



Elena Bou
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Elena Bou is the Director of the GRACO Research Group at ESADE and Associate Professor of the Operations and Innovation Management Department. She holds a PhD in Management Sciences from ESADE-URL (Doctor Europeus) and has a degree in Business Administration and Management and MBA from ESADE.

Elena Bou has developed her professional career in the field of management consulting and organizational change in both private and public companies, nationally and internationally. She has coordinated the development of a European venture under the ESPRIT program for the development of Performance Measurement Systems, carrying out the research, product development and implementation in Spanish, English and German companies.

She is member of the faculty of ESADE since 1998 in the department of Operations and Innovation Management, researching and teaching on the areas of service management, knowledge management and innovation management in undergraduate programs, MBA, Executive Masters, Doctoral Programme and Executive Education. She is visiting Professor at CBS and former Executive Director of the Master of Operations and Services.

Currently, she is the Director of the GRACO Research Group at ESADE and member of the ESADE Innovation Consortium. She is also member of the Esade-Creapolis board where she is also the managing director of its "Innovation Aula" which groups the most innovative Spanish and international companies operating in Spain. She is responsible for the InnoEnergy project at ESADE and the interim co-manager of the CCiberia of InnoEnergy.