

Luis Huete, **Professor, Operations Management, IESE Business School**

Luis Huete is one of the most recognized management thinkers in Europe. His area of specialization is the strategic management of services: customer loyalty and satisfaction, customer value management, employee loyalty and satisfaction, the creation of high performance workforce environments, emotional intelligence and leadership styles, self-management, etc.; subjects on which he is an internationally known speaker and a writer best-seller.

He was Faculty co-Chairman of Achieving Breakthrough Service a joint seminar of Harvard Business School and IESE taught in Europe and Latin America. From 1988 to 1991 he was the Director of the MBA program at IESE.

Professor Huete holds a law degree, an MBA from IESE and a DBA from Boston University. During the academic years 1984 - 1986 he was a Fulbright Fellow. From 1986 to 1988 he worked as a researcher at Harvard Business School, developing scientific material and taking part in a research project financed by Bell Communications Research. Professor Huete's thesis "Delivery System Design in American Retail Banks: an Empirical Study" was selected by the Decisions Science Institute as the outstanding decision science thesis written in the United States in academic year 1988-89.

His work has been presented at numerous professional conferences throughout the world. His articles have appeared in journals as well as general and business publications. He has lectured as visiting professor at Harvard Business School (Cambridge, USA), INSEAD (Paris,France), Thunderbird (Geneva, Switzerland), Boston University (Boston, USA), and many other business schools.

At present, Professor Huete has centered his academic and consulting activities on client management strategies and personal development. He is probably one of the leading specialists in strategic services management, clienting, value-added loyalty creation and leadership. He has written nine books and made 7 DCs in this field.

Luis Huete has worked as a strategic consultant to more than 300 companies in Asia, Europe and America. He is currently involved in several mayor change projects with leading European companies like Banco Santander, Vodafone and Volkswagen.