

Your Excellency Mr. Francisco Javier Garrido Morales, Ph.D.

He is university professor since 1989 in Social and Economic Sciences, with specialty in Applied Strategy. By vocation has been dedicated to study, teaching and research of international level in this scientific discipline, which has earned him recognition in Asia, Europe and America, allowing him to provide scientific and professional advances to the applied exercise of this area of knowledge.

In his academic beginnings he graduated in Enterprise Business Administration (ADE) and later in the Bachelor of Business Administration (BBA) and Bachelor of Business Administration (BBC). He studied both the Master of Business Administration (MBA) in Spain and the International Master of Business Administration (I-MBA) in the United Kingdom, as well as the Master in General Direction (MSc) leading to the PhD in Economy and Business (UB) and the PhD in Communications and Humanities (UIC), vocation has always been research. He has Postgraduate Certificates in Strategy at **Harvard Business School**, **IESE Business School** and **Oxford Saïd Business School**.

Despite not being a full-time academic, the quality and depth of his contributions to the Social and Economic Sciences in the area of applied strategy have allowed him to investigate as an academic for the *European Council of Doctors*, and also to investigate as an academic for The Royal Academy of Doctors (current RAED).

In the international order, he has investigated the strategic management with Professor **Dr. Henry Mintzberg** of **McGill University**, in the area of Strategy and Management, and has been perfected with Kies VanDer Heijden, creator of the Strategic scenarios, at **Oxford University Business School**. Among his more than 25 complete books are "Modeling the Future", "Estrategas" / *Strategists* (Spain, 2014), "The Soul of the Strategist II" (Spain and China, 2013), "Strategic Thinking", with **Henry Mintzberg** (Spain, 2007), "Strategic Thinking" (USA, 2011), "I Think, then I Planify" (Chile, 2009), "Communication of the Strategy" (Spain, 2004), "Introduction to Strategic Thinking: towards the DNA of strategic planning" (Chile, 2004), "Strategic Communication" (Spain, 2003) and "Organizational Communication" UU., 2002), among others.

Since 1998 he has published in prestigious European and American publishers such as the **Harvard Business Review**, **Wharton Knowledge** and **McGraw Hill**; The English **Willson & Cox** and **Furtwangen**; The Spanish **Deusto**, **Gestión 2000**, **Ariel** and **Paidós**. His ideas have been translated into German, French, English, Korean, Chinese and Portuguese.

He has collaborated in translating and disseminating the main exponents of the Eastern Strategic Sciences. For his research career and academic contributions (especially in strategic convergence models), he has been awarded the *Honoris Causa Doctorate* by the **Lishui University of China** (Government of the People's Republic of China, 2012) and is also honored as an Honorary Member

By the **Illustrious Ibero-American Academy of Doctors** (Mexico, 2014); Member of Honor by the **European Council of Doctors** (European Union, 2011); Recognition to Research in Strategy (**Royal Academy of Business and Financial Sciences of Spain**, 2011); Title to Merit Researcher, **European Higher Council of Doctors** (European Union, 2010); Title to Professional Merit, **International Institute of Management** (European Union, 2010); Honorary Outstanding Professor, **Zhejiang Public University** (China, 2008); Honorary Speaker, **IESE Business School, University of Navarra** (Spain, 2007); Honorary Professor, **University of Barcelona**, Faculty of Business Sciences, (Spain, 2005); Honorary Professor, **University of Gerona** (Spain, 2004); Honorary Professor and Illustrious Visitor, **University of Veracruz** (Mexico, 2004); Pilar Mayón Prize for academic contribution and research in Spain, Bosh i Gimperat Foundation of **University of Barcelona** (Barcelona, 2003) and Honorary Professor, **ESERP Business School** (Spain, 2002).

He teaches classes and have been working on their own line of research for 25 years. He has taught and lectures in Europe at: **IESE Business School, University of Navarra, University of Barcelona, University of Vic, Rovira i Virgili University, Abate Oliva University, University of Gerona, ESERP Business School, ESIC Marketing & Business School, Pontificia Università della Santa Croce** (Italy); **Oxford Business School University** (UK); At **Miami University School of Business** and **Texas Christian University** (USA); In Latin America in: **National University of Cuyo** (Argentina), **Pontificia Universidad Católica, Universidad de Concepción, Pontificia Universidad Católica de Valparaíso** and **Universidad Católica del Norte** (Chile), **Universidad Autónoma de Occidente, Universidad del Norte Barranquilla, Pontificia Universidad Javeriana, Pontificia Universidad Bolivariana, Universidad del Valle, University of Medellín, University of Sabana, Autonomous University of Bucaramanga** (Colombia), **University of Veracruz, National Autonomous University** and **Michoacan University** (Mexico), among others.