This group has taken leading positions in the Renewable Energies sector. At present, the group includes the following companies: IGFoton Ingenieros S.L., parent company devoted to R+D, consulting and energy management services and training on Solar Energy technologies, INOMA Renovables S.L., engineering company centred in equipments and maintenance of Photovoltaic Plants, HELIOTRÓNICA Sistemas S.L., RDI company developing new electronic equipment and devices for solar energy use, with a strong focus on products for development countries, SUNSAFER S.L., distribution and marketing of solar thermal energy products developed by other companies in the group, DRAGO SMART ENERGY A.E.I.E. develop smart grids. (The group shares 50 % of this company along with a Czech partner) and GUATENERGY S.A., develops solar energy projects in the region (The group shares 50% of this Central American company).



## Francisco Jiménez Luque

Francisco Jiménez Luque is Director of European Programmes and International Co-operation of the Andalusian Agency of Innovation and Development. He was previously in charge of the Agro-industrial Division (2004-10). He has also worked as Executive Manager in the Institute of Mediterranean Food (2003-04), Head of Agri-Food Division in the Public Company for Agricultural and Fisheries Development (1999-2002) and responsible for Agriculture and Fisheries Affairs in the Andalusian Regional Representation before the European Communities (1994-99). He holds an Agricultural Engineering Degree from the University of Cordoba and has completed studies in business management of Agri-Food Industries at San Telmo International Institute in Seville and advanced management at the IE Business School in Madrid.



## José Juan Gaforio

José Juan Gaforio is President of CITOLIVA (Technology Innovation Centre for the Olive and Olive Oil industry) and also the President of AEI (Innovative Enterprise Association of the Public Sector Service of the olive oil sector). He has a PhD in medicine and surgery from the University of Granada and is lecturer in the University of Jaén. His research and teaching interest are tumoral immunology, olive oil and cancer. He is the co-author of more than 50 publications in international scientific journals and has participated in more than 20 R&D projects.



## Gonzalo León

Gonzalo León is the Vice President for Research at the Universidad Politécnica de Madrid (UPM) and a Professor of the Telematics Engineering Department since 1991. He was Deputy General Director for international relations on R&D in Spain (1996-98), Deputy General Director at the Office of Science and Technology attached to the Presidency of the Spanish Government (1998-2000), Secretary General for Science Policy at the Spanish Ministry of Science and Technology and responsible for the National R&D Plan and International Relations (2002-04). He has chaired experts groups at the European Commission including the Follow up of the Lisbon Strategy Group (2006-09) and the Research Infrastructures Group (2009-10). He has also worked with the Ministry of Science and Innovation as member of the High Level Group on ERA Governance and the expert group for the design of the new Spanish Law of Science and Technology. He is the Spanish representative in the SFIC (Strategic Forum for International Cooperation of the Council) and Chairman of the Space Advisory Group of the European Commission. He is also a member of the Member of the board of trustees of several foundations and companies and member or president of several advisory committees in Spain. His research activities focused on software engineering for telecommunications systems and on IT technology transfer. He was the principal researcher in several R&D projects in the EU Framework Programme, EUREKA, and National R&D Plan on ICT.



## Maciej Litwin

Maciej Litwin is the Head of University Relations at Wrocław City Hall in Poland. He supports the development of WROCŁAW ACADEMIC HUB, the academic community platform for Wrocław which seeks to engage universities in development of Wrocław and to continue the transformation of Wrocław economy. The Hub brings together higher education institutions and businesses to support the investment process, to coordinate academic strategies with metropolitan development policy and to manage its own diverse portfolio of projects. He has spent the last 7 years working for the local government in Wrocław. His experience includes contributing to the Polish European Institute of Innovation and Technology (EIT) 2006-08 bid. He has worked on Wrocław's EIT Plus strategy, the largest single innovation scheme in Poland. He was also involved in setting up of Wrocław Research Centre EIT+ Ltd.



