

**Miguel Cornejo Castro**  
*Curriculum Vitae*



## Highlights

Economist

Project manager at Getronics Iberia's consulting unit.

SIG Editor at the EU's KnowledgeBoard.com.

Chief admin and community manager at Macuarium.com.

Managing partner at Macuarium Network SL.

## Professional Experience

### Since September 1st 1996 until today

Different roles within the Dutch multinational *Getronics*.

Since January 10th 2005, I have assumed several management staff roles in combination with consulting projects listed below:

- 2006. Design, deployment and supervision of the knowledge management infrastructure for Sales Support (portal, network of teamsites, reference and template documents, roles and workflows, sales cycle ERP integration) for *Getronics España Solutions* (Spain).
- 2005. Marketing Program Manager for the Business Services area of *Getronics España Solutions*. Together with area directors and business development managers, definition of strategic marketing plans for the banking, insurance, payment systems and public sector markets, as well as the mobile solutions and security products. Design and execution of marketing actions and sales campaigns, partner and own events in those and other areas. Content generation, international event keynote delivery. As part of this role, supervised the competences management program and the "added-value employee ideas" initiative.

Since September 2001, **Senior Consultant** at *Getronics Iberia*. Project management, product and business development, pre-sales consulting, business process and information systems consulting.

The main roles and achievements are:

- Engaged and represent Getronics as knowledge management expert working on the leading national certification body's "Spanish guide of best Knowledge Management practices".
- Lead business process redesign project for the consumer finance unit of a major Spanish savings bank.
- Lead design and implementation of a document management system for the Spanish Census Bureau.
- Lead design and implementation of the document management system for the questionnaires of Spain's National Statistics Institute (INE)
- Carried through strategic technology benchmark for a leading insurer.
- Led process identification and documentation project for the credit card unit of a leading bank.
- Led process description and redefinition at the Spanish subsidiary of a consumer finance bank.
- Designed the first Knowledge Portal / Communities of Practice project for Getronics Iberia.
- Led document management part of risk process reengineering initiative engaging several Spanish savings banks.
- Led document management consulting project at major Spanish local government.
- Took part in the definition of the organization and product range of the consulting unit, in the Knowledge Management, CRM and Operational Risk arenas, leading the coordination with other European subsidiaries in KM.
- Business development and pre-sales consultancy for process and knowledge management offers.
- Thought leadership (Press and academic conferences).

Since January 1<sup>st</sup> 2001, **e-CRM Consultant** for *G2E eBusiness Solutions* (the pan-eropian e-CRM spinoff of the Getronics Group).

The main roles and achievements have been:

- Developed a Strategic e-CRM Implementation Plan for a Spanish middle-tier bank's online operation.
- Co-designed the global training effort for new G2E entrants and led it for the CKO.
- Participated in the creation of a project development methodology based on Rational's RUP.
- Business development and pre-sales consultancy.
- Thought leadership (Press and industry conferences).

Since September 1<sup>st</sup> 1.996, **Management consultant** for *Getronics Grupo CP*.

Adscribed to *Business Development* since June 2000. Took part in the start-up of G2E:

- Represented the Spanish subsidiary in the evaluation of prospective technology partners.
- Co-designed a new options-based investment valuation method (Dynamic Investment Planning).
- Took part in the development of G2E business methodology and operational tools.
- Co-designed the Spanish version of the new company's website and knowledge repository.
- Liaised between the Spanish subsidiary, the Dutch headquarters and the multinational work teams.

Previously attached to the *e-Banking unit*, and earlier to the *Financial Sector unit*. Highlights include:

- Developed the value-creation model used by the online initiatives of an asset management group.
- Design and implementation of datawarehouse-based Executive Information Systems and Decision Support Systems, with a Balanced Scorecard approach, in several financial institutions.
- Led the rebuilding of the tax accounting system of the leasing, factoring and confirming subsidiary of a major Spanish savings bank.
- Implemented cost management systems in a Spanish savings bank.
- Built a quality-of-service management system and strategy for a Spanish saving bank.
- Built a quality-of-service CRM application, now a leading tool known as *Getronics Teseo*.

