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**EXECUTIVE PROFILE**


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**Juan Rovira**  
**PARTNER**

“It is a unique opportunity to find a lot about yourself and realise that it is never too late to change, this programme should not just be recommended but mandatory.”

**Leonor Colaco**  
 Head of Regional Operations  
 Makro, Portugal

“I didn’t expect to have such a great experience. The presenter was great and the group sessions were fantastic. I enjoyed listening to different perspectives and hearing different points of view. The coaches were fantastic. What particularly stands out was the interaction I had with my colleagues.”

**Myriam Alvarez**  
 HR and Executive Talent Director  
 Telefónica, Argentina

Juan Rovira is a Partner of Oxford Leadership. Juan delivers programmes to some of our largest clients including METRO, Santander and Ferrovial. Juan holds a Law degree from the University of Barcelona, a PDG from IESE, University of Navarra, member of the International Advisory Board for the Oxford Said Business School. Juan also works as an Executive Coach at C-Suite level. Juan is based in Spain.

Juan was the founder and director of Telefónica’s corporate university from August 2006 until September 2010. As head of the corporate university Juan led the team that defined the strategic model for the formation of the Telefónica Group’s management team and the implementation of the Campus “Universitas Telefónica” in Barcelona. During his term the corporate university he developed 17 programmes which were delivered to over 5,500 participants from 23 countries. The focus of the university’s academic programmes has been the development of transformational leadership of the Group, the support for the creation of a new corporate culture, the dissemination of corporate business strategy and promoting networking among managers of Telefónica.

Juan joined Telefónica Group in 1997 as Assistant General Manager for Business Development in “Telefónica International”. He was highly involved on the definition of the relevant strategy for the Group’s expansion in certain Latin American and Caribbean countries. He managed the start-up of Telefónica in the USA, serving as Executive Vice President of Telefónica International USA Inc. In 1999 he was appointed Executive Vice President for Atento USA, the holding company of Atento, the business call centre of Telefónica. He was responsible for Strategy, Corporate Development and Legal Affairs. Atento’s business plan and a major investment in Brazil were completed during his Office.



At BBVA as International legal counsel for Banco de Vizcaya (now BBVA). He was involved on the Banco Bilbao Vizcaya IPO on the New York Stock Exchange in 1988 and the subsequent offerings in the Japanese and main European capital markets.

**Juan works in Spanish English.**