## Teodoro Luque-Martínez

Teodoro Luque-Martínez is the Project Director of the BioTic Campus of International Excellence at the University of Granada. He is a Professor in Marketing and Market Research Department at the University of Granada (Spain). He has a PhD in Business Administration from University of Seville. He has held various positions including director of department and co-ordinator of master and/or doctoral programmes. He was Vice-Chancellor of Granada University for strategic planning and business relationship (2004-08) and Director of Granada Strategic Plan (2002-03). He has published several books and 50 articles in prestigious journals (Cities, EURE, Online Information Review, Industry and Higher Education, Information & Management). He has directed research projects with businesses and the public administration and has taught master and doctoral studies in more than 20 universities.



## Joaquín Luque Rodríguez

Joaquín Luque Rodríguez is Rector of the University of Seville, and former Vice-Chancellor for Infrastructures and ICT. He holds a PhD in Industrial Engineering from the University of Seville and a specialisation in "Science, Technology and Society: a Sociological perspective" by the National Long Distance Learning University (UNED). He is Professor in Electronics Technology. He was the main researcher on the Electronic and Informatics Technologies research group, assistant director in Argumentos de la Razón Técnica review (Arguments for a Technical Reason), Research Director in FIDETIA (New Technologies Research and Development in Andalucía Foundation), Convener for the Advisory Group on Information system and telecommunications tutorials from the International Council of Electric Grids (CIGRE) and governing member of other institutions and scientific journals.



## Joseph Mifsud

Joseph Mifsud is the President of the Euro-Mediterranean University, located in Slovenia. EMUNI is a University consisting up of more than two hundred academic institutions from the Union for the Mediterranean which aim to enhance the co-operation between Mediterranean higher education institutions, contribute to the intercultural dialogue, stimulate the mobility of professors and students and develop a challenging and innovative teaching and learning environment. Study programmes are carried out at several universities of the Euro-Mediterranean University (EMUNI). He also contributed to the establishment of the Euro-Mediterranean Professional School where participants study Euro-Mediterranean issues and gain international and intercultural experience. He has worked and taught extensively in a number of Universities and countries in the Mediterranean and further afield. He has also served in the Ministry of Foreign Affairs of Malta and represented Malta in the Bologna Process, the Council of Europe, the EU Technical Committees in Research and Higher Education.



## Egon Moesby

Egon Moesby is an Associated Professor at Department of Planning and Sustainability of the Aalborg University, Denmark and Vice Chair of UNESCO Chair of BPL at Aalborg University. Since 1997, he is the Head of Department and Director of Basic Studies of Engineering, Science and Medicine. He was Vice Chair of UNESCO International Centre of Engineering Education 2000–04. And Chairman of Section of Educational Matters under the Danish Society of Engineers 2003-04. He is a member of several International Committees, e.g. AQU (Catalan university quality survey). He is reviewer of international Journals and consultant and conductor of more than 50 capacity building activities for universities internationally.



## Ignacio J. Molina

Ignacio J. Molina is Vice Rector for the Health Sciences Technology Park at the University of Granada, where he is a professor of Immunology. He obtained a medical degree and a doctorate from the University of Córdoba and holds a diploma in Immunology. He was appointed Research Associate at the Department of Pathology of Tufts University Medical School in Boston and Research Fellow at the Department of Pediatrics of Harvard University before joining the University of Granada. He was Director of the University of Granada's Graduate Program in Immunology and Director of the Department of Biochemistry, Molecular Biology and Immunology. He is a member of several national and international scientific societies and peer-review agencies, where he has gained a significant expertise in scientific evaluation and quality accreditation processes. His research interests are focused on the gene therapy of primary immunodeficiencies.



## Joaquin Moya-Angeler Cabrera

Joaquín Moya-Angeler Cabrera is President of the Andalusian Technological Corporation. He presides over the University of Almería Social Council and presides over the Conference of Spanish Public Universities Social Councils. He holds a bachelor degree in Mathematics (Complutense University of Madrid), a specialisation degree in Applied Statistics (London School of Economics and Political Science) and a MBA in the Sloan School of Management (Massachusetts Institute of Technology). He presides over different company groups, such as Real State Group LA Quinta (owning Leche Pascual trade mark), Health Care Technological Network (REDSA) and Presenzia/Vocari (technological infrastructures). He is a member of the Board in Indra, Leche Pascual Group and Cosentino Group. He has presided over IBM Spain and was the General Director for IBM in Saudi Arabia. He presides over the Mediterranean Foundation of the University of Almería and is a patron in COTEC foundation and Fundación CyD. He is member of the Advisory Board of the Andalusian Entrepreneurs Confederation (CEA) and member of the Social Sciences Academy in Andalusia.