### **June - September 1.996**

Commercial Manager for *Banco Mapfre* ( Madrid ). Business development and cross-sales campaigns at the Coslada office.

### **During 1.995, 96 and 97**

Collaborations in specific projects for the delegation for Spain and Portugal of *Société Financière de la BFCE* ( Banque Française de Commerce Extérieur ) - corporate banking -and *VCS, S.A.* - mergers and acquisitions, management consulting -.

## **Communities of practice and freelance consulting**

Besides the above, I started up Macuarium Network in 1.999, as a vehicle for ebusiness, KM and CoP research and consulting:

As founder and managing editor, the roles and highlights are:

- Designed and manage the main Macuarium portal's content and community IT infrastructure.
- Manage the volunteer collaborators (a flexible, multinational structure of over 40 people), as well as partners and suppliers.
- Act as Community Manager for the forum system and its resident communities of practice (comprising over 38.000 registered members), managing on- and offline activities and projects.
- Design and oversee the evolution of usage guidelines and community terms of use.
- Building the main portal's audience to over 8 million monthly pages served on a shoestring budget.
- Direct the digital rights-protection and other legal activities of our in-house lawyer.
- Led the in-house development of several generations of software.
- Design and manage community-based support systems for consulting customers such as the Spanish Government's taxes agency (2002, a multichannel-support project), Feral Entertainment, and others.

### **Other projects**

Volunteer activity in several KM-related activities, such as:

- Editor of the "CoPs" and "Human Aspects" SIGs at the EU's *KnowledgeBoard.com*.

- Member of open work groups on e-learning and non-formal training at the EU's *CEDEFOP*.
- Member and collaborator in online courses at Etienne Wenger's *CPSquare*.

### **Papers, courses and thought leadership**

- Teacher of the postgraduate course "Change management and business process reengineering" of the University of León (León, February 2007).
- Lecturer at "Encontro da Innovación" (Santiago, November 2006), "IIR Outsourcing" (Lisbon, May 2005), Universidad Autónoma de Madrid (IADE's "Foro Intellectus", since 2005), the EU's "European KM Summer School" (San Sebastian, September 2003), the EU's "KM and NGO work workshop" (Brussels, October 2003), Universidad de Castilla-La Mancha (Ciudad Real, Spain), CISCO IBS Summit, among others.
- Academic director of *Triagonal's* online "Introduction to CoPs" course.
- Articles and collaborations at *@asLAN*, *ya.com* and *osOpinion.com*, and other media.
- Several well-quoted white papers on CoP management and value generation (best known may be the "Revisiting Communities of Practice" series), published on KnowledgeBoard, the "Mundo Internet" conference's 2004 book, and others; one introductory course to Communities of Practice. Working on a full book on the uses of CoPs in corporations.
- Editor of "Mac OS X", *Anaya Multimedia*, ISBN 84-415-1378-3

### **Studies**

#### **Higher education**

Bachelor in Economics and Business Administration by the University of Navarra (Pamplona) in 1.995.

#### **Other courses**

Seminars, and conferences such as "Mundo Internet 2004" or *CPSquare's* "Foundations of CoPs".

In-house and partner training programs (Business Process Reengineering, Project Management, Strategy consulting, Marketing for financial products, Modelling with UML, Data Warehousing, EIS, Vignette StoryServer administration, Microsoft Enterprise Project Management, FileNet administration).

### **Languages**

ENGLISH: *Bilingual*. Cambridge University's Certificate of Proficiency in English ( A ), awarded in 1987.

FRENCH: *Intermediate*. Diploma of Studies of French Language and Literature, by the Résidence Universitaire Baulois, Lovaine University, Lovaine-la-Neuve (Belgium) in 1989.

SPANISH: *Native*.

### **Other qualifications**

Advanced user of productivity software. Macromedia Dreamweaver and Flash; several web building and design tools and graphic management packages; Mambo/Joomla! and eZ Publish portal software; MS Sharepoint, Alfresco, FileNet P8 (certified) and EverSuite DMS/ECM; Invision Board and phpBB management; several blogging, wiki and collaboration tools.

### **Personal data**

Born: Barcelona, May the 10<sup>th</sup>, 1.971

Nationality: Spanish

### **Contact information**

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