

# Master in Corporate Communication



“Managing information and relations with mass and new media to increase intangible corporate value...”



# Faculty Profiles

### **Andreu Pinillos, Alberto**

MBA, IE Business School.  
BA in Law, Universidad Pontificia de Comillas (ICADE-ICAI).  
Professor in Organizational Behavior and Cross Cultural Issues at IE Business School and IE School of Communication. He is Managing Director of Corporate Reputation and Corporate Responsibility at Telefónica, within the General Chairman's Secretariat. Previously, he worked for CEPESA (Compañía Española de Petróleos) as a Manager of Internal Communication Development. He later joined banking sector, first at Banesto, as a Manager of Internal Communication and Corporate Identity and later on at Santander Central Hispano, where he was a Managing Director of Corporate Identity and Culture. He holds a seat in the Spanish CSR Council, recently created by the Spanish Ministry of Labor and Immigration and is a Member of the Global Compact Spanish Steering Committee.

### **Bermejo, Fernando**

Ph.D. in Communication, Universidad Autónoma de Barcelona (ES).  
M.A. in Communication, Annenberg School for Communication/University of Pennsylvania (US).  
Fernando Bermejo's research focuses on the study and measurement of audiences, on media events, on advertising and new technologies, and on communication theory and cybernetics. As a result of these lines of research, and in addition to different articles in national and international journals in communication and sociology, he has published the book *The Internet Audience: Constitution and Measurement* (Peter Lang, New York) and edited *On Communicating: Otherness, Meaning, and Information* (Routledge: New York). Fernando holds a Ph.D. in Audiovisual Communication from the Universidad Autónoma de Barcelona, an M.A. in Communication from the Annenberg School for Communication (University of Pennsylvania), and a B.A. (Extraordinary Graduation Award) from the Universidad Pontificia de Salamanca. He is a Faculty Associate at the Berkman Center for Internet & Society, Harvard University, where he was a Fellow in residence during the 2009-10 academic year. He is also a professor in the Department of Communication Sciences 2 at Universidad Rey Juan Carlos, and has taught at a number of institutions, including the University of Syracuse (Madrid Center) and the Universidad Pontificia de Salamanca. Outside of the academic setting, he has served as Research Analyst at CDNOW Inc., and as Senior Analyst at the Internet Research Group.

### **Buckie, John**

MBA, Thunderbird School of Global Management.  
BA in Communication, California State University.  
John Buckie has over 30 years of marketing leadership experience. With a background in both the client and agency sides, John's first job following university was with Disney's Outdoor Recreation Group. After 10 years with Disney, he went on to further develop his professional career with such leading organizations as AC Nielsen, CANAL+, Levi's, Six Flags and the Marketing Leadership Council, a leading best-practice consultancy. On the agency side, John worked in account management and new business development for Foote, Cone & Belding (where he opened and led their Phoenix office) and GGK Amsterdam. He is currently a partner and leads the international development efforts of Spanish television and multi-platform consultancy N-Screens. He holds a Bachelor of Arts in Communication with a dual emphasis in Advertising & Public Relations from California State University Fullerton and an MBA from the Thunderbird School of Global Management. John has lived and worked in Europe since 1993, living in The Netherlands, Belgium, Germany and the United Kingdom before moving to Madrid in 2009.

### **Briz, Juan**

PSGE Dircom, IE Business School (Madrid, ES).  
B.A. in Business Administration, CUNEF (ES).  
Head of Brand & Communication at BNP Paribas in Spain since December 2006. He is in charge of the communication strategy of the group in Spain, coordinating media relations, internal communication, public relations, sponsorship, events and other marketing actions plus corporate and social responsibility. He is a member of the management committee of BNP Paribas in Spain. Prior to this, he held various positions within BNP Paribas Securities Services, involving Market Relations & Public Affairs, after performing several Sales & Relationship Management and Operations Management roles. Before moving to Paribas in 1997, he had started working for JP Morgan in Spain in 1994. He has also developed his career by participating in numerous conferences and forums on business and communication. In parallel, he has created and participated in various projects in radio, magazines and websites focused on alternative pop music.

### **Buckenmeyer, Miguel**

M.A. in International Relations, Georgetown University (US).  
Professor in New Media Design and Entrepreneurship at IE School of Communication. Founder of Buckenmeyer & Co., Miguel, has worked closely with some of the best journalists and designers in the world as a consultant or as a member of major companies such as The New York Times, The Washington Post and El Mundo. His work has been awarded numerous citations by the Society of News Design (SND), the Society of Publication Designers (SPD) and the Type Directors Club (TDC). He has also worked for several years as a Financial Analyst for the World Bank's International Finance Corporation (IFC) in Washington D.C.



