



Name: Xavier Oliver Conti

Date of birth: Barcelona, July 21, 1948

Education:

- Degree in Economic Sciences, Barcelona University
- PHD in Advertising. University of Navarra
- PDD (Managers Development Program) at IESE (Instituto Estudios Superiores de la Empresa)
- Advanced Management Program, BBDO/New York
- Strategic Marketing Management, Harvard Business School, Boston, Mass. USA
- Branding Strategy Development, Integrated Marketing Communications, BBDO College, The Netherlands
- Senior Management Program (SMP), Omnicom University, Babson, Mass. USA

Experience:

- F.A.O. (O.N.U). Study on the emergency situations in Middle East. Jerusalem, 1974
- World Council of Churches. Study on the Religious reality in the city of Jerusalem. Jerusalem, 1974
- World Health Organisation (WHO). Study on the drug dependence in Denmark. Copenhagen, 1975
- Monastery of Montserrat 1975/76
- Hermit in Camprodón (Girona) 1976
- TIEMPO/SYNERGIE. Assistant to Marketing Department
- TIEMPO/BBDO. Managing Director
- BBDO/SPAIN. President up to march 2007
- Member of the Board of Directors of BBDO Worldwide
- Chairman of The Media Partnership
- Founder and dean of BBDO University Worldwide

- Vice President of the AEAP. Spanish Advertising Agency Association. 1986 - 1990
- President of the AEAP. Spanish Advertising Agency Association. 1990 – 1994
- President of the EAAA (European Advertising Agencies Association) 1998 - 2000
- Jury at the SAWA. International Advertising Film Festival of Cannes. 1984
- Jury at the F.I.A.P. Festival Iberoamericano de Publicidad. Brazil, 1985
- Jury at the New York Advertising Film Festival. 1987
- Founder of the San Sebastian Advertising Festival: El Sol
- Director of the San Sebastián Advertising Festival, El Sol. 1986 - 1996
- Patron of the Group of Foundations FUS
- Member of the OJD Board of Directors
- Member of the Jury at the Asociación de Autocontrol de la Publicidad (Spanish Self-Regulatory Body)
- Founder and Chairman of the EFCCE (European Foundation for Commercial Communication Education)

At present:

- Chairman and CEO of Cognoscere, a Strategic Communications Consultancy
- Chairman of Oliver Conti Wineries
- Professor at IESE (Instituto de Estudios Superiores de la Empresa) Barcelona, Madrid since 1991
- Professor at the University of Navarra, Pamplona. Faculty of Communication Science since 1991. Responsible of the subject: Leadership and Management of Communication Companies
- Professor at the MGEC (Master in Communication Companies Management). University of Navarra. Pamplona
- Professor at the ISEM Fashion Business School since 2011
- Member of the Board of the Éxit Foundation
- Member of the Board of the Teaming Foundation
- Member of the AED (Managers Spanish Association)
- Member of the Supervisory Council of the EACA European Advertising Certificate

Books:

- Atrapados por el consumo. LID Editorial, 2009
- ¿Publicidad? No, Thank You, Deusto 2009
- “Trípodos. Llenguatge · Pensament · Comunicació”; Facultad de Ciencias de la Comunicación Blanquerna. 8 autores. 2000
- “Ethics in commercial Management and Advertising”, Libros Iese, 1998. Ponente
- “Advertising Communication”, Biblioteca Iese de Gestión de Empresas, 1997. Two writers
- "How Denmark Coped With Drugs Addiction". W.H.O., 1975. Two writers
- "An Emergency Survival Policy For The Middle East". F.A.O., 1974. Three writers

Languages:

- Catalan, Spanish, English, Italian, French and Portuguese

Honours:

- Tambor de Oro (Golden Drum) of the City of Donosti-San Sebastián, Guipúzcoa
- Professional Career Award, 2008, The Advertising Guild of Catalonia
- Professional Career Award, "Cut&Copy" Awards, Communication Faculty, University of Navarra, 2011