## Mushirifah Idris

Mushirifah Idris is a Professor of Eco-toxicology and Head of Tasik Chini Research Center Universiti Kebangsaan Malaysia. She is a field specialist in environmental toxicology. She gained her PhD in the University of London in Environmental Toxicology in 1989. She undertook sabbatical research in the Laboratoire de cellulaire, Université Paris-Est Créteil and Hôpital Henri Mondor, Créteil in 1996. She was a consultant in the Programme and Research Development to UNESCO, Paris from 1998 to 2002 and is EIA consultant.



## José Ángel Narváez Bueno

José Ángel Narváez Bueno is Vice-Chancellor of Research and PhD Studies in the University of Málaga, and previously Vice-Chancellor of Research and Scientific Policy. He has a PhD in Medicine and Surgery, specialised in Human Physiology. He is principal research for numerous research projects funded by different institutions at national and regional level. He has authored and co-authored more than twenty scientific publications, including books and peer reviewed articles. He has stayed at the Karolinska Institute in Stockholm for several periods from 1991-99. He has organised different International Symposiums and Conferences. He has participated in different evaluation bodies, such as the National Agency for Evaluation and Accreditation (ANECA, President of the Sciences Committee). He has directed the Nursery School Carlos Haya (1988-1990) and the Health Science School (1990-93).



## Juhani Nieminen

Juhani Nieminen is the Vice President of the Lahti University of Applied Sciences in Finland. He is the head of the welfare division and his responsibilities include international affairs, pedagogical development and quality and assessment operations. He is a specialist in vocational training and education. In addition to his academic employment, he has made a career in export marketing and sales. He has also written several books and hundreds of articles and translated 30 books from English and Swedish to Finnish. His research areas include motivation and vocational growth and international marketing.



## Jerónimo Pachón

Jerónimo Pachón is the Director of the Strategic Plan on Research, Development, and Innovation in Health at the Regional Ministry of Health of Andalusia. He is also the Chair of the Department of Infectious Diseases, Microbiology and Preventive Medicine in the University Hospital Virgen del Rocío, Professor of Medicine at the University of Seville and the scientific co-ordinator of the Spanish Network for the Research in Infectious Diseases, Health Institute Carlos III. He has a PhD from the University of Seville and has undertaken research in the Division of Infectious Diseases at the Mayo Clinic in the United States. His research areas are the infections caused by multi-resistant bacteria from the clinical, pathogenic, therapeutic, and preventive perspectives. He has been author of many scientific contributions in the field of infectious diseases and his work has been recognised by Spanish Society of Infectious Diseases and Clinical Microbiology in 2010.



## Pilar Paneque

Pilar Paneque is Director of International Campus of Excellence in Environment, Biodiversity and Global Change (CEI Cambio) which is co-ordinated by the University Pablo de Olavide with the participation of the Consejo Superior de Investigaciones Científicas, the University of Almería, the University of Cádiz, the University of Córdoba, the University of Huelva, and the International University of Andalusia. She is the Professor of Human Geography at the University Pablo de Olavide (Seville). Her research focuses on water policy, water institutions and hydrological risks in Mediterranean areas. She is the principal investigator of a research project on drought management in Morocco and Andalusia. She has also works as a team researcher in the European projects Integrated Evaluation for Sustainable River Basin Governance and Societal and Institutional Responses to Climate Change and Climate. She is member of the New Water Culture Foundation and the International Water Resources Association.



## Manuel Parras Rosa

Manuel Parras Rosa is the Rector of University of Jaén. He holds a PhD in Business Administration from the University of Seville. He is professor in Marketing and Market Research. He was Technology Transfer Office Director (1997-99) and Vice-chancellor of Community Relations of the University of Jaén (1999-2002). He was also President of the Center for Innovation and Technology of Olive Grove and Oil –CITOLIVA- (2002-06), Secretary of the Administration Council for the Scientific-Technological Park of Olive Grove and Oil (Geolit) (2000-06) and President of the Social and Economic Council of the Jaén province (2002-06). His research focuses on agricultural products commercialisation and co-operatives. He is author of 18 books and more than one hundred publications in specialised journals. He has been principal researcher of 16 projects and contracts with European, national and regional companies. He win several awards: National Prize of Agricultural, Fishing and Food (Social Sciences) (1996), Jaén Essay Prize (1998), Unicaja Prize of Economical Development and Agricultural Studies (Spreading) (2000), Rainbow Prize of Co-operatives (2005).