### **Carroll, Craig**

Ph.D., University of Texas at Austin (US).  
M.A., Abilene Christian University (US).  
Chair of the Department of Communication and Journalism at Lipscomb University. Visiting professor on Research Methods in Corporate Communication at IE School of Communication. He joined Lipscomb from the University of North Carolina at Chapel Hill where he was Assistant Professor in Public Relations and Director of the Carolina Observatory on Corporate Reputation, both in the School of Journalism and Mass Communication. He is the recipient of numerous teaching awards, including the Arthur W. Page Society's Grand Prize Winner, the Andrew Mellon Award for Excellence in Mentoring and the Award for Excellence in New Communications. He serves as the Chair of the International Communication Association's Public Relations division. He serves on the Editorial Boards for Journal of Communication, Corporate Reputation Review, Management Communication Quarterly, Corporate Communication, Public Relations Review, and Journal of Public Relations Research.

### **Cornelissen, Joep**

Ph.D., Manchester Metropolitan.  
BA (Coms), Utrecht.  
Professor in Corporate Communication at Leeds University Business School. Visiting Professor in Internal and External Communication at IE School of Communication. His previous experience includes teaching corporate and marketing communications modules at the undergraduate, post-graduate and executive levels at Leeds University and Amsterdam School of Communication Research. Joep's research focuses on corporate and organizational communication, sensemaking, social constructionist approaches to management and strategy, and language and text-based research in strategy, management and organization theory. He is the author of the best-selling textbook, Corporate Communication: A Guide to Theory and Practice (Sage), and is a General Editor of the Journal of Management Studies. His work has been published in Academy of Management Review, Organization Studies, Journal of Management Studies, Corporate Communication: an International Journal, among other journals.

### **Cotting, Patrick**

Ph.D. in Business Economics and Sociology, Johannes Kepler University of Linz.  
Master in Business Economics, University of Fribourg.  
Patrick is CEO and Chairman of CCI COTTING CONSULTING AG, a firm specialized in Strategic consulting, connecting and innovating. Previously, he held key positions at EUROSPOORT including Alliances & Partnerships and Director Marketing & Sales for Central Europe. During his tenure at EUROSPOORT, he had the opportunity to work in media campaigns for companies such as Swatch, UBS, Longines, Nespresso, Procter & Gamble, ING Group, Austrian Airlines, Tommy Hilfiger, and Zurich Financial Services among others. He is a regular invited guest speaker at international marketing, sponsorship and event management conferences, such as the IEG Event Marketing Conference in Chicago (USA), ISPO Munich, Euroforum Köln, Sport.Forum.Schweiz and MarcusEvans London.

### **Doyle, Vincent**

Ph.D. in Communication, University of Massachusetts-Amherst (US). MA in Communication, McGill University (CA).  
Professor in Cultural Industries and Cultural Studies at IE School of Communication. Vincent is a Fellow of the Sexuality Research Fellowship Program of the US Social Science Research Council and has received two top paper awards from the International Communication Association. A book based on his dissertation--about the media activism of the U.S.-based Gay and Lesbian Alliance Against Defamation--is under contract with New York University Press (expected 2011). His research and teaching interests include Critical Communication and Cultural Studies, Social Movements and Media, LGBT Media Studies, the Ethnography of Cultural Production and Globalization and Culture.



## **Elving, Wim J.L.**

Ph.D Twente University.  
MA in Social and Organizational Psychology, Rijksuniversiteit Groningen.  
Wim J.L. Elving is Professor in Corporate Communication at the Department of Communication, University of Amsterdam and visiting professor on CSR at IE School of Communication. He is member of ASCoR, the largest research school on Communication in Europe. His main research deals with communication during organizational change and corporate communication. He is editor in chief of Corporate Communications, an International Journal and published 4 books (in Dutch), of which the latest (Veranderkunst, the art of Change) received positive reviews in the Dutch Management community. He co-authored more than 100 papers in International and Dutch journals and at conferences. Professor Elving is also Editor in Chief of Corporate Communications, an International Journal (CCIJ).

