

OLGA GIL, Ph.D.

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PROFILE SUMMARY

Ph.D., specialist with 14 years experience in Spain, the United States and Italy on telecommunications regulation, education, Internet and new media industry.

- She is the author of *The Politics of Telecommunications in the United States and Spain (1875-2002)*. CIS/Siglo XXI, Madrid, 2002 --AECPA Best Book Award in 2003.
- Dr. Gil has been certified as *Profesor Ayudante Doctor (Ref. 2003-1748)* by ANECA (Agencia Nacional de Evaluación de la Calidad y Acreditación).
- Teaching and researching she has mastered political science, political economy, sociology and communications approaches. She is a specialist on federal studies in the US, Brazil, and the Spanish regions. More recently Dr. Gil has worked on digital policies, innovation and the Internet. She has also taught on firms approach to corporate social responsibility issues, where she has six years of corporate experience.

AREAS OF EXPERTISE

- Knowledge of the Telecoms/New Media Industry acquired through experience in research, corporate, and consulting sectors.
- She values working on the frontiers of knowledge and innovation
- Knowledge-sharing through university courses and web2.0 tools
Institutional Communication Projects for IBEX-35 Index, in a financial firm (Office of the Chairman)
- Ability to plan, analyze and implement institutional communication projects for the Chairman
- Experience leading teams in a networked environment. Successful managing change, introducing efficient workflows and practices. Open, inclusive management style that encourages everyone to contribute their own ideas and opinions.

CURRENTLY

She is currently looking for an interesting project to get involved. On the academic side, she has 1) taught courses for John Hopkins University and Universidad Internacional de Andalucía (July 2010) 2) participated with Banco Santander, Universia and ideas4all at a two tier web3.0 community platform, <http://ideasparaguadalajara2010.ideas4all.com/>, to generate ideas for the II Joint Meeting of Deans at Guadalajara, México 2010, and 3) reflecting on features of the University of the Future at Universidad Internacional de Andalucía, focusing on Professional Digital Identity, and applications of Visual Thinking for Education. Dr. Gil is engaged with two-tier digital alphabetization, the incorporation of digital skills for learning and to spur sustainable growth. Olga is tech enabler for Spanish Fulbright Alumni Association. She has recently attended the WWW2010 Conference in Raleigh, USA, on web issues, open data, future web, and web TV in April 2010. She publishes on these issues through www.olgagil.net

EDUCATION

European University Institute, Florence, Ph.D. in Social and Political Sciences. Thesis: *The Politics of Telecommunications in the United States and Spain (1875-2000)*. Published by CIS (Madrid) and AECPA Best Book Award 2003. Florence, Italy

Instituto Universitario Ortega y Gasset, *PhD Candidate* in Latin American Studies. 1994. Madrid

University of North Carolina at Chapel Hill, M.A. in Political Science, Thesis: "Structuring Telecommunications Markets from the Brazilian and the United States Perspectives (1875-1994)". North Carolina, USA

Bachelor Degree in Political Science (1987-1992) and Bachelor Degree in Journalism (1985-1990), Universidad Complutense de Madrid.

Other recent education and skills

2009 EXPRESARTE, preparation for public speeches and professional meetings with Pascale Bang-Rouhet, Madrid

2005- Uses of Web2.0 and Visual Thinking for education in French, with Jean-Charles Blondeau. Madrid

2006 INSEAD Banking Programme. Fontainebleau, France

2006 IESE “Modelos Bancarios del S. XXI”. Madrid

BOOKS PUBLISHED

2002. Telecomunicaciones y Política en Estados Unidos y España (1875-2002): Construyendo mercados. Madrid: CIS/Siglo XXI, ISBN 84-7476-336-3. (Colección monografías n. 191) (353 pages). AECPA Prize 2003, best book in political science.

2002. New European Design of Telecommunications, Audiovisual and the Internet. (Jorge Pérez et al.). Madrid: Colegio Oficial de Ingenieros de Telecomunicación/Ministerio de Ciencia y Tecnología, ISBN84-600-9759-5. (924 pages).

EXPERIENCE

1. ACADEMIA: RESEARCH AND TEACHING

- 2001-03 Centro de Estudios Avanzados en Ciencias Sociales, Fundación Juan March.** Research on governance issues, new segmented media and the regulation of digital goods
Madrid
- 1995-2000 European University Institute,** Researching regulation of telecommunication in the EU and the United States. 1995-2000
Florence, Italy
- 1992-1994 University of North Carolina,** Researching on Telecommunications in Brazil under the Latin American Programm Duke-UNC. **Chapel Hill, North Carolina, USA**

*Additionally, Dr. Gil has taught **academic courses** at Universidad Autónoma de Madrid, Universidad de Cantabria (Banking Programm at El Solaruco), UC3M, John Hopkins University in Madrid and UNIA*

Main research fields: she works on the fields of: federal studies versus Spanish regions; social and political implications of changes in new media (Internet, digital media, telecommunications, politics).