## Renato Pedrosa

Renato Pedrosa is the Director of Admissions and Co-ordinator of the Group of Studies in Higher Education at Unicamp, located in Campinas in Brazil. He has a degree in Electronic Engineering and a PhD in Mathematics. Professor Pedrosa has been involved in areas related to higher education, including access/admissions policy (as research co-ordinator and, director of admissions at Unicamp), in which he researched how performance of students relate to their various socio-economic characteristics. As a result of that, Unicamp has developed an affirmative action program that has served as model for many other Brazilian universities. He has also taken part in the development of a long-term plan for the higher education system in São Paulo, which recommended the expansion of the public vocational system.



## Esperanza Pérea Acosta

Esperanza Pérea Acosta is General Director of Sustainable Development and Environmental Information in the Regional Government of Andalusia. She holds a bachelor degree in Law (University of Seville) and a masters in Management of Social Institutions (Instituto Internacional San Telmo, Seville). She has served the Public Administration for more than 22 years. Her career started in the economic development field, working for the Training for Employment Actions under the European Social Fund in Andalusia (1995-2003). She was General Director of Training and Employment and General Director for Promotion and Equity in the Andalusian Employment Service (2003-08). In 2009, she took office as General Director of Sustainable Development and Environmental Information. The competencies of her Directorate include, environmental planning, international co-operation, environmental project evaluation, general management of protected natural spaces and its resources. She has contributed to many reviews, seminars, workshops and conferences on European funding, training and employment and environmental development and the green economy.



## Jaana Puukka

Jaana Puukka is an OECD Analyst and the Project Leader of the OECD work on higher education in regional and city development, currently, leading the OECD TALIS programme (teaching and learning international survey). She joined the OECD Programme on International Management in Higher Education (IMHE) in 2005 to co-ordinate and manage the first round of OECD Reviews of Higher Education in Regional Development which took place in 2005-07 and embraced 14 regions in 12 countries. She is now leading the second round of reviews in 2008-10 which includes 14 regions and city-regions in 11 countries. She is the co-author and editor of the OECD publication *Higher Education and Regions – Globally Competitive, Locally Engaged*. She has experience in higher education and regional development in Finland as a ministerial and local government adviser, programme manager, practitioner and evaluator. Before joining OECD, she was the Regional Development Manager of Turku University of Applied Sciences, at that time the biggest professionally oriented HEI in Finland. She has been involved in various university evaluations and has worked for the Finnish Ministry of Education to review the universities's master programmes. In 2008-10, she has led the reviews of Andalusia (Spain), Berlin (Germany), Bío Bío region (Chile), Catalonia (Spain), the Galilee (Israel), Lombardy (Italy), Paso del Norte (United States of America and Mexico), Penang (Malaysia), South Arizona (United States of America), and the State of Victoria (Australia).



## Ana Raquel Díaz Vázquez

Ana Raquel Díaz Vázquez is Deputy Secretary General of Solar Abengoa, a leading Andalusian Company which offers innovative solutions for sustainability in infrastructures, technology and energy development. She holds an Industrial Engineering degree (University of Dresden, Germany) and a PhD in Energy Engineering (University of Pisa, Italy). Her PhD research was undertaken in collaboration with ENEL (Italian Energy Agency). She has conducted research at the University of Madison (Wisconsin, USA) and in the Institute for Energetic Economy Studies and Rational Use of Energies (IER, Stuttgart, Germany). She has co-authored Opportunities and Perspectives on Innovation for the Energy Production Systems and is the author of several technical papers in international journals about energy production systems.



