

Enrique Dans and his 22 years writing a daily tech article on his personal page

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summary

Enrique Dans is a Spanish academic, technology expert, and influential writer known for his extensive contributions to the discourse on technology and its societal implications, particularly through his personal blog where he has written daily since 2000. With a background in biology and a Ph.D. in Information Systems from UCLA, Dans has established himself as a leading voice in understanding the intersection of technology, education, and business. His writing has gained recognition for addressing significant technological advancements, exploring themes such as digital transformation, sustainable innovation, and the role of technology in contemporary society, which has garnered him accolades as one of Forbes' "Best Influencers" in the Business category from 2019 to 2022.[\[1\]](#)[\[2\]](#)[\[3\]](#). Over the past two decades, Dans's blog has evolved from a personal diary into a widely respected platform for insightful commentary on tech trends, including the rise of the internet, machine learning, and the implications of blockchain technology. His commitment to engaging with his audience has fostered a community that actively participates in discussions surrounding his articles, bridging his academic pursuits with practical insights drawn from real-world experiences. Dans emphasizes the importance of producing timely and relevant content, adapting his writing style to meet the needs and interests of a diverse readership in an ever-changing digital landscape.[\[4\]](#)[\[5\]](#)[\[6\]](#). Prominent among his contributions are his critiques of established industries resistant to change, as well as his advocacy for a decentralized internet that empowers users. Dans has also highlighted the pressing need for businesses to align with sustainable practices amid growing concerns over climate change, positioning technology as both a challenge and a catalyst for positive transformation.[\[7\]](#)[\[8\]](#). His unique blend of personal insight, academic rigor, and practical experience has made him a thought leader in technology, with significant influence in both academic and professional circles. Dans's work extends beyond blogging; he has served as a professor at IL

the digital age underscore the necessity for educational institutions to adapt and equip future leaders with the skills required to navigate technological advancements effectively. Through his prolific output and commitment to fostering dialogue around technology, Dans continues to inspire both current and future generations in understanding the profound impact of technology on society.[\[9\]](#)[\[10\]](#)[\[11\]](#).

Early Life and Education

Enrique Dans was initially drawn to the natural sciences, earning a Bachelor of Science in Biology. However, his interests shifted early on when he encountered computers in the 1980s, leading him to pursue a career in technology and education[\[1\]](#). After completing his undergraduate degree, he obtained an MBA from IE Business School in Madrid, which equipped him with the business acumen necessary to navigate the tech landscape[\[2\]](#). Dans's academic journey continued as he pursued a Ph.D. in Information Systems at the University of California, Los Angeles (UCLA) during the internet boom, which provided him with a robust foundation in technology's rapidly evolving role in society[\[1\]](#). His early academic endeavors were marked by several significant grants and awards, including the Accenture Research Grant from 2003 to 2005 and the Byram Fellowship at UCLA in 1999[\[2\]](#). In addition to his formal education, Dans has been actively involved in the academic community. He has held a position as an IS/IT Professor at IE Business School since September 1990, where he has contributed to the fields of technology and education through various publications and research initiatives[\[2\]](#). Dans's insights into the intersection of technology and education have been further illustrated through his numerous writings, including books and articles that address contemporary challenges in the digital age[\[1\]](#)[\[3\]](#).

Career

Enrique Dans is a prominent academic and thought leader in the fields of technology and information systems. He began his professional journey with a Bachelor of Science in Biology from the Universidad de Santiago de Compostela, but soon transitioned into the realm of technology during the early 1980s. His interest in computers led him to pursue an MBA from IE University, which opened

earning a Ph.D. in Information Systems from the Anderson School at UCLA during the peak of the internet boom, an experience that deeply influenced his understanding of technology's impact on society[1][4]. After returning to Spain, he leveraged his expertise to contribute to various media outlets, sharing insights on internet technologies and their implications, which culminated in the establishment of his personal webpage where he has been writing daily about technology since 2000[1][5][6]. Throughout his career, Dans has engaged in consulting in the Information Systems field since 1990, while also holding significant academic positions, including that of an IS/IT Professor at IE Business School[4][7]. He has been actively involved in numerous academic and professional organizations, serving on advisory boards and editorial committees for various institutions and publications[2]. His work has been recognized widely, including multiple listings in Forbes' "Best Influencers" in the Business category from 2019 to 2022, as well as features in notable publications for his contributions to digital thinking and innovation[2]. Dans's commitment to education and research is underscored by his belief in the transformative effects of technology, and he has been a strong advocate for sustainable development goals related to quality education and innovation[4]. In addition to his teaching and consulting roles, Dans has been involved in various research projects and grants, illustrating his dedication to advancing knowledge in the field of information systems[4][3]. Through his extensive career, Dans has maintained a passion for writing, research, and educating the next generation of leaders in technology, which continues to inspire both students and professionals alike[3][6].

Personal Blog

Enrique Dans has been maintaining a personal blog since 2003, marking over two decades of continuous writing on technology and related topics. He initially began this venture with casual entries, including commentary on significant events such as Google's acquisition of Pyra Labs[6]. Over the years, his blog has evolved from a personal diary into a widely recognized platform, reflecting his keen insights into technological advancements and their societal implications.