Participation in public presentations (University and Firms)

2003-2006 Speechwriter to Banco Español de Crédito’s President, Ana P. Botín, and CEOs José García Cantera & Federico Outón. Articles, and book chapter revision. Co-responsible in the following presentations:

- President strategic business plans (Banespyme, focused on SMEs and Instituto Banesto, for big firms)
- Drafts for shareholder meetings.
- VII Foro Iberoamérica. Panel on Latin American Development with Carlos Slim, Angel Gurría and Pedro P. Kuczynski, México, November, 2006.
- Microsoft CEO Summit, with Bill Gates, President Microsoft y Chief Software Architect (CSA), y Steve Ballmer, CEO, Microsoft, and 10 Executive Presidentes from big multinationals. Seattle 2006.
- Speech on Firm Contributions to Growth and Employment within the “i2010 Strategy”, the “7th Framework Programme” and the “National Priority Plans” for the “Microsoft Government Leaders Forum Europe”, with Bill Gates (Presidente de Microsoft), Jose Socrates (Portugal Prime Minister) and Jean-Philippe Courtois (Vicepresident, Microsoft Internacional), Lisboa, 2006.
- Speech on Financial Tools to Promote in Spanish SMEs, with Minister J. Montilla. Madrid, 2005.
- Speeches and documentation ad-hoc for: Regional Boards Meetings of the bank, Meetings with customers in the Spanish Regions. Technology and Strategy. The Spanish Economic Junture. Chages in European Economy and Society in the Coming Decade. Corporate Social Responsibility. Women and the Job market. Development in latin America.
- Key speeches to Círculo de Confianza, prizes and awards.

Robert Schuman Centre 1995-2000. Researcher at Working Group ISO (Information Society Observatory), at Robert Schuman Centre, European University. Focused on comparative politics of cable telecoms in Europe (unpublished). Co-organized conference "The Aftermath of Liberalization: Multilevel Governance in the Regulation of Telecommunications" bringing Antonio Alabau (Universidad Politécnica de Valencia), Giuliano Amato (President of the Antitrust Italian Regulator); Alan Bell (OFTEL, Economic Director); Jean-Eric de Cockborne (European Commission); Girolamo de Genova (Co-director General, Telecom. Italia); Humberto de Julio (Director General, Telecom. Italia); Mark Thatcher (London School of Economics);

Jerken Torngren (Executive Director ETNO-European Telecommunications Network Operators); Lee Tuthill (Secretariat, WTO); Dimitri Ypsilanti (OECD) –November 14th, 1997.

Last publications (for books, please see front page)

Dr. Gil has all her work done on Brazil from 1992 pending publication. Some of these works are papers available at the library of North Carolina at Chapel Hill --where she did her M.A-- and Instituto Ortega y Gasset (Madrid), where she is PhD candidate in Latin American Studies. She is also interested in publishing and developing this line of comparative research.

Articles

1. "Propiedad Intelectual: qué se juega Europa y las nuevas generaciones", Economía Exterior. Verano, 2010.
2. "La regulación de los mercados para el fomento de la ciencia y de la tecnología", Revista Madrid+, n. 46. Monográfico sobre la sociedad del conocimiento: Ciencia, tecnología e innovación en España. 2008.
3. "La Unión Europea, las comunicaciones electrónicas y los bienes digitales", Política y Sociedad, 2004, Vol. 41, n. 1, pags 145-158.
4. "El papel de las instituciones políticas en España (1980-2002): un estudio aplicado a las políticas de telecomunicación", Revista de Gestión y Analisis de las Políticas Públicas. 2003. 20 pags.
5. "Cambios en la realidad y la acción política en España desde 1980" Revista de Gestión y Administración Pública, Septiembre 2002
6. "Towards a New Institutional Equilibrium in the European Union after the Agreements of December 2001: the Case of Electronic Communications" Telecommunications Policy, with Jorge Pérez
7. "Los efectos del federalismo en Estados Unidos", REDETI (Revista del Derecho de las Telecomunicaciones e Infraestructuras en Red). (Noviembre 2000). Año II, n. 9, Nov. 111-140.
8. "Tendiendo puentes entre disciplinas: variables nacionales e internacionales en las explicaciones políticas" (Enero- Marzo) 1996, Zona Abierta, n.74, pp 1-17. 1-20 (junto con el Dr. Luis Sanz Menéndez)
9. "El cambio regulatorio y la estática institucional en Estados Unidos," (Sep-Nov. 1995) TELOS. Madrid: Fundesco, 13-20

Book chapters

1. "El País Vasco: de la implicación en los medios de comunicación al desarrollo de las redes de telecomunicaciones y polos de desarrollo ligados a las nuevas tecnologías" 1999. in Políticas de Telecomunicaciones en España, Jordana, Jacint, y Sancho, David (Eds.). Madrid: Tecnos. 265-290.

