



Europass Curriculum Vitae



Personal information

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E-mail	luisjorge@gmail.com		
Nationality	Spanish		
Date of birth	17 February 1965		
Gender	Male		

Desired employment / Occupational field

Director-General

Work experience

Dates	February 2010 – Present
Occupation or position held	Freelance and Entrepreneur
Main activities and responsibilities	Taking part in several national and international initiatives and projects Partner at Innology Ventures S.L. Director General at Innosoft Factory S.L, Innology's development company
Type of business or sector	Telecommunication
Dates	January 2009 – January 2010
Occupation or position held	Director, New Technologies for the Market
Main activities and responsibilities	Led a 40-50 people team, € 15-20 million budget (2003 - 2009 timeframe) Managed HR, labs and processes for the introduction of mobile and fixed terminals in the marketplace Created and managed the Quality Assurance unit for the launch of Value Added Services to market
Name and address of employer	Telefónica España, S.A.U., Ronda de la Comunicación, s/n, 28050 Madrid (Spain)
Type of business or sector	Telecommunication
Dates	August 2006 - December 2008
Occupation or position held	Director, Innovation and Standards

Main activities and responsibilities	Led and was main representative of the Telefónica group of companies in standards work and the most relevant international organisations and associations in the sector (ETSI, 3GPP, OMA, GSMA...) Succeeded in promoting one of my team members to be elected for the Board of ETSI Chairman of the Ecosystem Working Group in the New Generation Mobile Networks (NGMN) Alliance and Chairman of the Services Review Group (SRG) and Member of the Executive Management Committee (EMC) of the GSM Association (GSMA) Chairman of the Spanish Technology Platform for Wireless Communications (eMov) Created and led the department of Innovation in Technology, with the aim of making Research & Development (& innovation) closer to market Managed the technology of the paging (Mensatel) and trunking (RadioRed) networks of the company
Name and address of employer	Telefónica España, S.A.U., Ronda de la Comunicación, s/n, 28050 Madrid (Spain)
Type of business or sector	Telecommunication
Dates	August 2003 – July 2006
Occupation or position held	Director, Project Management Office
Main activities and responsibilities	Coordinated and led Telefónica Móviles España's participation in standards work and the most relevant international organisations and associations in the sector Organised and directed the Project Management Office for the development of Value Added Services Spearheaded the Project aimed at finding technological synergies between Telefónica Móviles and O2, achieving € 35+ million Led budget planning and control, business plans and analyses of the economical results of those value added services launched to the marketplace
Name and address of employer	Telefónica Móviles España, S.A., Pza. Independencia 6, 28001 Madrid (Spain)
Type of business or sector	Telecommunication
Dates	October 2001 - July 2003
Occupation or position held	Global Director, International Roaming and Standards
Main activities and responsibilities	Coordinated and led Telefónica Móviles Group participation in standards work and the most relevant international organisations and associations in the sector Global head for International Roaming business strategy for the Telefónica Móviles Group
Name and address of employer	Telefónica Móviles, S.A., Pº Recoletos 7-9, 28004 Madrid (Spain)
Type of business or sector	Telecommunication
Dates	May 2002 – April 2003
Occupation or position held	Director, Services Development
Main activities and responsibilities	Reporting to its CEO, created and led the Services Development Department for the new company resulting from the merger between Telefónica Móviles Mexico and Pegaso Comunicaciones 20 people team and about € 10 million budget
Name and address of employer	Telefónica Móviles Mexico, City of Mexico (Mexico)
Type of business or sector	Telecommunication
Dates	September 1999 - September 2001
Occupation or position held	General Director, IT Systems and Operations
Main activities and responsibilities	Reporting to its CEO, created and led Services Development, IT and Customer Relationship Management (Customer Care Centres, Billing & Accounting, Collections, Fraud and Risk Management and Interconnection) Departments Managed a team of about 150 people and around €100 million budget
Name and address of employer	Médi Télécom, Casablanca (Morocco)
Type of business or sector	Telecommunication
Dates	January 1989 - August 1999
Occupation or position held	Several posts, latest Director International Services

Main activities and responsibilities Started and led the participation of Telefónica Móviles in standards associations and international industry initiatives
Created and led International Roaming business in Telefonica Moviles
Internal quality auditor for the ISO 9000 certification in Telefónica Móviles
Was part of the team that launched the first cellular network in Romania (1992-93, Bucharest)
Worked as cellular radio engineer for several years, planning coverage, commissioning equipment, designing and developing radio coverage measurement systems, etc.

Name and address of employer Several companies of the Telefónica group, Madrid (Spain)

Type of business or sector Telecommunication

Education and training

Dates October 1994- July 1995

Title of qualification awarded Executive MBA

Principal subjects/occupational skills covered Business Administration: Sales, Marketing, HR, Finance, Operations, Accounting...

Name and type of organisation providing education and training IE Business School, C/ María de Molina 13-15, 28004 Madrid (Spain)

Dates September 1983-January 1991

Title of qualification awarded Ingeniero de Telecomunicación (equiv. MSc. Telecommunications Engineering)

Principal subjects/occupational skills covered Radio Communications, Wireline Communications, Networks and Telecoms Systems, Communications Theory, Electronics, Business Administration, Project Management, Telecoms Law and Regulation...

Name and type of organisation providing education and training IE Business School, C/ María de Molina 13-15, 28004 Madrid (Spain)

Personal skills and competences

Mother tongue(s) **Spanish**

Other language(s)

Self-assessment

European level (*)

English

French

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user
B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user

(*) [Common European Framework of Reference for Languages](#)

Social skills and competences Team work: I have worked in various types of teams, comprising intra and inter-departmental within the company, with members of different companies within the Telefónica group and with members of different companies in industry organisations, both at national and international level.
Intercultural skills: I have worked and led teams and departments in companies out of Spain (Mexico, Morocco, Romania); I have been part and contributed to several working groups in international associations.
Leadership: I have led many different departments, projects and tasks in many different multinational environments; I have been trained in leadership, with courses in Spain (Centre for Creative Leadership and IESE Business School) and abroad (INSEAD).

Organisational skills and competences	Management: For 15 years I have been the head of many different departments, different in size, culture and objectives, in different countries (Spain, Mexico, Morocco, Romania). Ideation and creation of departments: I have created departments in starting organisations, such as in the first days of Médi Télécom, and have identified needs and created departments to solve such needs, such as Innovation and Standards, or Quality Assurance in Telefónica España Reorganisation of departments and groups, according to needs, such as merging and redefining Services Development in Telefónica Móviles Mexico, recreating Project Management Office in Telefónica Móviles España or converting the Paging and Trunking Technology Management Department into the Quality Assurance for Services Department in Telefónica España and, lately, merging the terminals technology organisations coming from the fixed and the mobile parts of Telefónica in Spain
Other skills and competences	Good understanding of fixed and mobile communications environments, having been part of the fixed-mobile convergence process that took place in Telefónica in Spain, starting in 2006 Diplomatic and negotiation skills, learned in management courses (both IE Business School and IESE) and practiced in many different environments, e.g. with regulatory authorities in Mexico and in Morocco, in the Project Management Office within Telefónica Móviles España, as Roaming Manager or as project leader or Chairman in the different groups I have participated in
Driving licence	Spanish driving licence, B vehicles