

Jorge Juan Fernández García

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Marital status: Single

WORK EXPERIENCE

Sept 01/ Today **ANTARES Consulting**

Barcelona, Spain

Healthcare Consultancy firm (>50 employees; >6 M € revenues)

Manager

Project responsibilities:

- Defining and implementing the new healthcare financing system for Comunidad Valenciana (population = 4 million people, healthcare budget = 4.600.000 Billion €).
- Deciding on the continuity of a Spanish business unit of a multinational pharmaceutical company, and launching a strategic alliance with a German company.
- Designing the Spanish Market Access Department for a multinational pharmaceutical company, with the goal of improving the access to the key decision-makers.
- Strategic planning for several private and public healthcare organizations, at both the hospital and regional level.
- Leading the Office for Strategic Management for a children's hospital (6 projects).
- Conducting market research on contrast radiological products for a multinational pharmaceutical company to determine viability of market introduction and strategic positioning in Spain.
- Establishing new dynamics to target physicians for a multinational pharmaceutical company, with the aim of establishing innovative pharma sales force-physician relationships.
- Designing and implementing the variable remuneration program for 250 physicians in a leading Spanish private healthcare organization, with the aim of behaviour alignment.
- Defining and implementing *Balanced Scorecard* programs and clinical information systems in several private and public healthcare organizations.
- Studying and evaluating physician productivity for several private and public healthcare organizations, with the aim of determining current and future personnel needs.
- Defining the care model and director's plan for a healthcare organization in order to define the space necessities for the future.
- Planning the development of several clinical departments (Radiology, Internal Medicine, and Admissions), with special attention to internal analysis and sector trends in the US, EU and Spain.
- Designing the organizational model (clinical and non-clinical) for a healthcare organization, with the aim of defining responsibilities and decision-making processes.

Business responsibilities:

- Recruiting - responsible for first-round company interviews (since January 2004).
- Knowledge management - member of the content management team (since January 2004).
- ISO 9000:2001 - Internal Auditor and team leader for internal auditories (2005).
- Commercial responsibilities - Product Manager for QPR Software products (2002-2003).

Skills developed:

- Team management - responsible for the development of the abilities and knowledge of junior consultants (4-6 concurrent consultants), as well as group dynamics within the executive teams.
- Client management - consistent delivery of services outlined in contracts, adjusted to client's expectations, and extensive public speaking experience. Main interlocutors: CEOs, general directors, top management, politicians.
- Project management - responsible for project planning, budget management (550.000 € annually, 6-8 projects annually), economic profitability of projects, and administrative hiring processes.

Results:

- Team management - securing results as a team and consultant's professional development, with multidisciplinary teams of between 3 and 8 people.
- Client management - maximum of four concurrent clients and minimum of two, with high satisfaction levels, as expressed in the End of Project Satisfaction Surveys.
- Project management - 100% of the projects managed within standards of profitability, defined at corporate level, during the last three years (from November 2003).

Oct-00/Feb-01 **FI SYSTEM, The Web Agency** *London, UK*
 Internet Consultancy firm (>1,000 employees; >100 M € revenues)
Strategic Consultant

Responsibilities:

- Preparing competitive market and e-commerce applications research.
- Developing business models to reposition firms in the context of new economic models.

Skills developed:

- Problem-solving: data gathering, information analysis, synthesis.
- Time management: performing effectively under time pressure and in the face of adversity, disappointment and opposition.

Results:

- Recognising market opportunities for both new and current business.
- Systematic intelligence gathering and business analysis in support of customers (via project work) and senior management (for sales and general market analysis).

EDUCATION

2005 **IESE Business School, Universidad de Navarra** *Madrid, Spain*
Degree: Executive Program in Healthcare Organizations (*Programa de Alta Dirección en Instituciones Sanitarias – PADIS*).
Concentration: Decision-Making, Accounting and Controlling, Leadership and Management of People, Team building and management, Financial Management, Risk Management, Operations: analysis and improvement, General Management, Strategy definition and implementation, Knowledge Management.

1999-2000 **London School of Economics and Political Science (LSE)** *London, UK*
Degree: MSc. in European Political Economy (Pass with Merit (65/70). Top 5).
Concentration: European Models of Capitalism, European Political Economy, European Enlargement and EU Law, Government and Policy-Making.
Dissertation title: “Flexible Integration: The Key to a Successful Deepening and Widening?” (Pass with Merit (68/70). Top 5%).

1998-1999 **Università degli Studi di Torino, Facoltà di Economia** *Torino, Italy*
 Awarded *ERASMUS* scholarship on the basis of academic excellence.
 Grade obtained: 27/30.

Summer 98 **Economic Summer School, LSE** *London, UK*
 Sixty-hours program in *Economics of European Integration*.
 Awarded scholarship to attend from the Oviedo Chamber of Commerce.
 Grade obtained: A.

