

OLGA GIL, Ph.D.

Tl. + 34 609 448 309

www.olgagil.net

olgagil@olgagil.es

PROFILE SUMMARY

Ph.D., specialist with 16 years experience in Spain, the United States and Italy. Expert on institutional communication, learning and technology. Gil excels both at analytical and operational levels, and has a strong combination of academic and corporate experience. 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 2003.

AREAS OF EXPERTISE

Institutional Communications Project Coordinator for IBEX-35 Index financial firm Banco Español de Crédito (Office of the Chairman --financial sector, 9,700 employees, profits 765 m. euros, national and international shareholders).

- Building the new institutional branding for the new president, Ana P. Botín (2003-2009) nationally and internationally: Annual Reports, SRC Reports, public speeches.
- Learning and technology. Succeeded developing tech prototypes with information, educational and marketing content for top segmented audiences and decision makers.

Communication, technology (usability and user experience management), marketing2.0., multimedia, telecommunications regulation, social media, visual web, web marketing, public speeches (gosh writing and speaker counselling)

CURRENTLY

Social media manager and tech enabler for Spanish Fulbright Alumni Association. Consulting on Informal Learning for Hunter College and Queens College, New York, USA. Conferences on communication, Social Responsibility, marketing20, multimedia, social media, technology, visual web, and web marketing, Spain.

EXPERIENCE**1. 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.

- Defined, launched, maximized the perceived value of Banesto by stakeholders, opinion leaders and segmented targeted publics (Annual Report and CS Report...). High standards were followed as best practice by Santander Group.

2. 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 Andalusian 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)

3. 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

4. ACADEMIA: RESEARCH AND TEACHING

2001-03	CEACS, Fundación Juan March. Research on the regulation of digital goods.	Madrid
1995-2000	EUI, Regulation of telecommunication in the EU and the United States.	Florence, Italy
1992-1994	University of North Carolina, Telecommunications in Brazil.	Chapel Hill, USA

5. INTERNSHIPS

1994	World Bank, International Monetary Fund. Executive Board of Proceedings. fall 1994	Madrid
1994	United Nations. United Nations Industrial Development Organization.	New York
1990	Televisión Española TVE-1. Economic Journalist, news broadcast programmes on prime time.	

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)*. **Florence, Italy**
University of North Carolina at Chapel Hill, M.A. in Political Science. **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.
2005- Exploring Web2.0 and Visual Thinking in French, with Jean-Charles Blondeau. Madrid
2006 INSEAD Banking Programme. Fontainebleau, France, and IESE "Modelos Bancarios del S. XXI"

LEADERSHIP

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

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