## Julio Revilla

Julio Revilla is the President of the Social Council of the University of Huelva. He has also been the President Co-ordinator of the Forum of Social Councils of the Public Universities of Andalusia for the last two years. On May 2009 he was appointed Vice-president of the Association of the Social Councils of all Public Universities in Spain. He holds a License Degree in Industrial Engineering from the University of Seville and a Master in Foreign Trade from the Instituto de Empresa College in Madrid. He is the Executive President of Group Chemtrol. He is the CEO of Consorcio de Jabugo, which holds six companies specialised in the rearing of Iberian pork as well as the manufacturing and commercialising of products obtained from both conventional and organic farming.



## Ingo Rollwagen

Ingo Rollwagen is a Senior Analyst for Deutsche Bank Research, the think tank of Deutsche Bank. His work consists of corporate foresight and strategic support for the board members and clients of Deutsche Bank. He is monitoring developments in education systems and markets; identifying emerging value-creation opportunities of different industries in the structural transition knowledge economy. Before joining Deutsche Bank Research, he has been working for several years for DaimlerChrysler's Society and Technology Research Group in Berlin, on foresight and strategic projects for different business units of DaimlerChrysler and other institutions. Rollwagen has a strong background in technical studies, sociology, strategic communication, business administration, organisational design, economics and moderation techniques. He has been working as an expert for the European Commission, several regional and national governments and other institutions concerning education, lifelong learning, technology assessment, foresight and future technological, societal and economical developments.



## Linda Rosenman

Linda Rosenman is Deputy Vice-Chancellor and Provost at Victoria University in Melbourne. She has a PhD in Economics and Social Work from Washington University St Louis. She was Associate Dean of Arts and Sciences at the University of Missouri, President of the University of Queensland Academic Board, and Executive Dean of the Faculty of Social and Behavioural Sciences and Head of School of Social Work and Social Policy at the University of Queensland. She has a long history of community engagement within and beyond the tertiary sector and was awarded an Australian Centenary medal for her services to education and the community. She is the current President of the Council for the Humanities, Arts and Social Sciences (CHASS), former President of the Australasian Council of Deans of Arts, Social Sciences and Humanities and of the Association for Social Work and Welfare Education, as well as a number of other Boards, Commissions and advisory councils in education and human and community services sectors.



## Màrius Rubiralta i Alcañiz

Màrius Rubiralta i Alcañiz is the Secretary General of Universities at the Ministry of Education, after being State Secretary of Universities in the Ministry of Science and Innovation. He was professor of organic chemistry at the pharmacy faculty of the University of Barcelona. From 1994-2001, he was Vice-rector of Research of the University of Barcelona. He was Director of the Barcelona Science Park from 2002-05 and from 2005-08, he was Rector of the University of Barcelona. He is an author of more than one hundred publications in international journals and the book Transfer of Research University: European Models and co-author of the book Piperidine. Preparation, Reactivity and Synthetic Applications of Piperidines and its Derivative. He is responsible for the new Spanish Strategy University 2015 to modernise Spanish Universities and of the programme International Campus of Excellence which is developing a new model of a university campus committed to the socio-economic development of the environment.



## Elvira Saint-Gerons Herrera

Elvira Saint-Gerons Herrera is the Managing Director of the Three Cultures Foundation. She has a degree in Philosophy and Arts and was the delegate of the Regional Government of Andalusia in Brussels. Before that, she was the head of the research and develop unit in the Delegation of Regional Government of Andalusia in Brussels. She has represented the Regional Government of Andalusia in networks and forums of regions which work in the Mediterranean area, such as the Conference for Peripheral and Maritime Regions (CRPM), the Global Forum of the Associations of the Regions or the Associations of Border Regions of Europe.



## Jamil Salmi

Jamil Salmi, a Moroccan education economist, is the World Bank's tertiary education co-ordinator. He is the principal author of the World Bank's tertiary education strategy entitled Constructing Knowledge Societies: New Challenges for Tertiary Education. In the past 17 years, he has provided policy advice on tertiary education reform to more than 60 governments all over the world. He is a member of the Governing Board of the International Institute for Educational Planning, the International Advisory Network of the UK Leadership Foundation for Higher Education, and the Editorial Committee of OECD's Journal of Higher Education Management and Policy. His latest book Challenge of Establishing World-Class Universities was published in February 2009.



