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antonio.rivera@thepowermba.com o alvaro@thepowermba.com

The Power MBA

POR SER DE



economistas

Colegio de Málaga

Tienes descuento en ThePowerMBA o
ThePowerDigitalMarketing o Ecommerce

~~499€~~ 449€



Instagram
Influencer

FACEBOOK
Expert



Forbes
TOP 30UNDER30

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HAWKERS

Glovo

LinkedIn

21buttons



LOEWE

amazon

RODRIGO GONZÁLEZ
COUNTRY SALES LEAD

MARÍA POMBO
TOP INFLUENCER SPAIN

PATRICK WIND
FACEBOOK ADS EXPERT

MIGUEL VICENTE
CO-FOUNDER

DANIELA GOIKO
EX CMO

VÍCTOR RODADO
TOP 30UNDER30

FELIX RUIZ
CEO & FOUNDER

BORJA ADANERO
CO CEO & FOUNDER

HUGO ARÉVALO
EX PRESIDENT

OSCAR PIERRE
CEO & FOUNDER

SARAH HARMON
EX COUNTRY MANAGER

MARC SOLER
CO-CEO & CO-FOUNDER

JJ DELGADO
COO

SILVIA GOZALO
EX CMO

JAVIER PAGÁN
HEAD OF TELECOM & CE

The
Power **MBA**



LIVE Q&A MEET YOUR TEACHERS

Exclusive for ThePowerMBA Global **Class 1** |
From June 23 – July 27, 2020* |
1 h Webinars | **Twice** a week



“We want to reward the very first cohort joining [...] with the opportunity of meeting our unique teachers LIVE”

Rafa Gozalo Co-CEO & Co-founder @ ThePowerMBA



“In our continued effort to **offer value** to our students especially during such difficult times, and because launching ThePowerMBA globally **only happens once in a lifetime**, we want to reward **the very first ThePowerMBA Global class** with the opportunity to meet some of your unique teachers.”

Starting in June, you'll be able to meet them, ask questions about the course, and get inspired by their stories through a series of **LIVE webinars**.

If you are unable to attend, don't worry, every LIVE Q&A **will be recorded** and saved on your individual platforms so you can access them at any time.

JUNE*						
*Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15 June PROGRAM ACCESS	16	17 June KICK-OFF WEBINAR		19	20
21	22	23 June DEBORAH SINGER GIRLS WHO CODE CMO	24	25 June CHRIS BARTON SHAZAM CO- FOUNDER	26	27
28	29	30 June ROSIE O'NEILL SUGARFINA CO- FOUNDER				

JULY*						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 July URI LEVINE CO-FOUNDER WAZE	3	4
5	6	7 July DANIEL LAMARRE CEO CIRQUE DU SOLEIL E.G.	8	9 July JONATHAN MILDENHALL EX-CMO AIRBNB	10	11
12	13	14 July ERIC RIES AUTHOR LEAN STARTUP	15	16 July SOPHIA AMORUSO FOUNDER GIRLBOSS	17	18
19	20	21 July MO GAWDAT FORMER CBO GOOGLE [X]	22	23 July JOHN MACKAY CO-FOUNDER & CEO WHOLE FOODS MARKET	24	24
26	27	28	29	30	31	

*Dates are subject to change according to the de-escalation process of Covid-19. Timing tbc. Every student will be informed accordingly of any changes to the calendar.

WHAT?

LIVE Q&A MEET YOUR TEACHERS are a series of 1 hour webinars accessible upon enrollment as a #PowerMBA.

These unique sessions grant you the opportunity to meet some of our teachers and get a deeper understanding of the course. This will be the first time our teachers will have direct contact with our #PowerMBAs.

HOW?

EACH 1 HOUR SESSION will be structured as follows: The first half of the session will focus on their professional background, highlighting some of the key learnings they picked up along the way. The second half will be dedicated to a student Q&A.

Yes, you lead the conversation! You can also send us your questions beforehand, making sure you get the most out of the session.

It is of course a live Q&A so questions can be asked at any time during the allotted period.



MEET DEBORAH SINGER

CMO @ Girls Who Code



In her time at Girls Who Code, Deborah created award-winning content and campaigns seen by more than 100M people.

Chief Marketing Officer at Girls Who Code, an international non-profit organization dedicated to closing the gender gap in technology.

She is responsible for transforming Girls Who Code into a household name and ensuring the organization has the resources to impact millions of girls around the world.

In addition to the organization's fundraising efforts, she oversees the marketing, advocacy and public policy, and communications teams.

Prior to Girls Who Code, Deborah was the VP of Marketing at Lulu, a mobile app for women to research and review men.

She helped grow the Lulu user base 10X in 2 years, making it reach 1 in every 4 American women in college and launched the app in dozens of countries.

