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Born in La Coruña, in May 14, 1965, [Enrique Dans](#) is one of the most prominent Spanish academics in the fields of technology adoption, digital transformation and innovation. He graduated with a Baccalaureate in Science at Universidade de Santiago de Compostela in 1989 and a Master in Business Administration (MBA) at Instituto de Empresa (1989-90), before joining IE Business School as an Assistant Professor in IS/IT in September 1990. In 1996, Enrique got a grant to pursue doctoral studies at the John E. Anderson Business School at University of California in Los Angeles (UCLA): he graduated with a Ph.D. in Management in year 2000, with a dissertation focused on the transition of newspapers from the paper to the screen and the measurable effects of IT adoption in small and medium enterprises.

Whilst at UCLA, Enrique worked as International Management Fellowship (IMF) Program Instructor. Once returned to Spain in 2000, [Enrique rejoined IE Business School](#) as a Full Professor and IS/IT Area Chair, and started a line of collaboration with Spanish newspapers and magazines on technology adoption, innovation, entrepreneurship and the effect of technology at the consumer, corporate and societal level of analysis. Enrique keeps a permanent presence in the Spanish media panorama, with a weekly column in the most prominent economic newspaper (Expansión) between 2001 and 2015, many articles and collaborations in other newspapers, magazines, radio and TV, and as a board member at El Español.

He also advises other online startups and consolidated companies as a consultant or a board member. The newspaper El Mundo has included him in the "Top 25 most influential people in Spain" on the Internet and Technology category every single year since 2006.

Besides that, he is one of the highest ranked professors at IE Business School according to his student evaluations. He teaches several courses in the IS/IT and Entrepreneurship areas: "Digital Innovation", "Digital Transformation", "Technology immersion", "Digital journalism", "Social web", and "Managing the tech startup", with student evaluations consistently above 4 in a scale from 1 to 5.

Enrique started his personal blog, enriquedans.com, in February 2003, and he has been publishing regularly every single day since then, turning it into [the most influential technology and innovation blog in Spanish](#). In 2010, he published his book, "*Todo va a cambiar*" ("Everything is going to change") with a [foreword from Vinton Cerf](#), and became a best-seller in the management category in Spanish. He also published an online social edition of the book at todovaacambiar.com sponsored by two large companies, Banesto and El Corte Inglés, with the full text supplemented with links, pictures, videos and comments.

Besides his daily article in his page in both Spanish and English, Enrique writes regularly two columns per week at El Español, a bi-weekly one at Forbes, and for three years, he had a weekly section every Wednesday night in La Noche en 24 horas (in RTVE, the Spanish public television), talking about technology and innovation. He also maintains a strong presence in social networks such as Twitter (the business school professor with the highest number of followers in the world), LinkedIn, Facebook, Google+, etc. In September 2015, he got shortlisted for the prestigious [Thinkers 50](#) award in the category "Digital thinking". In September 2016 he was awarded the [Communication and Dissemination Prize](#) from the prestigious Spanish Digital Economy Association ([Adigital](#)).

Enrique is married to Susana Alosete, a very well known [TV blogger](#) and social media professional. They have one daughter, Claudia, twenty-four years old, also a [blogger](#), passionately geek, and working in the advertising field.

Education

- Doctor (Ph.D.) in Management, specialized in Information Systems - [The John E. Anderson Graduate School of Management](#), University of California at Los Angeles ([UCLA](#))
- Postdoctoral studies - [Harvard Business School](#)
- MBA - [IE Business School](#), Madrid
- Baccalaureate in Science - [Universidade de Santiago de Compostela](#)

Academic honors and grants

- Included in the “[Top 25 Spaniards in tech you should follow](#)” (Business Insider, 2018)
- Winner of the [2016 Adigital Communication Award](#)
- Shortlisted for the [Thinkers 50](#) award in the category “Digital thinking”, 2015
- Accenture Research Grant, years 2003, 2004 and 2005
- CommerceOne – SAP Research Grant, year 2001
- Principal Investigator, European Commission, Information Societies Technology (IST) Program, e-Broker Project, years 2000 and 2001
- Byram Fellowship (UCLA), Summer 1999
- Graduate Division Fellowship (UCLA), 1999
- Cooper Fellowship (UCLA), Summer 1998
- Jan Roos Award (UCLA), years 1997, 1998 and 1999