## **González-Cuesta, Begoña**

Ph.D. in Literature, Universidad de Navarra (ES). BA in Hispanic Philology, Universidad de Navarra. (ES). Professor in Visual Language and Culture. Since 2000 she has been working at IE University where she is currently the Dean of IE School of Communication. Her research and teaching interests are centered on communication studies, especially on film and audiovisual language and narrative, focusing on the aesthetic, cultural, anthropological and ethical dimensions of contemporary screen works. Her current research focuses on images as ways to create thought in non fiction films, art films and new audiovisual proposals. She believes in the need of studying the new ways of audiovisual language that reflect about the complexity of reality, about margins, analyzing its conflicts through images and sounds. She has published several books and articles and has directed interdisciplinary research projects and dissertations researches of Ph.D. students. She has received fellowships for her doctoral studies and to study abroad: Columbia University (US), Fordham University (US). Her expertise areas are visual languages and culture, contemporary cinema, non-fiction film, art film, new audiovisual creations; ethical and aesthetical implications of audiovisual representations of marginal realities and conflicts.

## **Illia, Laura**

Ph.D in Communication, University of Lugano (CH).  
Executive MSc in Communication Management, University of Lugano (CH).  
MSc in Corporate Communication, University of Lugano (CH).  
Professor in Corporate and Business Communication at IE University (IE School of Communication) and Academic Director of the Master in Corporate Communication at the same University. Her current research focuses on how issues of organizational identity, social responsibility, and branding are involved in organizational management and change. Prior to joining IE, she conducted research at the Judge Business School (University of Cambridge) and London School of Economics. She has a PhD in Communication from the University of Lugano, where she worked as researcher. She is a member of the editorial board of Corporate Reputation Review (Palgrave) and Corporate Communication: an International Journal (Emerald). Recently she published a book and various academic articles on themes like identity, the management of change, CSR and branding. Her works are published in journals like Journal of Business Research, Journal of Applied Behavioral Science, Corporate Reputation Review, CCIJ, IJWBR, and others.

## **Larsen, Mikkel**

M.A. in Journalism, Roskilde Universitetscenter (DK).  
Professor in Freedom of Speech, IE School of Communication. Since 2004, Mikkel has been working as a correspondent in Spain, covering also Portugal and Morocco, for the Danish daily newspaper Kristeligt Dagblad. Besides, he has worked as a stringer for the Danish public radio and television-station DR and has published a large number of articles on contemporary Spain and Spanish history in other Scandinavian and Spanish newspapers and magazines. He received his title as a journalist from the University Center at Roskilde in Denmark and worked, before moving to Spain, for the newspapers Berlingske Tidende and Jyllands-Posten and the Danish Newsagency Ritzaus Bureau. He is a member of the board of the foreign press association Círculo de Corresponsales Extranjeros en España.

## **Mandelli, Andreina**

PhD in Mass Communication, Indiana University.  
MBA, SDA Bocconi University.  
SDA Professor, Senior level at Bocconi University. Research fellow at the Center for the Digital Future at the Annenberg School for Communication and Journalism, University of Southern California, Los Angeles. Visiting professor on communication and new media at IE School of Communication. From 1995 to 2001 she launched and directed a research observatory on new media communication and marketing. Dr. Mandelli has been interviewed on her research subject by major news media including the New York Times and CNN. Dr. Mandelli's research focuses on innovation in marketing and corporate communication and markets conceived as mediated conversations. She has published seven books, numerous articles and several chapters of international books. Currently she is writing a book about social media branding and metrics and working on a project on online reputation measurement and management.

## **Mayoral, Daniel**

MBA, IESE Business School.  
Bachelor in Sciences, Universidad Complutense de Madrid.  
Professor Mayoral is Associate Professor of Human Resources at IE Business School and IE School of Communication. He has focused his professional career in all aspects related to people development; and the elements that allow people and organizations to be more effective in personal relationships. After four years working in several consultancy projects in Accenture, he then started leading the Development Area in Agilent Technologies (Hewlett Packard). Daniel has participated in all aspects of organizational development, such as: creation of training plans, development of training courses, competencies evaluation, mentoring / coaching programs, change management and on-line tools development. Having established his own firm, he now focuses on helping people and organizations in the development of tools and training programs that allow personal and professional development.

