

Leading with Music Thinking

Lessons on Creativity and Innovation from
Music's Greatest Minds



Executive Education Program

Berklee College of Music, Valencia, Spain Campus

11 – 13 July, 2018



Berklee

Institute for Creative Entrepreneurship

ESADE

Business School

WELCOME

Welcome to the *Leading with Music Thinking* Executive Education program, a joint offering from ESADE Business School and the Berklee Institute for Creative Entrepreneurship.

You have selected a truly unique exploration of leadership through the lens of music innovation, and creativity. Over the next three days you will be treated to lectures and workshops with world-class musicians, producers, designers and leaders from the creative industries.

We believe that being a leader is about developing the future and making the most of the talent you bring to your organization. Music is only possible through the act of collaboration. New ideas are most successful when born through diverse people collaborating toward a joint outcome. A great artist must learn how to listen and observe, to critique, to improvise, to experiment, and to pioneer new work by fusing diverse genres together for the creation of something wholly new. The artists and professionals in the music industry have learned how to navigate disruption and innovate as the only way to succeed. Great artists also learned how to endure change, success and failure, embrace a passion and develop perseverance.

These are the same skills that leaders and entrepreneurs possess, and this program will exemplify this. These “music thinking” skills are very much the same abilities you will see in action with us. We hope you enjoy our program and the unique combination of workshops, experimentation and lectures we have lined up for you.

Onward!

Panos Panay
SVP of Global Strategy & Innovation
Berklee

Guillermo Cisneros
Founder
Unnivers

WEDNESDAY, 11 JULY

- 9:00 a.m. -
10:00 a.m.** **PROGRAM OPENING AND WELCOMES**
Valencia Campus Library
- Guillermo Cisneros, *Lecturer at ESADE Department of Marketing Management*
 - Panos Panay, *Vice President of Innovation and Strategy, Berklee College*
 - María Martínez Iturriaga, *Executive Director, Berklee Valencia*
- 10:00 a.m. -
11:30 a.m.** **INNOVATION WITH MUSIC THINKING: LECTURE**
Valencia Campus Library
- Panos Panay
- 11:30 a.m. -
12:00 p.m.** **BREAK**
Valencia Campus Library
- 12:00 p.m. -
1:30 p.m.** **RESILIENCE: PANEL DISCUSSION**
Valencia Campus Library
- Guillermo Cisneros, *Moderator*
 - María Martínez Iturriaga
 - Clara Barbera, *Director of Student Affairs, Berklee Valencia*
 - Pablo Munguía, *Program Director of Music Production, Technology, and Innovation, Berklee Valencia*
- 1:30 p.m. -
3:00 p.m.** **LUNCH**
Contrapunto
- 3:00 p.m. -
5:00 p.m.** **MAXIMIZING TALENT: VOCAL PRODUCTION SESSION**
Ann Kreis Scoring Stage
- Pablo Munguía
 - Mason Paul, *Vocalist / Berklee Alumni*
- 5:00 p.m. -
6:00 p.m.** **TOUR**
Palau de les Arts Reina Sofia / Berklee Valencia Campus
- Clara Barbera
 - Jorge Rostoll Leblanc, *Senior Director of Operations, Berklee Valencia*
- 6:00 p.m. -
8:00 p.m.** **MUSIC SESSION**
Valencia Campus Library
- Victor Mendoza, *Professor of Contemporary Performance, Berklee Valencia*

THURSDAY, 12 JULY

9:00 a.m. - **DESIGN THINKING: WORKSHOP**
10:30 a.m. *Valencia Campus Library*

- Panos Panay, *Vice President of Innovation and Strategy, Berklee College*

10:30 a.m. - **BREAK**
11:00 a.m. *Valencia Campus Library*

11:00 a.m. - **DESIGN THINKING: WORKSHOP (continued)**
1:00 p.m. *Valencia Campus Library*

- Panos Panay

1:00 p.m. - **LUNCH**
3:00 p.m. *Contrapunto*

3:00 p.m. - **PRODUCING MASSIVE LIVE EVENTS: LECTURE**
5:00 p.m. *Ann Kreis Scoring Stage*

- Pablo Munguía, *Program Director of Music Production, Technology, and Innovation, Berklee Valencia*

5:00 p.m. - **BREAK**
5:30 p.m. *Valencia Campus Library*

5:30 p.m. - **MUSIC SESSION**
7:30 p.m. *Valencia Campus Library*

- Victor Mendoza, *Professor of Contemporary Performance, Berklee Valencia*

FRIDAY, 13 JULY

9:00 a.m. -
11:00 a.m.

MARKET DISRUPTION AND LESSONS FROM THE MUSIC INDUSTRY: PANEL DISCUSSION

Valencia Campus Library

- Panos Panay, *Moderator / Vice President of Innovation and Strategy, Berklee College*
- María Martínez Iturriaga, *Executive Director, Berklee Valencia*
- Stine Glismand, *Manager of the International Career Center, Berklee Valencia*
- Alexandre Perrin, *Associate Professor of Global Entertainment and Music Business, Berklee Valencia*

11:00 a.m. -
11:30 a.m.