Academic experience and service

- [Personal page at Academia.edu](#)
- [Personal page at Google Scholar](#)
- [Personal page at ResearchGate](#)
- IS/IT Professor at [IE Business School](#) since September 1990
- IS/IT Area Chair at [IE Business School](#), June 2001 to January 2005
- International Management Fellowship (IMF) Program Instructor at [The John E. Anderson Graduate School of Management at UCLA](#), 1997-2000
- Member of the Editorial Board at [Harvard Deusto Marketing & Ventas](#)
- Member of the Editorial and Scientific Committee at [TELOS](#) journal
- Track Chair, [Business Association of Latin American Studies \(BALAS\) Annual Conference](#), Babson College, Wellesley, MA, 19 al 22 de Mayo de 2004
- Conference co-chair, *European Conference of IT Evaluation* (ECITE) 2003, Madrid
- Member of the Editorial Board for the *Electronic Journal for Business Research Methods* (EJBRM)
- Member of the Editorial Board at *Revista de Empresa* (Iberoamerican Academy of Management and Instituto de Empresa)
- Member of the Conference Committee for the *European Conference on IT Evaluation* (ECITE)

- Member of the Conference Committee for the *European Conference on Research Methodology for Business and Management Studies* (ECRM)
- Member of the Program Committee at *IFIP joint WG 8.2 and 9.4 Conference*, Athens, Greece, June 15-17, 2003
- Member of the Program Committee for the Project Management track at IRMA (*Information Resources Management Association*)
- Occasional reviewer for *Management Information Systems Quarterly* (MISQ), *Journal of Business Strategies*, *Journal of Electronic Commerce Research*, *Quarterly Journal of Electronic Commerce*, *Journal of Information Technology Theory and Applications* (JITTA) y *Journal of Global Information Management*

Corporate experience

- Consultant and advisor in the IS/IT area since July 1992. Projects developed for *Círculo de Progreso Universitario* (IT implementation – 1992), *Ibermática* (design and migration of business software – 1993), *Madrid local administration* (cash flow management – 1994), *Parque de Atracciones de Madrid* (financial valuation – 1994), *Publicidad Gisbert* (IT implementation – 1994), *Barclays Bank* (design, development and training of a mobile workforce – 1995), *El Enebro* (IS design, implementation and training – 1995), *Orona* (IS/IT design and evolution – 2006), *Grupo USG People* (activity redefinition y and business process re-engineering – 2010), and others.
- Expert witness in the case "Telecinco vs. Google", 2008
- Member of the Advisory Committee at [Fundación Hazloposible](#) (NGO)
- Board member at [Fundación Horizonte XXII de la Caja Rural de Ciudad Real](#) (NGO specialized in entrepreneurship)
- Member of [Saviálogos \(Banca Cívica\)](#)
- Board member at [Fundación Iniciador](#) (NGO specialized in entrepreneurship)
- Member of the Advisory Committee at [The Conference Board](#) (durante los años 2008/2009)
- Member of the Advisory Committee at [Agencia del Conocimiento y la Tecnología del Gobierno de La Rioja](#)
- Member of the Advisory Committee at the law firm [Cremades & Calvo-Sotelo](#)

- Committee member of the [Observatorio da Sociedade da Información e a Modernización de Galicia \(OSIMGA\)](#), depending on the [Secretaría Xeral de Modernización e Innovación Tecnolóxica](#) of the Galicia local government (March to May 2010)
- Founder of [Lonxanet.com](#)
- Member of the Advisory board at [Tractis](#)
- Member of the Advisory Board at [Social Media, S.L.](#)
- Shareholder and member of the Advisory Committee at [Weblogs, S.L.](#)
- Shareholder and member of the Advisory Committee at [Petuky.com](#)
- Shareholder and member of the Advisory Committee at [DoctorDoctor](#)
- Shareholder and member of the Advisory Committee at [Spotbros](#)
- Member of the International Advisory Committee at [Tecnalia](#)
- Member of the Strategic Advisory Board at [BigML](#)
- Board member, [El Español](#)
- Board member at [Ayuda en Acción](#) (NGO, poverty alleviation)
- Key Opinion Leader (KOL) at Huawei
- Board member of the UNAB ([UNESCO/Netexplo Advisory Board](#))
- Member of the [Advisory Board for the Innovation in Justice](#), for the Spanish Ministry of Justice

Relevance

- More than ten thousand daily visits on his page, Enriquedans.com
- Subscribers to the feed (data from Feedly): 50,281
- Subscribers via e-mail (data from Feedburner): 8,093
- Followers [on Google+](#): 678,358
- [Facebook page](#): 39,130 likes, 37,463 followers
- [Twitter](#): 273,678 followers
- [LinkedIn](#): 23,302 connections, 101,269 followers
- Regular readers [on Medium](#) (my page in English): 32,444
- Selected by El Mundo as [one of the best hundred blogs in English and Spanish](#) (2009)
- Selected by Guidance as [most influential Spanish blogger in technology](#) (December 2012)
- Included in “[The top 25 Spanish accounts you should follow on Twitter](#)”, Business Insider