Evolution of Content

his audience grew and the complexity of topics increased, he shifted towards longer and more detailed posts. In 2012, his blog transitioned to English, broadening his reach and allowing him to engage with international issues more effectively. This change also enabled him to explore a wider range of subjects while maintaining the freedom to choose topics that resonate with his teaching philosophy at IE Business School, where he has been a faculty member since 1990 [6].

Audience Engagement

Dans actively engages with his audience, fostering a community around his writings. He incorporates feedback from his readers into his teaching materials, which further bridges the gap between his blog and academic endeavors [6]. His content has attracted a dedicated readership that not only consumes his posts but also contributes to discussions, creating an interactive environment where ideas can flourish. This engagement is crucial in today's digital landscape, where reader interaction significantly enhances the writing experience [8].

Blogging as a Teaching Tool

The blog has increasingly become a vital resource for Dans, serving as both a teaching tool and an archive of his reflections on technology over the years. He considers it an invaluable asset that documents the evolution of technology and its impact on society, thus enriching the educational experience for his students [6]. The blend of personal insight and academic rigor reflects Dans' unique approach to blogging, which combines professional expertise with a passion for sharing knowledge.

Writing Style and Philosophy

Enrique Dans has cultivated a distinctive writing style and philosophy throughout his extensive career, particularly over the 22 years of producing a daily tech article on his personal page. His early years were marked by a prolific output, where he wrote up to three entries a day, a pace that reflects his passion and commitment to engaging with technological evolution and its implications on society [6]. Dans emphasizes the importance of freedom in choosing topics, which is supported by his affiliation with IE Business School, where he has taught since 1990. This

also adapted to the changing landscape of digital media. For instance, he leverages social media not only to promote his work but also to build a community among his readers, fostering meaningful interactions and encouraging feedback[8]. He believes in creating an engaging experience for his audience, which includes using strategies like interactive storytelling, serialized content, and collaborating with readers through beta testing and feedback sessions[8]. This interactive component is crucial for maintaining reader interest and creating a sense of belonging within his community. Moreover, Dans's philosophy extends to a commitment to relevance and current topics. He argues that effective engagement hinges on delivering content that is timely and tailored to the audience's interests, underscoring the importance of staying informed about industry trends and reader preferences[9]. His work often reflects a deep understanding of how technology intersects with various societal issues, positioning him as not just an observer but also a thought leader in the tech discourse[10]. This has resulted in significant readership engagement, as seen in the substantial viewership of some of his articles, such as his reactions to contemporary social issues which garnered tens of thousands of readers across multiple platforms[11].

Recognition and Awards

Enrique Dans has received significant recognition for his contributions to the fields of technology, innovation, and education. His achievements include being a member of several prestigious committees and boards, such as the editorial committee at Web Financial Group and the International Advisory Committee at Tecnalia, demonstrating his influence in the tech sector and beyond[2]. Dans has been consistently acknowledged by Forbes as one of the "Best Influencers" in the Business category for multiple years, including 2019, 2020, 2021, and 2022[2]. In 2021, he was also included in George Krasadakis and Robin Nessensohn's list of "60 Leaders on Innovation"[2]. These accolades underscore his impact and leadership in shaping discussions around innovation and technology. In terms of academic honors, Dans has been the recipient of various grants and awards throughout his career. Notably, he was awarded the Accenture Research Grant in 2003, 2004, and 2005, and the CommerceOne – SAP Research Grant in 2001. He also served as the Principal Investigator for the European Commission's Information Societies Technology (IST) Program during the e-Broker Project from 2000 to 2001

Communication Award, highlighting his excellence in communication within the digital realm[2]. His influence and insights in technology have also earned him a spot on Business Insider's "Top 25 Spaniards in tech you should follow" in 2018[2].

Influence and Legacy

Enrique Dans has significantly influenced the discourse surrounding technology and its integration into society over his 22 years of writing a daily tech article. His insights have encapsulated pivotal moments in technological evolution, such as the dotcom boom and bust, the resistance to change from established industries, and the rise of machine learning[12]. Dans emphasizes the importance of perspective in understanding these shifts, reflecting on how they have transformed both industries and individual behaviors over nearly two decades. As digital innovation has progressed, Dans has adeptly identified key trends shaping the future. He highlighted the growing conversations around the metaverse and the potential applications of blockchain technology beyond cryptocurrencies, advocating for a decentralized internet that empowers users rather than commodifying their data[1]. This vision resonates particularly with the current climate crisis, where Dans argues that businesses must genuinely decarbonize to align with consumer values, suggesting that technological advancements can serve as both a solution to and a catalyst for these changes[1]. Dans's contributions extend to the realm of audience engagement strategies in digital media. He underscores the necessity of producing relevant and timely content, tailored to audience interests, as a foundational principle for successful digital engagement[9]. His advocacy for experimentation within digital platforms reflects the dynamic nature of technology, encouraging brands to explore various strategies to maintain audience interest and engagement. This adaptable approach is essential as digital landscapes evolve rapidly. In educational settings, Dans has observed a shift in student expectations regarding digital transformation. He notes that modern learners arrive with a clear understanding of the need for change, seeking practical tools for leadership and transformation rather than introductory concepts[13]. This shift signals the broader societal recognition of the importance of digital literacy and adaptability in an increasingly technological world. Dans's influence also extends to journalism, where he distinguishes between investigative media that leverages data analysis and entertainment-driven content[14][15]. He argues for the necessity of equipping

reshape both business practices and journalism [\[14\]](#) [\[15\]](#).

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