

Multi Nation Program



Juan José Güemes | Madrid, SPAIN

Chairman, International Center for Entrepreneurial Management, IE Business School

Juan José Güemes has spent 17 years in positions such as Minister of Health and Minister of Employment and Diversity for the region of Madrid. He now focuses on fostering entrepreneurship and innovation as key sources of economic and social growth, as well as promoting entrepreneurship among women. Mr. Güemes utilized his fellowship to examine public and private institutions dedicated to promoting entrepreneurship, venture capital and the use of technologies to improve efficiency of healthcare. Additionally, he examined current healthcare reform initiatives in the United States.

Mr. Güemes visited prestigious entrepreneurial programs at academic institutions, incubators, and hospitals during his fellowship travels. Given the important role of entrepreneurship in economic growth and stability, Mr. Güemes believes that governments around the world are increasingly seeking ways to foster innovation and entrepreneurship. His fellowship experience solidified the notion that entrepreneurship is a “universal value” that “involves most of the Free World’s core values.” In addition to gaining insight into major themes regarding innovation and entrepreneurship in the U.S., Mr. Güemes found his visits to hubs of entrepreneurship extremely thought-provoking. Areas such as the Silicon Valley and, as he was surprised to learn, Kansas City, MO, demonstrated most clearly the positive impact of entrepreneurship on individuals and communities.

The highlight of Juan Jose Güemes’ program was his time spent in Kansas City, where he was joined by three other Fellows. While the primary reason for the visit was to attend meetings at the Kauffman Foundation, he quickly found that Kansas City is a vibrant city that represents the power of entrepreneurship. Mr. Güemes’ time at the Kauffman Foundation inspired the group of Fellows to adapt the organization’s Entrepreneur’s Pledge and create an Eisenhower Fellows’ Pledge. The pledge, which calls for the group to remain engaged in the EF network and help others, was signed by each Fellow and presented at Eisenhower Fellowships’ Annual Meeting.

Over the course of his program, Mr. Güemes “had the chance to learn from some of the best practices in using IT to leverage changes and improving efficiency in healthcare delivery.” Additionally, he learned about healthcare reform measures in the U.S., and explored the intersection of entrepreneurship and innovation in healthcare technology, as this will be a critical component in caring for increasingly elderly populations in the Western world while maintaining cost efficiency.

Whether the topic of the meeting was the teaching of entrepreneurship, practical application of the principles of innovation, or healthcare technology, Juan Jose Güemes asked questions to try to understand what makes an effective leader. Meeting such a diverse array of individuals and institutions helped him to find themes among leaders, regardless of their field. Many of the lessons of leadership are similar to those of entrepreneurship; it is important to learn from, grow, and improve when faced with failure.

Mr. Güemes’ fellowship provided the opportunity to develop plans for collaborations with a number of organizations. He will work with the Network for Teaching Entrepreneurship (NFTE) to develop chapters in Latin America and possibly the Middle East. He plans to develop and strengthen partnerships and collaborations between his institution, IE Business School, and several institutions in the U.S. And finally, Mr. Güemes is also working to attract venture capital investment to Spain.

Leaders bettering the world around them.