Academic publications

- Dans, E.; "[Internet newspapers: are some more equal than others?](#)", *International Journal on Media Management*, 2, 1, 4-13, 2000, Taylor & Francis
- Swanson, E.B.; Dans, E.; "[System life expectancy and the maintenance effort: exploring their equilibration](#)" *Management Information Systems Quarterly (MISQ)*, 24, 2, 277-298, 2000
- Pauwels, K.; Dans, E.; "[Internet marketing the news: leveraging brand equity from marketplace to marketspace](#)", *Journal of Brand Management*, 8, 303-314, 2001, Henry Stewart Publications
- Dans, E.; "[IT investment in small and medium enterprises: paradoxically productive?](#)", *The Electronic Journal of Information Systems Evaluation*, 4, 1, 2001
- Dans, E.; "[Existing business models for auctions and their adaptation to electronic markets](#)", *Journal of Electronic Commerce Research*, 3, 2, 23-31, 2002, Citeseer
- Dans, E.; "[La empresa y la web 2.0](#)", *Harvard Deusto Marketing & Ventas*, 80, 36-43, 2007
- Dans, E.; "[Educación online: plataformas educativas y el dilema de la apertura](#)", *RUSC: Revista de Universidad y Sociedad del Conocimiento*, 6, 1, 2009
- Dans, E.; "[Sobre modas y realidades: CRM o el nuevo marketing digital](#)", *Información Comercial Española, ICE: Revista de economía*, 791, 55-62, 2001
- Dans, E.; "[Blogs y empresa. Una aproximación a la vanguardia de la blogosfera corporativa](#)", *Telos: Cuadernos de comunicación e innovación*, 65, 78-85, 2005
- Dans, E.; "[IT does matter](#)", *IE Business School Working Paper* No. WPO3-15, 2003, also published at [European Business Forum \(EBF\)](#), Issue 16, Winter 2003/4
- Dans, E.; Freire Botana, J.M.; "[IT as agent of social change: Lonxanet and the case of the galician artisanal fisheries](#)", 2002, *Association for Information Systems*
- Dans, E.; Allen, D.B.; "[B2B e-marketplaces: percepción de la propuesta de valor en un mercado incipiente](#)", *Economía industrial*, 340, 101-108, 2001

- Dans, E.; "[IT responsiveness in small and medium enterprises: it pays to be on top of IT](#)", *Proceedings of the VIII European Conference of IT Evaluation (ECITE)*, Oxford, 17-18 de Septiembre de 2001
- Dans, E.; "[El departamento de sistemas de información y su función corporativa: retos de futuro en investigación](#)", *Revista de Empresa*, 3, 2003
- Dans, E.; "[El márketing, la web social y las formas de tirar el dinero](#)", *Harvard Deusto Marketing y Ventas*, 112, 54-61, 2012, Ediciones Deusto
- Dans, E.; Allen, D.B.; "[B2B e-Marketplaces: What's in it for me?](#)", *Proceedings of the 9th European Conference on Information Technology Evaluation 2002*, 123, 2002, Academic Conferences Limited
- Dans, E.; Pauwels, K.; "[Internet Marketing the News: Same players, different playground](#)", *Proceedings of the European Marketing Academy Congress (EMAC)*, 2000
- Dans, E.; "[Amistades peligrosas entre operadoras y usuarios](#)", *Interactiva: Revista de la comunicación y el marketing digital*, 1, 64-65, 2009
- Dans, E.; "[Entre virus anda el juego](#)", *Estrategia*, 26, 73, 2012
- Dans, E.; "[De la paradoja de la productividad a la organización apalancada en tecnología](#)", *Revista de Empresa*, 9, 0, 2004
- Dans, E.; "[¿Automatizar la fuerza de ventas?](#)", *Harvard Deusto Marketing y Ventas*, 63, 38-47, 2004
- Dans, E.; "[Methodology and rigor: how 'false prophets' pushed firms to the dot.com cliff](#)", 2002, *Instituto de Empresa, Area of Economic Environment*
- Dans, E.; de Haro, G.; "[Casa del Libro: From 'DOT. COM' to 'DOT. COLD'](#)", *Journal of Internet Commerce*, 5, 2, 63-74, 2006, Taylor & Francis Group
- Dans, E.; "[Aplanados](#)", *Comunicaciones World*, 198, 46, 2005
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- Dans, E.; "[¿Un futuro en metaverso? Second Life muestra, en parte, cómo puede ser la interfaz futura de internet](#)", *PC Actual*, 199, 22-25, 2007
- Dans, E.; "[Blogosfera: la jornada de un blogger](#)", *PC Actual*, 197, 28-29, 2007
- Dans, E.; "[Tecnología y empresa: una cuestión de actitudes](#)", *Capital Humano*, 201, 66-73, 2006
- Dans, E.; "[Nuevos perfiles de uso de las TIC: el cliente como protagonista](#)", *Economistas*, 27, 121, 134-138, 2009
- de la Torre Espejo, A.; Lara, T.; Dans, E.; Groom, J.; Lamb, B.; Piscitelli, A.G.; "[Cultura digital y prácticas creativas en educación](#)", *RUSC: Revista de Universidad y Sociedad del Conocimiento*, 6, 1, 2009

