

## **INTERNATIONAL ADVISORY BOARD SEK-UCJC**

### **Arpad von Lazar**



President IAB

Professor Emeritus  
Tufts Fletcher School  
Education and International Business

Bio: Professor Emeritus Arpad von Lazar has taught for over three decades at the Fletcher School of Law and Diplomacy (Tufts University), the oldest postgraduate school in International Relations in the United States. At Fletcher School Mr von Lazar founded the International Development Program, the International Policies Program on Resources and Environment, and the International Commercial Relations Program. Furthermore, he has been visiting and guest professor at prestigious European, Latin American and Asian universities, and also worked as an advisor to governments, businesses and educational institutions such as Rockefeller Foundation, Ford Foundation and the World Bank, among other worldwide organisations and international corporations.

### **Nieves Segovia Bonet**



President  
SEK Institution and University Camilo José Cela  
Education and Educational Management

Bio: Educator and expert in learning innovation, Nieves Segovia is President of SEK Educational Group, comprising Camilo José Cela University and SEK International Schools. SEK was founded in 1892. The group currently has nine schools in Spain, France, Ireland and Qatar, as well as UCJC University in Madrid, with over 15.000 students. Nieves Segovia sits on the Education Advisory Board of the Spanish Ministry of Education, Culture and Sports. She chairs the Felipe Segovia Foundation, and is a member of the board of trustees of Fundación Europea Sociedad y Educación and Fundación Transforma España. She is vice-Chair of the Management Excellence Club (Club Excelencia en Gestión) and sits on the Advisory Board of the Global Future Education Foundation created by Marc Prensky. Among other recognitions, she has received the UNICEF Award for Education in Values, and sits on the panel of judges for the Spanish National Prize in Education. Nieves Segovia is a regular speaker at education forums and writes frequently for the media and specialised magazines. She founded and promotes the Global Education Forum – an initiative aimed at the transformation of the education system. Last year she launched SEK Lab, an EdTech accelerator.

### **José Luis Delso Martínez-Trevijano**



Vice President  
SEK Institution and University Camilo José Cela  
Education and Educational Management

Bio: José Luis Delso Martínez-Trevijano is the Vice-President of SEK Educational Group (Camilo José Cela University and SEK International Schools). He studied law at San Pablo CEU University. He holds an MBA from the Instituto de Empresa, and he also followed PhD courses at Universidad Complutense (Madrid). He began his professional career at the Bufete Pérez Morales law firm, where he specialised in commercial and company law. In 1990, he was appointed Chief Legal Counsel for SEK Educational Group. In 1993, Jose Luis Delso set up Asesoría Jurídico Educativa, a law firm specialising in legal consultancy in education. In 1994, he was appointed Deputy President of SEK Educational Group. He was also named trustee and secretary of the Camilo José Cela Foundation. In the year 2000 he took on the role of General Secretary of Camilo José Cela University and since 2010 he has held the position of Vice-President of SEK Educational Group. He currently combines his role in SEK Educational Group with consultancy work as a lawyer, specialising in education law.

### **Douglas O. Marston**



CEO, ex officio member  
SEK Institution and University Camilo José Cela  
Education and Educational Management

Bio: Douglas O. Marston is Chief Executive of the SEK Educational Group, having previously being a Senior Advisor to the group since 2017. He has managed his own independent asset management and advisory firm since 2002. Prior to this, he worked in various management capacities at J. P Morgan, Coutts and UBS in Europe and the US. He has been Chairman of the Board of Trustees of the Zurich International School from 2003-2016, a member of The Fletcher School European Advisory Group since its formation in 2006, and a former Treasurer/Trustee of the MacJannet Foundation. He is currently Chairman of the International Board of Advisors of Tufts University and a senior advisor to Strategia Worldwide.

### **Barbara Arrowsmith Young**



Scientist as Educational Entrepreneur  
Arrowsmith Program  
Education and Educational Therapy

Bio: Barbara Arrowsmith-Young is the founder of the Arrowsmith Program, an assessment process and a suite of cognitive exercises designed to first identify and then stimulate and strengthen weak areas of cognitive functioning

that underlie a range of learning disabilities. Her vision is that all students struggling with learning will have the opportunity to benefit from cognitive programs utilising the principles of neuroplasticity, programs that change the brain's capacity to learn and open to these learners a world of possibilities.