1994-1998 **Universidad de Oviedo, Facultad de Ciencias Económicas y Empresariales** *Oviedo, Spain*
Degree: BSc in Economics. GPA: 7.45/10 (Top 15%).
Concentration: Advanced Microeconomics and Macroeconomics, Mathematics, Applied Statistics, Econometrics, International Economics, Economics of European Integration.

1980-1994 **Colegio San Ignacio, Jesuitas** *Oviedo, Spain*
 Awarded *Honours Merit* (Matrícula de Honor). GPA: 8.18/9.
 University Entrance Examination (*Selectividad*): 8.81/10 (1st percentile in the country).

ADDITIONAL TRAINING

Mar-2006 **Instituto de Empresa (IE) Business School** *Madrid, Spain*
Executive Education program.
 IX Pharmaceutical Industry Summit entitled: “*Levers of change: The necessary transformation of the pharmaceutical industry*”.

Apr-2002 **Balanced Scorecard Collaborative, Harvard Business School (HBS)** *Boston, USA*
 The application of Balanced Scorecard to healthcare organizations.
Program title: “Saving Lives, Saving Money”, 18 CPE (Continuing Professional Education) credits
Director: Robert Kaplan (Baker Foundation Professor, Harvard Business School).

PUBLICATIONS AND CONFERENCES

▪ **Books:**

- ⊕ Fernández García, J.J., Clayton, J.E., and C. Hobley (eds.) (2004) The Student's Guide to European Integration: For Students, By Students. Cambridge: Polity Press (ISBN: 0745629806).
- ⊕ Fernández García, J.J. (ed.) (forthcoming: June 2007) Un futuro con leyes. Entendiendo el desorden informacional que nos rodea. Barcelona: Textos de Infonomía.
- ⊕ Cornella, A. and J.J. Fernández García (forthcoming: 2008). kNewton: the hidden order in 300 informational laws. Barcelona: Textos de Infonomía.

▪ **Articles:**

- ⊕ Fernández García, J.J. “VALNALÓN. Un programa ejemplar para crear cultura de empresa desde la educación primaria”, *If...* Revista de innovación, nº 51 (March 2007)

▪ **Internet:**

- ⊕ Salud y Gestión (<http://www.saludygestion.com>)
 - Blog where I state my personal view of the healthcare sector (from September 2004)
- ⊕ PeriscopiHos – Observatory in Hospital Management Innovation (<http://www.periscopihos.org>)
 - Writer in the PeriscopiHos Annual Memory (2004, 2005, 2006)
 - “The Strategic Challenge for Hospitals”, Special Issue (December 2004)
- ⊕ Doctors & Managers (<http://www.doctorsandmanagers.com>)
 - “Clinical Microsystems: a new management approach” (April 2006)
- ⊕ Infonomia, the innovators network (<http://www.infonomia.com>)
 - The Ideas that Count: “3T Cities and 3T Talents” (October 2003)

▪ **Conferences:**

- ⊕ XXV Summit of the Healthcare Economics Association (July 2005)
 - Barrubés, J., Portella, E., Fernández, J.J., and D. Frigola: *Analysis of the critical success factors for the implementation of a capitative financing model* (conference paper)

LANGUAGES

- Spanish: Native
- English: Fluent
- Italian: Fluent: written and spoken; Intermediate: negotiation
- French: Beginner
- Catalan: Fluent: comprehension and reading; Basic: written and spoken

INFORMATION AND COMMUNICATION TECHNOLOGIES

- Advanced user of MS standard business applications: Word, PowerPoint, Excel, Access
- Navision: Sales and Project management module

GENERAL INFORMATION

▪ Community

- ⊕ Mentor in the *LSE Mentoring Scheme*, London School of Economics and Political Science (from 2003)
- ⊕ Collaborating with *Valnalón Ciudad Tecnológica*, in introducing formal innovation studies in elementary education (Asturias, from 2005)
- ⊕ Collaborating with *Patient Opinion* (UK-not-for-profit) in introducing this service in Spain (since 2006, B-shareholder from 2007)

▪ Personal

- ⊕ Organiser of LSE Annual Trip to EU Institutions (2000)
- ⊕ *LSE European Society* student member (October 1999 – August 2000)
- ⊕ Private teacher in Mathematics for high school teenagers (1994-98)
- ⊕ Amateur basketball player for 10 years (1988-1998)
- ⊕ Team captain the last four seasons (1994-98)
- ⊕ Basketball coach for teenagers 12-16 years, San Ignacio School, Oviedo (1994-96)
- ⊕ Hobbies: Traveling (latest destinations “Travel around the world in 72 days”: Japan, China, Thailand, Cambodia, Laos, Myanmar). Sports (basketball, skiing). Parachuting. Infonomics. Cinema. Eating out. Reading. Blogging (<http://www.jorgejuanfernandez.com>)