## Oro, Alberto

Chartered Financial Analyst (CFA) designation.  
BBA, Universidad de Oviedo (ES).  
Deputy Director in Corporate Development, Telefónica de Contenidos. Since 2000, Alberto has been working within the Telefónica Group, in the Corporate Development Department of the Media Sector. He just joined Telefónica before the acquisition of the most important Media assets of the Telefónica Group in the year 2000, such as Antena 3 Televisión (Free to Air TV), Onda Cero Radio, Via Digital (Pay TV), Endemol (TV Content Producer) among others. During these years Alberto has been involved in different transactions. The merger of the two main operators of the Pay TV business in Spain, Via Digital and Canal Satelitel Digital, the IPO of Endemol and the subsequent sale process, and more recently (November 2009) in the acquisition of the 21% of Sogecable. He is working in the valuation of different companies and/or investment opportunities in the Media landscape for the Telefónica Group. His goal is not only to invest in the best assets, but also in the most suitable opportunities within Telefónica's strategy. He started his career as a Financial Auditor in KPMG Spain, during 3 years.

## Rodríguez Del Tronco, Jane

Ph.D. Candidate and Master in Humanities, UFV (Madrid, ES).  
Master in Marketing, IE Business School (Madrid, ES).  
Associate Professor in Personal Branding and Career Planning at IE Business School and Associate professor of Advertising Management at IE University. She is Mentor Coach and Professor in Marketing and Advertising at Universidad Francisco de Vitoria. Graduated in Advertising at Universidad de Sevilla (ES), Jane has more than 12 years of experience in Commercial and Marketing for leading multinational companies. In 2007 she was named Marketing Director for Yum Restaurants International in Southern Europe. Then she specialized in personal development and became an ICF Executive Coach and a MBTI facilitator, founding in 2008 her own Coaching and Training firm, grupo tbc-aranda. Thanks to her management and cross-cultural experience, she is also part of the faculty of an Institutional Program developed by Fundación Botín and Brown University for a selected group of LATAM undergraduates. As Marketing and Advertising Professor, Jane focuses her research in the creative and effective development of IMC (Integrated Marketing Communication) campaigns, considering new media channels, as well as advertising fundamentals. Her academic career includes lecturing about Personal Branding in several business schools and professional associations in Spain, providing a more humanistic approach to the concept, topic of her doctoral thesis.

## Shymko, Yuliya

PhD candidate in Strategy, IE Business School, Spain, 2011.  
MBA, Cyprus International Institute of Management, Nicosia, Cyprus. 2005.  
BA and MA of Economics, Faculty of International Economic Relations, Belarusian State Economic University, 2000. She holds a helpful mix of academic and managerial backgrounds. Trained as an economist with the specialization in international trade, she also dedicated her time to research the socio-political and economic reality of post-Soviet Republics in affiliation with the University of Alberta (Canada) and Gorbachev foundation. Her ample experience as a business and media consultant included extensive research work on corruption and investment climate with such institutions as the World Bank, IFC and EBRD. Her current academic interests focus the emergence of new governance forms such as public-private partnerships to address the problems of sustainable development and social deterioration.

## Steck, Christoph

IXMBA, IE Business School.  
Common and Human Rights Law, University College London.  
Law, Universität zu Köln.  
Associate Professor at IE. Christoph is convinced that the solutions for today's most urgent global issues like Climate Change and poverty will stem from a more intense interaction of the public and private sector. "It will be here, at the borders between the classical spheres of powers, where engagement and innovation need to flourish to develop new ideas for our societies" he says. He believes that the global financial crisis is showing drastically that neither the public nor the private sector alone have the knowledge, abilities and power to tackle the fundamental issues challenging societies and markets world-wide. A German Lawyer specialized in International & European Law, he has developed his professional career in international communication companies working on Regulation, Corporate Social Responsibility and Public Policy. He has developed Public Affairs strategies targeting Governments and Regulators on national and international level but also has defined and implemented engagement programs with civil society and NGOs. He is convinced that companies in the era of Globalization and Internet need to manage Public Policy strategies in the so-called "non-market environment" coherent with their market strategies and with the same level of professionalism and vigor if they want to succeed. His specific interest is devoted to the area of public policy for the Internet and he is currently engaged in a working group of the United Nations on the future of the global Internet Governance Forum (IGF). He is currently Director of Public Policy at Telefónica. His past professional experience includes key positions such as Head of Corporate Reputation & Responsibility, and Head of Government Relations & European Regulation for Telefónica O2 in Germany

## Vicedo, Cristina

B.A. in Law, Universidad Complutense de Madrid (ES).  
Brand Strategy Director at FutureBrand Madrid, the Brand consultancy of McCann Worldgroup. She started in 1986 as a consultant for the Finance Ministry which led her into a MBA at the CEOE, under the European International Exchange Program. The MBA gave her the opportunity to start working for Masterfoods Inc. in their marketing department, evolving from Product Brand Manager to Group Brand Manager within six years. Thereafter, she worked in Yoplait as Marketing and Trade Marketing Manager during three years. Since 1999, she has been working at FutureBrand building brand strategies and identities, as well as integrated communication plans for corporate brands such as Telefónica, Acciona, Tavex, Cinfa, Sol Melià, Castilla y León among others.

