

# PROGRAM ERASMUS + KA2 ENTREPRENEURSHIP WORKSHOP

## Tuesday, December 2<sup>nd</sup>

### 9.00 - Collective mind, beyond team building

Carlos Pallero  
Coach & Professor  
IE University  
(MMB 501)

### 10.30 – Coffee break (Student Hub)

### 11.00 - Ouch, that hurts! Detection of Business Opportunities

Dr. Peter Bryant  
Professor of Entrepreneurship  
IE Business School & IE University  
(MMB 501)

### 12.30 - TYBA: Experience of an entrepreneur

Jorge Schnura  
Founder of TYBA  
BBA, IE University  
(Area 31)

## Wednesday, December 3<sup>rd</sup>

### Company visit: WARNER BROS

### 12.00 – Welcome Coffee

### 12.30 - WBCP World Greatest Heroes, The Best Portfolio to Deliver Growth

Rosa Tevar  
WBCP Licensing Director  
Felix Anguita  
WBCP RDB & Marketing Manager



# ENTREPRENEURSHIP WORKSHOP

## ABOUT OUR SPEAKERS

### CARLOS PALLERO



Professor Carlos Pallero's main area of interest is to help all kind of students to achieve excellence in learning through interactive and meaningful teaching.

Carlos Pallero is the Founder and Director of Mente Colectiva, an organization focused on helping educators and executives achieve excellence by training emotional intelligence, NLP, and coaching. He is also a member of the Global NLP Training and Consulting Community and is an affiliated member of the NLP University of California of Robert Dilts.

At IE University, Carlos Pallero teaches LLB students how to apply NLP and emotional intelligence techniques in order to excel as lawyers.

He has an impressive track record in the implementation of emotional intelligence, NLP and coaching techniques in educational institutions and companies.

### PETER BRYANT

Peter Bryant is a Professor of Entrepreneurship at IE Business School and IE University. Before becoming a professor, Peter worked as a manager in the airline, banking, consulting and venture capital industries, and in a software startup company. In addition, for 5 years he also managed the commercialization of new technologies through the creation of spinoff companies. In this challenging role, he accomplished successful IPOs and VC deals. In his academic career, Peter researches in the fields of entrepreneurial management and strategy, and their relationship to the dynamics of industrial change and the evolution of capabilities. His research has been published in some of the world's top journals for entrepreneurship



### JORGE SCHNURA



Jorge Schnura is a young entrepreneur who studied Business Administration at IE University specializing in Entrepreneurship and Finance. Before starting university he was already investing in the stock markets and leading a 100+ people team in a political party. During his studies he worked for three mining companies, Banco Santander in New York and Ernst & Young.

During his third year at university he founded Tyba, a startup that has grown to a 30 people team and raised over \$4,7mm in investment becoming Europe's biggest player in online recruitment for startups and Internet companies.

# WARNER BROS ABOUT OUR SPEAKERS



## **ROSA TEVAR**

Managing the WB Consumer Products office, responsible for the WB licensing business in Spain & Portugal . In charge of a team of sales, marketing and retail.

Member of the WB Executive Comitee.

Bachelor's degree, Law, Universidad San Pablo-Ceu. Madrid, Spain  
MBA, ESADE. Spain.

## **FELIX ANGUITA**

RBD & Marketing Manager WB Consumer Products at Warner Bros. Entertainment Group of Companies.

Master of Business Administration (MBA), LUISS Guido Carli Univesity. Rome, Italy

Bachelor's degree, Communication and Media, Nottingham Trent University. Nottingham, United Kingdom

