

CURRICULUM VITAE



LUIS ALONSO-LASHERAS ALÉN

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Place and date of birth: Madrid, January 25th 1976

Nationality: Spanish ID.: 01935385-G Marital Status: married, one daughter

PROFESSIONAL EXPERIENCE

- **From June 06** Marketing and Business Development Director at mTactics (www.mtactics.com), Spain's Mobile Applications leading company
- **May 06** Teacher at EU's programme in Algeria for the Development of Information Society
- **From July 01** Owner / CEO of Pop Madrid S.L., Internet Start Up devoted to alternative music through the site www.PopMadrid.com
- **May 04-July 05** Business Development Manager at Áccolom Media, company dedicated to the distribution of content for the IT market.
- **April 03** Teacher of Master Degree in Systems and Technology at BBVA School of Finance in the module of Marketing on the Internet.
- **Feb-Dec 03** Viability study and business programme of a franchise of logistics and services to businesses (Mail Boxes Etc).
- **Oct 00-June 01** Junior Consultant in New Technologies, Internet and Telecommunications in Telvium in the area of audio-visuals, content and Internet.
- **Jun 99-Sep 00** Teacher at Aula Técnica, academy for technical engineers
- **Jun-Sep 00** Internship at website Cibertele.com, dedicated to research on the telecommunications sector.

FURTHER EDUCATION

- **2002-2003** Master in Business Administration (MBA). Instituto de Empresa, Madrid. Final grade: B +
- **1995-2000** Telecommunications Engineer. (MSEE equivalent, Major in Telecommunications) Universidad Politécnica de Madrid. Dissertation: "Impact of the new Internet based services and associated technologies on Intellectual Property".
- **1997-2000** Law Studies through the Universidad Nacional de Educación a Distancia (UNED), parallel with engineering studies.
- **1994-1995** Superior Mathematics at Lycée Louis le Grand of Paris.
- **1994** Baccalauréat (BAC C) at the French Lyceum of Madrid. Mention Très Bien.

ADDITIONAL COURSES

- **Mar. 2007** On-line Course "How to build business plans". Instituto de Empresa.
- **Oct. 2006** Annual Conference of Former Pupils of the Instituto de Empresa "The company and the technological challenge "
- **Oct. 2005** Conference Webdosbeta - Web 2.0. Instituto de Empresa, Madrid.
- **Oct. 2005** Annual Conference of Former Pupils of the Instituto de Empresa "Creating Value "
- **Sep. 2005** Attendance at the 19th "Encuentro de las Telecomunicaciones" (Telecommunications Forum) at the Universidad Internacional Menéndez Pelayo, Santander.
- **Nov. 2004** Professional Meeting "The efficiency of marketing on the Internet", organized by Overture España
- **Nov. 2004** Forums on quality on the Internet organized by IQUA (Internet Quality Agency)
- **Feb. 2004** On-line Courses: "Marketing and the Internet", "The power of electronic bulletins" and various associated short courses. Mercadeoglobal.com.
- **From Feb. 2003** Continual attendance at forums on negotiation, electronic commerce, marketing and other subjects related to management at the Instituto de Empresa, Chamber of Commerce of Madrid and the Asociación de Jóvenes Empresarios.
- **Oct. 2003** Course on Skills of negotiation for entrepreneurs. Chamber of Commerce and Industry of Madrid.
- **Apr. 2001** "Elaboration of a marketing programme in the telecommunications sector". Lecture given by the marketing managers of Telefonica Mobiles and Ericsson.
- **Feb. 2001** On-line Music. organized by Grupo Recoletos.
- **June. 2000** Course of 3rd generation of Mobile Communications. Universidad Politécnica.
- **May. 2000** "Electronic Commerce and business" Lecture, Universidad Politécnica.
- **Apr. 2000** Seminar of GNU / Linux taught by the university branch of the IEEE of Madrid by the Universidad Politécnica.

LANGUAGES

- French: Bilingual.
- English : Very high level. Courses in United Kingdom, USA & Australia. Certificate of Proficiency in English Dec. 1999.
- German : High level. Seven years of studies. Level M.3 at Goethe Institute.
- Italian : Basic knowledge. Two years of study with visits to Italy.
- Chinese: One year of studies at the Escuela Oficial de Idiomas.
- Galician: Basic knowledge

COMPUTING

Excellent command of Windows environment (MS Office, MS-Project...). Knowledge of Linux. Programming in C and JAVA. Design of web-pages. Basic knowledge of SAP.

OTHER INFORMATION OF INTEREST

- Member of the “Asociación de Jóvenes Empresarios” (Young Entrepreneurs) (AJE)
- Member of the association of former pupils “Alumni” of the Instituto de Empresa.
- Wide knowledge of business on the Internet, E-Business, and Marketing online.
- Knowledge of usability and experience of user in web.
- Knowledge and experience in entrepreneurship.
- Wide Knowledge of intellectual property and Internet.
- Facility to write, creativity and initiative.
- Abilities of communication, leadership and negotiation.
- Used to assuming challenges and working to objectives.
- Ability to work as part of a team.
- Very high predisposition to learn new topics.
- Availability to travel and to change residence

HOBBIES

Music (playing & listening), Sports (tennis, football), Reading, Writing, Travelling