## Van Rekom, Johan

PhD. In management, Erasmus University Rotterdam.  
BA, MS management, Vrije Universiteit Amsterdam.  
Johan van Rekom is Assistant Professor in Marketing Research at the Department of Marketing Management Rotterdam School of Management at the Erasmus University, Rotterdam, the Netherlands, where he also received his PhD. His research interests include organizational identity, the effects of organizational identity on the motivation of organization members, cognitive structures at the individual and at the organizational level, and the essence of brands.



### **Vural, Metin**

PhD. Management, London Business School.

MBA , Bogazici University in Istanbul.

BA , Koc University also in Istanbul.

Assistant professor of Entrepreneurship at IE Business School and IE School of Communication. He received his Ph.D. in Strategy and Entrepreneurship from London Business School (University of London). His teaching experience includes teaching Entrepreneurship at the Summer School of London School of Economics. His research focuses on design and coordination issues in dynamic environments, such as collaborations in invention teams and inter-organizational exchanges in new product development. His interests include technology entrepreneurship, invention teams and management of innovation.

### **Wojcieszak, Magdalena**

Ph.D. in Communication, Annenberg School for Communication/University of Pennsylvania (US), MA in Sociology, Uniwersytet Warszawski (PL).

She is Professor in Public Opinion and Political Communication. Her research interests include deliberation, polarization, collective action, social network heterogeneity, and also online discussion groups and their impact on attitudes, participation, and public opinion perception. Her work has been published or is forthcoming in *Communication Research*, *Journal of Communication*, *Public Opinion Quarterly*, *International Journal of Public Opinion*, *New Media & Society*, among other journals. She has also received several awards for research and teaching and has been included in the 2010 special edition of *Who's Who's in America*. She serves on the Editorial Board of *Journal of Communication* and "EastBound" and as reviewer for various international journals. To step beyond the academic ivory tower, Magdalena has worked in the media and as a media planner/buyer. Now she attempts to apply her knowledge to attenuating sociopolitical conflicts. Towards this end, she has been involved in a project on assessing public opinion in Darfur.

### **Zyglidopoulos, Stelios**

PhD in Strategy and Organization, McGill University.

MSc in Industrial Technology, University of Piraeus, MBA.

University Lecturer in Strategy at the Judge Business School of the University of Cambridge, and Director of Management Studies and Fellow of Homerton College. He received his PhD in Strategy and Organization from McGill University in Montreal, Canada, and in addition to Cambridge, has held academic posts at Erasmus University in Rotterdam, the Netherlands, and the Rochester Institute for Technology (RIT), in Rochester, NY. His research interests include the evolution of corporate social responsibility and the management of corporate reputation. He is a member of the Editorial Boards of *Corporate Reputation Review*, *Business and Society* and *Organization Studies*. And, is also a member of the Academy of Management, the British Academy of Management, and the International Association of Business and Society (IABS). Stelios has more than twenty articles and book chapters published or forthcoming and a co-authored book on the Evolution of Corporate Corruption.

## International Representatives

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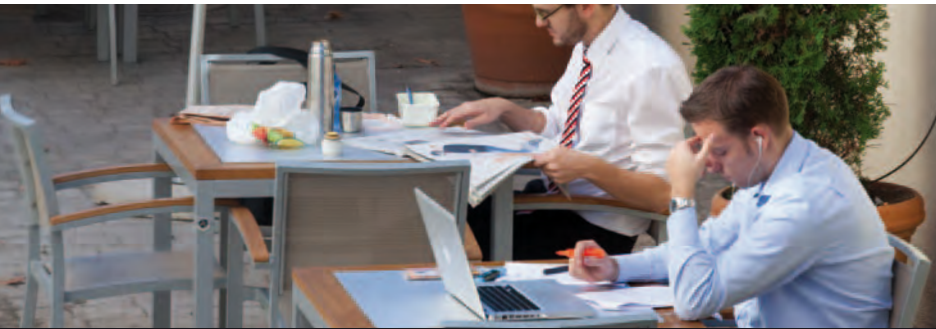
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