## Jan Siersma

Jan Siersma is a member of the executive board of the VU University Amsterdam, a research university with over 22 000 students. He has been involved in the OECD review process in the Amsterdam region and has substantially contributed to preparation of the Economic Development Board of Amsterdam as a result of the review. At present, he is concerned with the formulation of the knowledge and innovation agenda for the Amsterdam region and maintaining external relations between the VU University Amsterdam and the municipality, regional authorities and the Universiteit van Amsterdam, the other research university in the city. He previously served as an assistant professor at the Department of Public Administration at the Faculty of Social Sciences at VU University Amsterdam. He received his PhD in 1993 on a thesis about policy planning.



## Julio Terrados

Julio Terrados is the Vice-Chancellor for Planning and Quality at International University of Andalusia and the P-professor in Engineering Projects at University of Jaén. He holds a PhD in Aeronautical Engineering (Madrid Polytechnics University) and a MBA (Master in Business Administration). He is Director of the Technical Office for the Strategic Plan of Jaén city, co-ordinator of the Renewable Energies Master and Departmental co-ordinator of ERASMUS programmes at University of Jaén. His research interests focus on energy planning, assessment of renewable resources and strategic planning. He has been Director of the Engineering Graphics, Design and Projects Department (2001), Director of Strategic Planning (2001-03), and Director of Strategic Management (2003-07) at University of Jaén. H has been Quality Engineer and EFA Project Control Manager at Construcciones Aeronauticas S.A. (1989-1992), International Programmes Manager at Canava Electronica S.A. (1992-93) and Director of the Jaén Energy Agency (1998-2000).



## Xavier Testar

Xavier Testar is the Director of the Barcelona, Research & Innovation Programme of the Barcelona City Council. He is Professor in Biochemistry and Molecular Biology at the University of Barcelona (UB) and co-author of more than 80 refereed articles in international journals. He was a member of the UB Governing Board and Vice-dean of the Faculty of Biology (1991-96). From 1997 to 2004, he was Director of the Innovation Centre from the Bosch i Gimpera Foundation, the Technology Transfer and Spin-off promotion unit of the UB. He was Head of Strategic Programmes at the Catalan Foundation for Research and Innovation (FCRI) (2004-08) and member of the Steering Committee for the Development of the Catalan RITTS Programme (Regional Innovation and Technology Transfer Infrastructures and Strategies) that developed the basis for the first Catalan Innovation Plan (2001-04). He was a member of the committee that designed and developed the Research and Innovation Plan for Catalonia (PRI-Cat) in 2005-08. He was also a member of the commission to set up the BioRegion of Catalonia (BioCat) and represented the FCRI in the board of the Cluster for Innovation Association. Since 2006, he has been a member of the Board of Barcelona Activa, the City Council Agency devoted to economic development, entrepreneurship promotion and start-up incubation. He has recently been appointed a member of the Steering Committee for Singular Scientific and Technological Infrastructures (CAIS) of the Spanish Ministry for Science & Innovation (MICINN).



## Francisco Andrés Triguero Ruiz

Francisco Andrés Triguero Ruiz is Secretary General of Universities in the Regional Ministry of Economy, Innovation and Science of Andalusia. He holds a PhD in Mathematics from the University of Granada. He held the chairs in Applied Economics in the University of Seville and in Language and Information Technology in the University of Málaga. He has lead and participated in diverse research projects. He was member of the Andalusian Council of Universities, representing the Andalusian Parliament and the Advisory Council of the Institute for the Promotion of Andalusia. He was also a councillor in the Málaga City Council and has been the General Director of Universities in the Regional Ministry of Innovation, Science and Enterprise of Andalusia.



## Javier Trueba De La Infesta

Javier Trueba De La Infesta is the Director General of CICAP, a food research center in Andalusia, specialised in providing innovative research and advanced services on food, agriculture environment and life science to agribusinesses. In the last ten years, he has been leading projects and undertaken research on food and agriculture at both national and international level, especially in France and in several countries in Africa. He has been the Director of R&D of COVAP which is a dairy co-operative in Andalusia and one of the biggest food producers in Spain. He is an Agriculture Engineer and has completed post-graduate studies (DEA) at the University of Cordoba. He has also studied Management Development at IESE Business School (Spain) and Rural Development at Ecole Nationale Supérieure Agronomique de Rennes (France).



