

Enterprise Analytical Management
Transformando el negocio en la era de la revolución digital
Business Transformation in the New Era of the Digital Revolution

Madrid, 13 de noviembre de 2019 / November 13, 2019

Juan Carlos Martínez



Juan Carlos Martínez is an entrepreneur, management consultant and teacher who is a passionate change agent for global organizations to reinvent, refocus, and disrupt into more nimble, quick-to-change enterprises.

As Founder and Managing Partner of Altair Management Consultants for the past 17 years, Mr. Martínez inspires and guides senior management on business transformation in a wide range of industries including automotive, banking and insurance, energy, and retail. He directs international operations from his Boston office while overseeing additional branches in Barcelona, London, Madrid, and Mexico City. Mr. Martínez's professional portfolio also includes eight years at A.T. Kearney, two years at Quark Consulting, and two years as a plant engineer.

Mr. Martínez received his MBA from IESE, Barcelona and an MSc in Chemical Engineering from the University of Barcelona. His extensive knowledge and experience have shaped his innovative approach to transforming small and large corporate structures into strategically thinking, quick-to-respond, and future-focused organizations. His role as VP and Director of the Board of the Spain-US Chamber of Commerce in Miami and as a member of the Advisory Board of IM Venture Capital Partners market company specialized in technology for insurance companies (insurtech) in NYC formulates his business vision in a global world. He has worked in more than 20 countries where multinational companies such as Santander Bank, Walmart, Repsol, and Mercedes-Benz have sought his counsel as a management consultant.

Mr. Martinez has taught senior executives and graduate students in Operations Management, eBusiness, and Enterprise Transformation and has designed graduate programs in eBusiness and Operations Management at both IDEC, Pompeu Fabra University in Barcelona, and CIT-Catalonian Institute of Technology, BarcelonaTech University. Today, he is an Adjunct Lecturer at Babson College within Technology, Operations & Information Management area.