### **Jeanette van Beek**



Director  
Symphony ZorgAcademie

Founder  
Gezonder Leven Loont  
Health and Health Systems Management, especially Handicapped and Geriatrics

Bio: Jeanette van Beek's background is in electro technical engineering and computer processing. Her first job was in healthcare working as a cardiovascular technical assistant. Following, she joined the military to become an air traffic controller. After this experience she changed to working for an ICT company and developed from field services representative to international role in business development. Since 2003 Ms van Beek is director and shareholder of various organisations in the areas of financial services, healthcare and education.

### **Ursina Plüss**

Coordinator  
Swiss Federal Department of Defense  
Criminology, Journalism and Crisis Management

Bio: Ursina Plüss has extensive professional experience in the field of crisis management. She has worked as a crisis management expert for the Swiss Federal Police and now works for the Swiss Federal Department of Defense.

### **Paul Toldalagi**



President  
BTA Investment Advisors  
International Investments and Emerging Markets

Bio: Paul Toldalagi is Founder and Chairman of BTA Partners as well as co-Founder, Managing Partner and CEO of BTA Investment Advisors, an alternative investment management firm based in New York City. Furthermore, he is an active member of MIT Sloan School's Consortium for Systemic Risk Analytics (CSRA) as well as MIT's Venture Mentoring Service (VMS). Mr Toldalagi is a former adjunct Assistant Professor in the School of Engineering at Boston University, a frequent guest lecturer, and currently sits on the Advisory Board of the Central European University (CEU) in Budapest and a number of other non-profit and charitable organisations.

### **Bruce Magid**



Executive Vice President of Partnership Development  
INTO University Partnerships  
University Education and International Business

Bio: Bruce Magid is a senior executive with broad experience and exposure in the business, higher education and not-for-profit sectors. He has extensive participation at Board level, senior executive committees and within the community. He now works as Executive Vice President of Partnership Development at INTO University Partnerships, and formerly served as Dean at Brandeis International Business School (IBS) and Martin and Ahuva Gross Chair in Financial Markets and Institutions.

### **Adam Rainer**



President  
Shortridge Academy  
Secondary Education and Behaviour Disorders in Secondary Education Students

Bio: Adam Rainer is the founder of Shortridge Academy, a year-round coeducational therapeutic secondary school for teenagers with problems such as low self-esteem, poor decision making, sexual promiscuity, lying, and substance abuse. In his school Mr Rainer emphasises strengths development, including students in decision-making, and encouraging leadership, which has led to a different kind of therapeutic school. Recently, Shortridge's academic and clinical leadership has strengthened its focus on the intersection of learning issues and therapeutic growth, and has integrated a broad range of accommodations and strategies to scaffold students across all aspects of the school, demonstrating the school's commitment to meeting the changing needs of adolescents as they work toward leading healthy and productive adult lives.

### **Omar S. Qandeel**



Vice Chairman  
Blue Orchard-Toshiba, KSA  
International Business and Investments

Bio: Omar S. Qandeel is specialised in project development and consulting for European and Asian corporations doing business in the Middle East and North Africa. Mr Qandeel developed manufacturing and distribution projects for European corporations in the food and packing industry looking to expand their operations to the Middle East. Early in his career, he was involved in various research work in the public and private sectors.

## **Adrian Monck**



Head of Public and Social Engagement  
World Economic Forum  
International Communication and Journalism

Bio: Adrian Monck is specialised in leadership and innovation across content, communications and civil society, and has deep knowledge of global affairs, with worldwide network at leadership level among stakeholders from media, business, civil society and government. Mr Monck is a member of the Managing Board at the World Economic Forum, the international institution for public-private cooperation, where he focusses on leading public engagement, and the Forum's Global Shapers, Young Global Leaders and Social Entrepreneurs communities. Furthermore, he is Professor and Head of Journalism at City University London, he is Managing Editor of Britain's ground-breaking Five News, and an award-winning journalist with CBS News and ITN, reporting on Middle East, Bosnia and N Ireland.