Harvard Business School MBA graduate, Deborah started her Career at Google - joining the communications teams in New York and Sydney, Australia, together.



MEET CHRIS BARTON

Co-Founder @ Shazam



Chris Barton anticipated the mobile future and transformed music discovery through the invention of the first artificial intelligence mobile app: Shazam!

Respected entrepreneur and mastermind behind the music recognition app, Shazam, which has had over 1 billion downloads and recognizes tens of millions of songs from around the world and across music genres.

Shazam was acquired by Apple in 2018, for a speculated \$400 million USD and is now integrated into Siri.

Chris has started three companies including his most recent one which is focused on saving lives using computer vision and machine learning.



MEET ROSIE O'NEILL

Co-Founder @
Sugarfina



“World’s 50 Most Innovative Companies” and “World’s 10 Most Innovative Retailers” by Fast Company: Sugarfina, the luxury candy boutique for grown-ups.

Rosie O'Neill co-founded Sugarfina in 2012 with the aim to disrupt the candy industry by providing a luxury experience targeted to an adult consumer.

They successfully repositioned this consumer good and expanded to 40 retail stores in high-profile locations such as Beverly Hills, New York City, and Hong Kong. In addition to offline retail, Sugarfina also operates its own ecommerce and gifting platform,

as well as high-profile partnerships with very well-known wholesalers.

She has been able to build a multi-million-dollar company in a short period of time, disrupting the confectionery industry and reinventing consumers' perceptions of candy.

Before founding Sugarfina, Rosie worked for seven years at Mattel as the Director of Marketing for Barbie, the iconic toy brand.



MEET URI LEVINE

Co-Founder @ Waze



Disruptor, out of the box thinker and co-creator of Waze, the world's biggest traffic and navigation app with over 500 million users.

Uri Levine is a serial entrepreneur and a professional disruptor. What was initially created as a community-based navigation tool for drivers, has become the world's largest traffic and navigation app with over 500 million active users. In 2013, Waze was sold to Google for \$1.1 billion.

Uri is a reference for inspiring people through the lens of entrepreneurship, disruption, contemporary market revolutions, and startups, a specialist on-go-to-market strategies and building

global startups.

He has founded more than 10 startups since Waze was sold to Google in 2013, placing a focus on doing good and building startups designed primarily to solving consumers problems and empowering them with apps such as FeeX, Refundit, Fairfly and others.

Lately, he was part of another unicorn deal, when Moovit, which is 'waze for public transportation' was sold to Intel for more than 1 Billion dollar.



MEET DANIEL LAMARRE

CEO & President
@ Cirque du Soleil
Entertainment Group



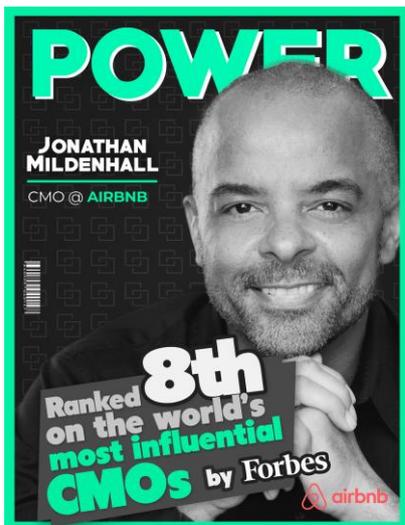
With over 100 million spectators, Daniel Lamarre disrupted the standardized conceptualization of a circus and brought the new art form to the world (50 countries).

Daniel Lamarre is a French Canadian whose talent for international business development spans a long career in creative industries, culminating with his current position as President and CEO of the Cirque du Soleil Entertainment Group.

Daniel Lamarre is responsible for nurturing the delicate balance between the company's global strategy (across five continents), its financial growth and stability, and the integrity of its culture and creative values.

Among his greatest achievements was the execution of complex negotiations resulting in signed agreements with The Beatles and the Michael Jackson's estate. Cirque du Soleil's production of 'LOVE' based on The Beatles' music is the only live show ever agreed to by the iconic group.

Managing the Cirque du Soleil for over 20 years, Daniel created a Blue Ocean and made it the world's leading producer of high-quality live artistic entertainment.



MEET JONATHAN MILDENHALL

Former CMO

@ Airbnb



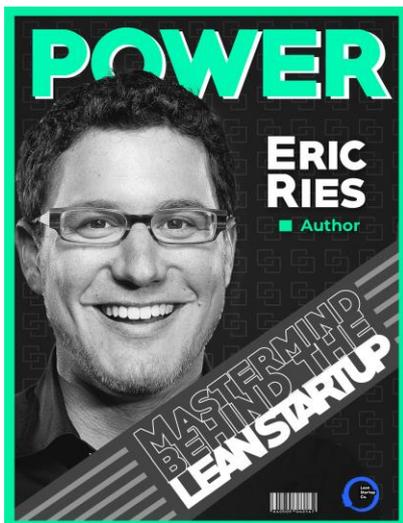
'Co-Founder and CEO of TwentyFirstCenturyBrand, former CMO of Airbnb.