## Tzoanna Tsakona

Tzoanna Tsakona is a graduate of the department of Business Administration at the Athens University of Economics and Business. In 2008, she founded a management consultancy enterprise. In 2009, she became President of the Greek Confederation of Junior Enterprises and was the creator of Generation Show for Art 2009, a conference of artistic exhibitions and performances in Athens. In 2010, she was elected Secretary General of JADE - European Confederation of Junior Enterprises. She is also Head of Communications and Public Affairs for JADE



## Karina Ufert

Karina Ufert is a masters student of education, policy and society at the Vilnius University and an executive committee member of the European Students' Union. She covers the areas of activity in institutional autonomy and higher education governance (with a focus on strengthening students' participation), mobility, internationalisation of curricula and global affairs. She is a member of the panel of experts on quality assurance of higher education, the Institutional Evaluation Programme (IEP) by European University Association and non-formal education at the European Youth Forum (YFJ).



## Óscar Valiente

Óscar Valiente has replaced Jaana Puukka for a six-month period leading the OECD work on Higher Education and Regional and City Development. He joined the OECD in January 2010 as a consultant in the Center for Educational Research and Innovation (CERI). He has a PhD in Sociology from the Autonomous University of Barcelona and has completed research at the Graduate school of Education of the University of Bristol, the Fundação Joao Pinheiro of Minas Gerais, and the Institute for Metropolitan and International Development Studies of the University of Amsterdam. He has published books and articles in international journals about globalisation, education and poverty in Latin America, the effects of markets in education and the contribution of human capital to social equity and sustainable development. Before joining the OECD, he has worked for different private institutions in Catalonia such as the Fundació Jaume Bofill and the Fundació BCN Formació Professional. Some of his recent work suggest policy reforms to improve the matching between the VET system of Barcelona and the needs of the emergent economic sectors in the region. At the OECD, his work has focused on students' use of ICT in education and its effects on the development of 21st century skills.



## Javier Velasco Álvarez

Javier Velasco Álvarez is the Chief Executive Officer of Neuron Biopharma. He obtained a PhD in Biology by the Universidad de León. He has completed several training courses, including R&D Management, Patents and Utility Models, Environmental Management Systems and Quality Management Systems. He was a post-doctoral researcher at Antibioticos S.A., León (Biotechnology Unit) before becoming a senior researcher at GlaxoSmithKline Biotransformation and Natural Products. He then became Director of the Department of Biotechnology at Puleva Biotech S.A. He has published more than 30 scientific papers in prestigious international journals and has contributed several chapters to books. He is also listed as the inventor of nine patents in the field of industrial biotechnology.



## Tracey Wilen-Daugenti

Tracey Wilen-Daugenti is President of the University of Phoenix Research Institute and Visiting Scholar at Stanford University's Media X program for research on the impact of information and technology on society. She has authored numerous books and papers on the future of higher education, including how technological innovations transform the learning experience. She holds a bachelor's degree in psychology from Connecticut College, an MBA in international business from San Jose State University and a doctorate in international business from Golden Gate University in California. Previously, she was the Higher Education Practice Lead for Cisco Systems' strategy organisation and held executive positions at HP and Apple Computer.



## Richard Yelland

Richard Yelland is Head of the Education Management and Infrastructure Division in the OECD Directorate for Education which is responsible for the work of the IMHE Programme and the Centre for Effective Learning environments (CELE). A graduate of the Cambridge University, he joined OECD in 1986 from the then Department of Education and Science in the United Kingdom where he had held a range of posts in educational policy and administration. In 1998 he was seconded to the University of Adelaide, South Australia. He has been responsible for or contributed to a range of OECD publications on higher education and educational infrastructure. He is a member of the Advisory Board of the UNESCO Centre for European Higher Education (CEPES), and of the International Advisory Network for the Leadership Foundation for Higher Education in the United Kingdom. He has contributed as an international expert to the evaluation of educational institutions and programmes in Belgium and France. In 2006, he co-ordinated the OECD review of higher education in regional and city development of Värmland, Sweden and led OECD reviews of higher education in regional and city development in Amsterdam and Rotterdam (Netherlands).

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## Conference content

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## OECD Reviews of Higher Education in Regional and City Development:

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## Higher Education'Conference website:

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