## **Klaus Barbknecht**



Rector  
Freiburg University of Mining and Technology  
University Education, International Business and Energy

Bio: Klaus Barbknecht, Rector of Freiburg University of Mining and Technology, has a legal background and an extensive career as a lawyer working for national and international law firms. Moreover, he has worked in management positions for Verbundnetz Gas AG, as Germany Member of the Executive Board in Gas Procurement, Finance and Human Resources, Gas Sales and Human Resources, and Trade.

## **Georg von Habsburg**



Amb-at-large  
Cruz Roja  
International Relations and Communication

Bio: Georg von Habsburg serves as Ambassador Extraordinary and Plenipotentiary of the Republic of Hungary and as an advisor to the Europe zone office of the International Federation of Red Cross and Red Crescent Societies. He was the President of the Hungarian Red Cross from 2006 to 2012. Mr von Habsburg is the grandson of Charles I and IV, Emperor of Austria and King of Hungary, the last monarch of the Austro-Hungarian Empire until its dissolution in 1918. His father, Otto von Habsburg (1912-2011), was the last Crown Prince of the Austro-Hungarian Empire.

### **Nicholas Walker**



Founder Managing Partner  
Socios Financieros  
International Finance and Sport

Bio: Nicholas Walker is Founding Partner and Joint Managing Partner of Socios Financieros, S.A., one of Spain's leading independent corporate finance firms based in Madrid. The firm has completed more than 250 transactions and assignments successfully since its foundation and has an exclusive association with Hawkpoint, (formally Natwest/Hambro Magan), Europe's largest independent corporate advisory firm.

### **Andrés Duarte**



President  
Luzar Trading Energy  
Latin America, Investments, Energy and International Commerce

Bio: Andrés Duarte's business and investments are found in the international energy markets, having had extensive multinational company experience in oil and gas exploration, non-metallic minerals and Greenfield projects for location and construction facilities related to those industries. As an international commodities trading and shipping expert, Mr Duarte counts on 30 years' experience in business development within South America and the Caribbean in the areas of trade, shipping, port management and logistics. During the past 11 years he has also been heavily involved in developing service companies for the banking sector and representations and investments in the field of specialty printing and pulp and paper production. Besides, Mr Duarte has company start-up and development experience in Venezuela with equity ownership in all standing companies currently operating.

### **Andrés J. Recoder**



Managing Director  
Citicorp  
International Finance

Bio: Andres J. Recoder is a Managing Director in the Global Markets and Securities Services Division of Citi. He is globally responsible in Markets for the Sales effort on Strategic Client Solutions and for coordinating all the sales activities with Citi's Corporate and Public Sector clients.

### **Cynthia F. Steer**



Chair BTA IAB; Independent Director  
BTA Investment Advisors; John Hancock Natural Resource Group International Finance

Bio: Cynthia Steer is a globally recognised strategist, ex-CIO and valued Board Member whose investment acumen and organisational insights have helped shape sophisticated institutional portfolios and achieved not-for-profit missions for over two decades. Her deep 360 degree subject matter knowledge coupled with unrivalled research expertise and committee know-how have combined to create winning investible solutions. She is best known for marrying conventional asset allocation strategy into leading edge investment themes and outperforming managers.

### **Noriko Endo**



Project Professor  
Keio University; Space Policy Committee; Tepco Reform and Fukushima-Daiichi Nuclear Power Plant Committee  
Energy and Environment Policy

Bio: Noriko Endo is an expert in public policy, specialising in energy and environment policy. She is currently Project Professor at Keio University. She advises major Japanese corporations and public entities on cross-border strategies concerning energy, the environment, and economic issues. At Keio University, Ms Endo currently lectures on environment and energy theory. Besides, the Japanese government appointed her as a member of the Industrial Structure Council in July 2013, Fiscal System Council in March 2014, Advisory Committee for Natural Resources and Energy in May 2014, Special Committee on New Clear Compensation Scheme in April 2015, Space Policy Committee in July 2016, and Tepco Reform and Fukushima-Daiichi Nuclear Power Plant Committee in September 2016.