Jonathan counts on industry leaders like Sean Parker and Arianna Huffington as founding clients alongside Pinterest, Peloton, Uber, Nextdoor, and Headspace.

He specializes in helping founders and CEOs realize the potential of their company brand and the financial value that purpose-driven marketing can help create.

In 2014, he joined Airbnb as CMO with the mission to build an iconic super-brand.

In 2006 Jonathan became VP of Global Marketing at The Coca-Cola Company. He led the team that launched Coca-Cola's global marketing platform "Open Happiness", which became Coke's most profitable and awarded marketing platform ever.



MEET ERIC RIES

Author

@ The Lean Startup



Serial entrepreneur and author of New York Times bestseller Lean Startup – a business methodology adopted by millions of people and companies around the world.

Eric Ries is the founder and CEO of the Long-Term Stock Exchange (LTSE). The LTSE is building a new national securities exchange designed to transform the public company experience for businesses that are built-to-last.

Eric is the creator of the Lean Startup methodology, a global movement in business, practiced by individuals and companies around the world, and the inspiration behind his founding of the LTSE.

He has founded a number of startups, including IMVU, where he served as CTO, and has advised on business and product strategy for startups, venture capital firms, and large companies, including GE, with whom he partnered to create the FastWorks program.

Eric has served as an entrepreneur-in-residence at Harvard Business School, IDEO, and Pivotal.



MEET SOPHIA AMORUSO

Founder

@Girlboss



Named by Forbes as “Fashion’s New Phenom” and featured on the cover of their June 2016 “Self Made Women” issue – from one of the most prominent figures in retail to a cultural thought leader.

Amoruso is the author of New York Times 18-week best-seller #GIRLBOSS, which was originally published on May 6, 2014 and has sold over 500,000 copies worldwide to date. Part memoir and part business book with an edge, #GIRLBOSS provides insights on entrepreneurship and career advice.

In 2014, Amoruso launched The Girlboss Foundation, which awards financial grants of \$15,000 to women in industries of design, fashion, music, and the arts, to help them build and grow their small businesses.

To date, the Girlboss Foundation has awarded over \$120,000 to the next generation of female entrepreneurs.

Today, Amoruso is working closely with a talented team at Girlboss to produce daily content across a variety of digital channels to reframe the outmoded concept model of “success” for the modern woman.



MEET MO GAWDAT

Former CBO

@ Google X



Mo Gawdat is the former Google [X] Chief Business Officer, a serial entrepreneur, author of Solve for Happy, and founder of One Billion Happy.

Lead driver in Google's global expansion, starting almost half of Google's operations worldwide in just 6 years, Mo later joined Google X - Google's semi-secret R&D organization as CBO, deploying cutting edge technology to solve humanity's biggest problems.

Author of "Solve for Happy: Engineer Your Path to Joy" (2017), based on an algorithm and a repeatable well engineered model to reach a state of uninterrupted happiness.

Solve for Happy is the pillar for a mission to deliver his happiness message to one billion people around the world (#onebillionhappy).

Mo has co-founded more than 20 businesses in multiple fields - health, fitness, food, real estate, etc.

In 2019, Mo co-founded T0day, focused on utilizing innovative technology and algorithms to reinvent consumerism for the benefit of retailers, their customers, and our planet.



MEET JOHN MACKEE

Co-Founder & CEO @
Whole Foods Market



Visionary leader who transformed Whole Foods Market from a single store in 1978 to more than 510 stores today, ranking #176 on the Fortune 500 with \$16B in sales prior to the 2017 Amazon merger

John Mackey, co-founder and CEO of Whole Foods Market, is the visionary leader behind the company's growth from one store in 1978 to more than 510 stores today and \$16B in sales when the company was acquired by Amazon in 2017, catapulting the e-commerce giant's grocery delivery service.

Co-founder of the Conscious Capitalism Movement and co-author of the 2013 New York Times and Wall Street Journal bestseller, Conscious Capitalism: Liberating the Heroic Spirit of Business,

Mackey is a powerful advocate for capitalism as a force for good when grounded in ethical consciousness. He has been recognized as one of FORTUNE's "World's 50 Greatest Leaders" and CNN Money's "12 Greatest Entrepreneurs of Our Time," while Whole Foods Market was included on FORTUNE's "100 Best Companies to Work for" list for 20 consecutive years.



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