- Dans, E.; "[Vídeo en Internet. El imparable éxito del vídeo](#)", *PC Actual*, 195, 30-32, 2007
- Dans, E.; "[Three essays on IT innovation and productivity](#)", 2000, University of California, Los Angeles
- Dans, E.; "[La franquicia enredada](#)", *Harvard-Deusto Marketing & Ventas*, 50, 46-50, 2002
- Dans, E.; "[Crowdsourcing: cuando ruge la marabunta](#)", *PC Actual, Personal Computer*, 189, 32-36, 2006
- Dans, E.; "[The Long Tail. El valor de muchos poquitos](#)", *PC Actual, Personal Computer*, 196, 30-32, 2007
- Dans, E.; "[Geoweb. La red sabe dónde estás](#)", *PC Actual, Personal Computer*, 203, 20-22, 2007
- Dans, E.; "[Educación, trolls y netiquette](#)", *PC Actual, Personal Computer*, 193, 26-28, 2007
- Dans, E.; "Los elementos comunes de los negocios 2.0", *PC Actual, Personal Computer*, 201, 22-24, 2007
- Dans, E.; "[Spam, conviviendo con la basura](#)", *PC Actual, Personal Computer*, 198, 24-27, 2007
- Dans, E.; "[La era de la globalización y de internet, la globalización en el siglo XXI: retos y dilemas](#)", 255-266, 2008, [Federación de Cajas de Ahorros Vasco-Navarras](#), 255-266, 2008, Federación de Cajas de Ahorros Vasco-Navarras
- Dans, E.; "[Todo va a cambiar: Tecnología y evolución: adaptarse o desaparecer](#)", 2010, Ed. Deusto
- Dans, E.; "[Todo va a cambiar: edición social](#)", social edition (supplemented with links, images, videos and comments) of the book "Todo va a cambiar".
- Somalo, I.; "Marketing online y comunicación digital", preface by E. Dans, Ed. Wolters Kluwer (2011) E. Fernández
- Curtichs, J., M. Fuentes, Y. García and A. Toca; "Sentido social", preface by E. Dans, Ed. Profit (2011)
- MacKinnon, R., "[No sin nuestro consentimiento](#)", epilogue by E. Dans, Ed. Deusto (2012)
- Fernández, E. and A. Matud, "[A contracorriente](#)", preface by E. Dans, Plataforma Editorial (2012)
- Assange, J., J. Appelbaum, A. Müller-Maguhn and J. Zimmermann; "[Cypherpunks](#)", preface by E. Dans, Ed. Deusto (2013)

- Herreros, P.; “[El poder es de las personas](#)”, epilogue by E. Dans, Ed. Léeme (2013)
- Fernández, F. and J. J. Gómez de Diego (coord.); “#CardioTuit: aplicaciones profesionales de Twitter en Medicina”, preface by E. Dans, edited by Sociedad Española de Cardiología (2014)
- Gallardo, J. and N. Vadillo (coord.), “[Las nuevas tecnologías audiovisuales frente a los procesos tradicionales de comunicación](#)”, special issue (n. 64) of Cuadernos Artesanos de Comunicación, preface by E. Dans
- Arsuaga, J. L., R. Bachiller, C. A. Cordente, E. Dans, J. Ordóñez and M. Toharia, “Con V de Velocidad”, edited by Vodafone (2015)
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- Dans, E., “[Netflix: un análisis preliminar de su entrada en el mercado español](#)”, Burson Marsteller (2016)
- García, S.; “[El arte de dirigir personas hoy](#)”, preface by E. Dans, Ed. Libros de Cabecera (2016)
- Dans, E., M. Eizaguirre, S. Martín, A. Palomar, A. Valenzuela and A. Vigil, “[Noticias, las justas](#)”, Ed. Wolters Kluwer (2016)
- Pedreira, J. and S. Lluna (coord.), “[Los nativos digitales no existen](#)”, preface by E. Dans, Ed. Deusto (2017)
- Tapscott, D. and A. Tapscott, “[La revolución blockchain](#)”, preface by E. Dans, Ed. Deusto (2017)
- Dans, E., “[Jóvenes y redes sociales: más complejo de lo que parece](#)”, Telos – Fundación Telefonica n. 107 (2017)
- Dans, E., “[¿Sustituirán las máquinas a los abogados?](#)”, Abogacía Española - Consejo General de la Abogacía Española, n. 108, March 2018