BREAK

Valencia Campus Library

11:30 a.m. -
1:00 p.m.

IMPROVISATION AND LEADERSHIP: MUSIC WORKSHOP

Ann Kreis Scoring Stage

- Panos Panay
- *Trio:* Viktorija Pilatovic, Batiste Julien Bailly, Matthew Aric Baker

1:00 p.m. -
3:00 p.m.

LUNCH

Contrapunto

3:00 p.m. -
4:30 p.m.

ENTREPRENEURIAL LEADERSHIP: LECTURE

Valencia Campus Library

- Guillermo Cisneros, *Lecturer at ESADE Department of Marketing Management*

4:30 p.m. -
5:00 p.m.

PROGRAM CLOSING

Valencia Campus Library

- Guillermo Cisneros
- Panos Panay
- María Martínez Iturriaga

5:00 p.m. -
6:00 p.m.

RECEPTION AND JAM SESSION

Valencia Campus Library

- Victor Mendoza, *Professor of Contemporary Performance, Berklee Valencia*

BIOS



CLARA BARBERA

Clara Barbera is the Director of Student Affairs and an instructor at Berklee Valencia. Barbera was a soloist at the English National Ballet from 1997-2004. She encourages students to keep an open mind and to commit to everything they do; Barbera considers herself as “a trigger for these wonderful talents to grow and develop.”



GUILLERMO CISNEROS

Guillermo was Executive Director of Berklee Valencia, leading the foundation project. He was chief learning officer for the Santander Group and Fiat. He is founder of Unnivers, an organization encouraging innovation and entrepreneurship in education. Born in Spain, he holds a doctorate in economic science from the University of Barcelona, as well as other post-graduate degrees from different international universities, including Harvard Business School and Babson College



STINE GLISMAND

Stine Glismand is the Manager of the International Career Center and Instructor at Berklee Valencia. Glismand have 10+ years of experience in large-scale event production, including festivals, the official launch of the Airbus A400M, and five-star hotel openings. She is also responsible for the development and implementation of career curriculum for the graduate programs at Berklee.



MARÍA MARTÍNEZ ITURRIAGA

María M. Iturriaga is the Executive Director for Berklee College of Music at its campus in Valencia, Spain, where she plays a leading role in the campus' academic, enrollment and institutional strategy. She has also worked in external affairs and as a music agent on projects in the U.S., U.K. and Spain. Joined Berklee in 2008, Iturriaga was at the forefront of establishing the Valencia campus - being Berklee first appointment in Spain for the creation of the college's first international campus.



VICTOR MENDOZA

Victor Mendoza is a professor at Berklee Valencia. Mendoza, a Mexican Vibraphonist and composer, is a leading international artist in the Latin jazz and world percussion spheres. In addition to leading his own groups and performing as a soloist, Mendoza has performed with a long list of music greats, including Paquito D'Rivera, Danilo Pérez, Claudio Roditi, Antonio Sanchez and Lee Konitz. Jazziz magazine described Mendoza as "the genre's leading vibraphone practitioner" and "one of today's most resourceful composers."



PABLO MUNGUÍA

Pablo Munguía is the Program Director at Berklee Valencia. He is a research scientist at IBM; fabricated the world's first light-emitting diode in the visible range; Also a Freelance live television music and audio engineer as well as music producer and engineer for Celine Dion, Barbra Streisand, Cher, Stevie Nicks, Paula Cole and Alicia Keys.



ALEXANDRE PERRIN

Alexandre Perrin is an Associate Professor at Berklee Valencia, focusing on Global Music Business. Perrin was the Deputy Director and Director of the Master's in Management at Audencia School of Management and Scientific Director of the Master's in Management at EDHEC Business School, he also delivered courses in graduate programs from triple-accredited institutions in France (HEC Paris, ESCP Europe, EDHEC Business School, École des Mines), Brazil (Coppead Business School, Federal University of Rio de Janeiro), Lebanon (École Supérieure des Affaires) and Vietnam (Centre Franco-Vietnamien de Formation à la Gestion).



PANOS A. PANAY

Panos Panay is the Vice President for Innovation and Strategy at Berklee, and co-founder of the Open Music Initiative. He is a passionate entrepreneur and active startup mentor in the creative media space. As the founder of Sonicbids, he created the leading platform for bands to book gigs and market themselves online, building a subscriber network of 550,000 bands and 35,000 promoters from more than 100 countries.



JORGE ROSTOLL

Jorge Rostoll Leblanc is Senior Director of Operations at Berklee College of Music in Valencia, Spain. He is responsible for all operational and administrative activities at the Berklee campus, including finance, human resources, legal services, purchasing and IT, as well as the establishment and maintenance of technology. As such, he also led the project for the installation of the campus' world-class recording/teaching studio complex in coordination with Walters-Storyk Design group, nominated for a TEC Award.