



The way we root tradition at S P Jain makes education a unique life experience allowing participants to face challenges with a healthy mind, with strength, flexibility and prosperity. In the end, it all leads to consolidated successes.

DR. IANNA CONTARDO

Associate Dean, Global MBA and Head of Neuro-Marketing Center
S P Jain Center of Management, Dubai – Singapore – Sydney

AREAS OF COMPETENCE AND INTEREST

- Corporate & Business Strategy, Organizational Theory, Neuro-Strategy®

EDUCATION

- Ph.D. in Strategic Management, Warwick Business School - UK
- MBA in MBA in Information Technology, Innovation and Strategy, Theseus Institute - FR
- B.S. in Economics & Finance, Bentley College – USA

ACADEMIC EXPERIENCE

- Professor at the Instituto de Empresa – IE Business School (ranked 7th in the world as per Financial Times World Rankings of Global Business Schools, 2010)
 - Strategy Department
 - International MBA, MBA, International Executive Programs
 - Special Programs: Masters in Management & Marketing
 - Masters in International Legal Practice, Masters in Jurisprudence, Masters in Sports Management, Online Programs for Executive Legal Practice
- Full-time Professor at Schiller International University in Madrid
- Full-time Professor at Syracuse University in Madrid
- Full-time Professor at CESMA
- Visiting Professor at LUISS School of Management in Rome, Center for International Studies and European University in Madrid

CORPORATE EXPERIENCE

- Ernst & Young Project on Management Buy-Outs (London, UK) London Research project with Senior Bankers conference with the aim to develop strategies that improve bankers / venture capitalists relationships
- EDF-GDF Services project on SAP (Paris, France) Research project as master thesis for the MBA on the organizational France impact of the integrated application R/3 of the SAP corporation
- Theseus Institute, (Sophia Antipolis, France) Research Fellow in the European project area

on agricultural innovation through expert systems

- Price Waterhouse España, S.A. (Madrid, Spain) (1990 - 1994) Senior Auditor
- BEFEC Price Waterhouse: Foreign clients in the automobile and temporary work industries portfolio

CONSULTING EXPERIENCE

- Founder of consulting approach registered under Neuro-Strategy®: Combining the strengths of strategic thinking with the novel insights from the neurosciences
- Consulting member of Magic Team Building: Experiential approach to strategic problem-solving based on "beyond belief" thinking
- Numerous strategic Marketing projects with Olson Zaltman Associates for Fortune 500 clients

RESEARCH & PUBLICATION

- Rindova, V., Becerra, M. and Contardo, I. (2004) "Enacting Competitive Wars: Competitive Activity, Language Games, and Market Consequences", paper published in the Special Issue of the Academy of Management Review, 4, vol 29. no. 4.
- Contardo, I. (2003) "Reading your Customers' Mind: Using ZMET to Add Products' Value", published in the 3rd edition of the Revista de Empresa.
- Contardo, I. and Angwin, D. (2002) "The Management Buy-Out Arena: Differential Slip in a Tripartite Alliance?" Journal of Strategic Change, vol. 11, no. 1, pp. 7-16.
- Angwin, D. and Contardo, I. (1999) "Don't Let Your MBOs Turn on Themselves." Long Range Planning: International Journal of Strategic Management, vol. 32, no. 5, pp. 494-504.
- Contardo, I. and Wensley, R. J. (2004) "The Harvard Business School's Story: Avoiding knowledge by being relevant", paper presented at the second international conference Organization at the University of Massachusetts at Amherst, September 17th - 19th, 1999. Paper accepted for publication in Issue 11 (2) of Organization of March 2004.

CONFERENCE PROCEEDINGS

- Contardo, I. (2001) "Business Ethics as the Interface between Business Schools and Society: the Emblematic Case of Harvard", Paper accepted to the Eighth Annual International Conference on Advances in Management, in Athens on July 11-14, 2001.
- Contardo, I. and Wensley, R. J. (2001) "Leadership, Lying And Losing: Learning The Value Of Relevance - Reclaiming and Deconstructing the Harvard Business School Case Method", Paper presented at the Research Methods Division, Practitioner and Practice-Grounded Research Academy of Management Conference Washington, D.C, August. 2001.
- Contardo, I. (2001) "Knowledge Management and Business Cases: A mirroring study of the Harvard Business School and McKinsey Corporation", Paper presented at the Professional Development Workshop On: Studying Organizational Discourse - The Organization & Management Theory Division, Academy of Management Meetings, Washington, August 4th, 2001.
- Contardo, I. (2001) "Reading Daily Myths and Never Leaving Home with Cases: A mirroring study of the Harvard Business School and McKinsey Corporation", Paper presented at the 17th Colloquium of the European Group for Organizational Studies - Title: The Odyssey of Organizing, 5th -7th of July 2001, in Lyon France.
- Contardo, I. (2001) "Assessing the Evolution of "Soft" HRM through a Historiographic Analysis of the Case Method at the Harvard Business School", Paper presented at the III International Workshop on Human Resources - Human Resources Management: In What Ways Have We Changed? 16th - 18th of May 2001, in Seville at the University of Pablo de Olavide and University of Cadiz
- Contardo, I. (2001) "Business Ethics at the Harvard Business School: deconstructing the

case method through the notion of relevance", Paper accepted at the Hawaii Conference on Business, June 14-17, 2001.

- Contardo, I. (2001) "McKinsey, Knowledge and the Process of Closure", Paper presented at the Managing Knowledge: Conversations and Critiques Conference at the University of Leicester Management Centre, April 10-11th 2001, United Kingdom.
- Contardo, I. (2000) "The Dominant Role of the Harvard Business School: Reflecting upon the Closure of Managerial Knowledge by Examining the Case Method", Paper presented at the Conference organised by the CEMP Research Program: The Role of Media in the Consumption of Management Ideas in Europe, December 1-3, 2000 in Barcelona, Spain.
- Contardo, I. (2000) "Wor(l)ds-In-View and the Role of the Case Method at the Harvard Business School", paper presented at The 4th International Conference on Organizational Discourse: Word-views, Work-views and World-views, at the King's College in London, University of London, July 26th - 28th, 2000.
- Contardo, I. and Wensley, R. J. (2000) "Reflecting upon the Closure of Managerial Knowledge: Relevance at the Harvard Business School", paper presented at the 16th European Group for Organizational Studies Colloquium in Helsinki, July 2nd - 4th, 2000.
- Angwin, D. and Contardo, I. (2000) "Differential Slip - meshing the agendas of management consultants and investment bankers in fast evolving MBO arenas", paper presented at the 16th EGOS Colloquium in Helsinki, July 2nd - 4th, 2000.
- Contardo, I. (1995) "A Critical Reading of the Harvard Business School Case Method", paper published in the World Association for Case Method Research and Application Proceedings.

AWARDS & RECOGNITION

- Several times "Best Faculty" in different MBA Programs at IE Business School

ADDITIONAL INFORMATION / OTHER ACTIVITIES

- Keynote speaker at the IRHASS March 2010 Conference in Singapore
- Risk Assessment and Horizon Scanning, National Security, Coordination Centre, Prime Minister's Office; Topic: Business Schools - Decision Making in a Complex World
- Professor at the International Executive Education Institute - American University of Cairo - "Creating the Innovative Mindset" - Making Strategic Decisions in Uncertain Times