### **Bertold Fridlender**



President  
Hadassah Academic College  
University Education

Bio: He received his Master Degree in Biochemistry at the University of Chile and his Ph.D. in Medical Microbiology and Immunology from UCLA. He was the founder of the Biotechnology Program at Hadassah College Jerusalem and chairman of the program until August 2012 when he became the President of the College.

Prof. Fridlender has been a visiting professor at Rutgers University in New Jersey since 2005. Prof. Fridlender has extensive academic and industrial experience in botanical therapeutics & biotechnology including drugs, supplements and food and has served as Managing Director and CEO of a number of biotechnology startup companies located in Israel, Italy and the US. His leadership, experience and initiative ensured a significant international grant, Bio-Xplore, financed by the EU for the identification of Mediterranean plants with medicinal capabilities. The initiative is continued with the support of the Ministry of Agriculture and with Israeli research institutions.

### **Albrecht von Mueller**



Director

Parmenides Center for the Study of Thinking

Concept of Time, Phenomenon of Thinking, Time and Logic, Visual Reasoning, Complexity Research

Bio: A. v. Müller is the director of the Parmenides Center for the Study of Thinking and he teaches philosophy at the Ludwig Maximilians University of Munich (LMU). He established the Parmenides Foundation in 2001 as a new interdisciplinary research center with the task “to study the foundations and frontiers of human thinking”. Together with other faculty members of the foundation he developed and teaches the MCA (magister cogitationis artium) and its executive version, the CEP (cognitive excellence program). Von Müller is an external member of two multidisciplinary research centers at the University of Munich, the Human Science Center and the Munich Center for Neuroscience, and he served as member of the Board of Trustees of the Max Planck Institutes of Neurobiology and Biochemistry. Together with Ernst Pöppel he edits the Springer book series “On Thinking”.

### **Javier de Muguiro Miranda**



Managing Partner

MdF Family Partners

Bio: Managing Partner of MdF Family Partners, he has a degree in Law and Business from the Universidad Pontificia de Comillas (ICADE E-1) and an Advanced Course from the Instituto de la Comunicación Social. Javier worked for Chase Manhattan (MHT) between 1980 and 1986 where he assisted in the creation of the capital markets of fixed income, for whose formation he is to be accredited. In 1986 he joined J.P.Morgan in charge of the Corporate Debt Origination and Distribution team. Subsequently he created the J.P.Morgan Private Banking Group for Spain and Portugal which he managed until 2002. Between 1997 and 2001 he was also responsible for the London Office and North Europe, where he worked with the largest family offices in Europe. He was also a member of the Board of Directors of J.P.Morgan International. From 2002 he was the Advisor and Board Member of various corporate groups until 2004 when he founded Achievers Family Office, advising high net worth families in their global strategies. Javier is also a regular contributor to the Fundación Esteban Vigil – Misioneras de María Mediadora ([www.fundacionestebanvigil.com](http://www.fundacionestebanvigil.com)).

## Emilio Lora-Tamayo D'Ocón



Rector  
University Camilo José Cela  
University Education

Bio: Emilio Lora-Tamayo D'Ocón, Rector of UCJC, obtained the "Diplôme d'Études Approfondies at the Université Paul Sabatier in 1973 and his PhD in Physics at the Complutense University of Madrid in 1977. Professor of Electronics at the "Autonoma University of Barcelona" since 1989, he held the position of President at CSIC on two occasions, between 2003 and 2004 and in 2012, while holding this last position he was appointed Vice President of Science Europe. In 2017 he was designated Rector of the Menendez Pelayo International University and on September 2019 he was appointed Rector of UCJC.

He is author and co-author of over a hundred articles in international magazines, he is also co-author of seven patents and nine specialized books.

He has been President of the Academic Council of the Universitat Abat Oliba and is an academic of the Royal Academy of Arts and Sciences of Barcelona.