Patents/ Models specially those involving technological transfer to the productive sector

Models

USBs, Creative Zen, USB2.0 card in collaboration with WalleTex:

From 2003 to 2009 Olga Gil coordinates the Annual Report of Banco Español de Crédito on paper and technological devices working with Banesto's team and external suppliers. Digital devices include digital documentation, extranets, institutional and commercial videos and presentations by the President of the company, besides excel tables, and Banesto's photographs.

WalleTex card allowed segmenting steak holders and collect information about their particular interests, making possible to refine the information provided to analysts, shareholders, press, customers and users in later editions.

2) CORPORATE

2003-2009 **Banesto**. Banco Español de Crédito, (financial sector, 9,700 employees, profits 765 m. euros, national and international shareholders), Madrid

Chief Analyst, Office of the Chairman, (2003-June 2009)

- **Key speeches**, documentation and analysis for the Chairman, Ana P. Botín and CEOs (Federico Outón, José García Cantera), to communicate to wide and specialized audiences: shareholder meetings; international and national forums with tech-partners; university and bussines schools...).
- Co-ordinated Banesto's Annual Report and Social Responsibility Report, working closely with the chairman, CEO, directors and area managers, bringing analysis on the best standards in international reporting for consideration every new draft edition).
- Responsible for the **digital** and **on-line** editions of annual reports (CDs, pen drives, MP4). Each year, successfully promoted changes in Annual Report editions, incorporating new digital developments, maintaining the budget inherited from 2003 (i.e. landmark memory card allowed pre-segmentation of **stakeholders**, data collection on their preferences on the different sections or the absence thereof).
- **Led** teams of 2 to 40 people and provider teams up to 20 people.
- Supported providers in the research, consultancy, design, photography and PR industries, **promoting internal and external alliances to innovate through new digital and on-line devices**.
- Follow up of e-commerce and technology issues.

3) ANALYSIS PROJECTS

- **Amena**: Found solutions to foster mobile competition for institutional and social deadlocks in the Spanish regions (**2003**, Madrid)
- **Instituto de Estudios Sociales Avanzados de Andalucía (CSIC)** *Measured* penetration of Information and Communication Technologies in Andaluzian firms (**2002-03**, Madrid-Córdoba)
- **Colegio Oficial de Ingenieros de Telecomunicación/Foro de las Telecomunicaciones**, Analyzed strategic topics for Telefónica Internacional, Retevisión, Ericsson, Vodafone, Alcatel, Siemens, Lucent, Xfera. (**2000-02**, Madrid)

4) COMMUNICATION AND PLANNING PROJECTS

- **EresMas.com** (later Wanadoo Spain). Assistant to the Director of Communication. Worked closely with the Director to pursue the planned company's IPO. 2000. Madrid
- **Estudio de Comunicación**. Communication Auditor. Audited firm processes. 2000. Madrid
- **MBO PR Agency** Assistant planning and coordinating of the I Week of Latin American Economy, Universidad de Salamanca. Madrid and Salamanca, *summer-fall* 1991. Madrid, Salamanca

5) INTERSHIPS

- 1994** **World Bank, International Monetary Fund**. Assistant to the Executive Board of Proceedings at the Annual Meeting in Madrid, September 29 –October 10, fall 1994
- 1994** **United Nations**. Junior Professional Officer, **United Nations Industrial Development Organization**. UN Headquarters, 1994.
New York
- 1990** **Televisión Española TVE-1**. Economic Journalist on the news broadcast programmes on prime time.

LEADERSHIP Spanish Fulbright Alumni Association, Member of the Board, Tech Enabler; **European Professional Women Network**, Member of the Advisory Board.

LANGUAGES Spanish, *mother tongue*. English, *speaking, reading and writing very fluent*. Italian and French, *speaking and reading very fluent*. Portuguese, *comprehension fluent*. Chinese, several courses starting from October 2005

REFERENCES upon request