

## DETAILED CURRICULUM VITAE

**Josep Daniel i Gubert (Barcelona 1934)**. Double nationality (Spanish and Swiss).

### **Training background**

Graduate in Economics and Business Sciences (*Intendente Mercantil*-1955) of the High School of Commerce in Barcelona. He completed his professional education at Institutions of Business administration in Switzerland, France and Belgium. A period of some months practices at the company Pirelli, in Milan (1956), helped him to get acquainted with Market Research. In the end, this was the key which enabled him to open the doors of Nestlé. He speaks and writes five languages.

### **Teaching activities**

He was assistant teacher to professor Roberto García Cairó at the Organization and Business Administration chair of the High School of Commerce in Barcelona (1957-1962).

### **Professional activities**

He developed his **whole professional career at Nestlé (1957-2002)**:

#### - **Main responsibilities in Spain**

. **Creation of the Market Research department of *Nestlé España S.A.*** (after a stay of some months at the same department of Nestlé in England) (1957). At that time said activity was practically non-existing in Spain.

. Assistant to the Head of International Market Research at the head office of Nestlé in Vevey, Switzerland (1960-1961).

. Regional Sales Manager, Saragossa (1962).

. Marketing Manager of *Helados Camy*, Madrid (1963-1964).

. Marketing Manager at *Nestlé España* (1965-1970).

. **General Manager at *Nestlé España* (1971-1975)**. Josep Daniel i Gubert was the first Spaniard in such a position since the foundation of *Nestlé España* in 1920. All along this professional period in his country he was a pioneer in divulging market research in particular and marketing in general which were quite unknown and unused at that time in our country (conferences, courses, a very active participation in international congresses, articles published in specialized magazines, etc.).

#### - **Main responsibilities in Switzerland**

In 1975 he accepts to be transferred to Switzerland together with his wife Luisa Fornos and his seven children. He is appointed manager in charge of the businesses of Nestlé in Africa, Middle East and Eastern Europe.

. In 1979 (he is then 44 years old) he accedes to the post of Executive Vice-President, being thus one of the seven members which, at that time, under the leadership of a Chief Executive Officer, made up the executive leading team of the Group. We have to point out that **Josep Daniel i**

**Gubert was, so far, the first Spaniard ever** in such a position (1979-1998).

. All along this long period of 19 years as Executive Vice-President he was also in charge of the markets of Central and South America (1981-1986), Asia and Oceania (1981-1983), as well as the functions of Purchasing of the Group (1986-1997), Exports (1981-1997) and Human Resources and Training (1994-1997). It is evident that some of said responsibilities have coincided in time.

. **Josep Daniel i Gubert** was also responsible for the non-food participations and businesses of Nestlé (cosmetics and pharmaceutical products). He was a member of the Board of Directors of L'Oréal, Paris (1979-1998), company in the capital of which Nestlé has an important financial participation. During that period he ensured, in the name of Nestlé, the relations with the family Bettencourt which owned, together with Nestlé, the majority of the capital.

. He has also carried out the control of the ophthalmological businesses of Alcon, USA, 100% capital of Nestlé (1986-1997), later on sold to Novartis, and the dermatological business of Galderma, Paris (1981-1998), *joint venture* 50/50% with L'Oréal before reaching 100% and finally sold to an Investment Fund. These activities were completed during several years with the responsibility of supervising the management by L'Oréal of some former concessionaire businesses of said Company in USA, Canada, Japan and Spain in which, for historical reasons, Nestlé had the majority of the capital.

. Early 1981 and for internal reasons, the Board of Directors of Nestlé S.A. decided to temporarily change (1981-1986) the traditional executive structure of the company. Thus, **an Executive Committee of three people** managed collectively the world-wide businesses of the Group, instead of a Chief Executive Officer at the head of a number of Executive Vice-Presidents. **Josep Daniel i Gubert was one of these three general managers at the top executive level of the Group.** During this period he had, under his direct responsibility, the control of some 40% of the turnover and staff of Nestlé (Latin America, Africa, Middle East, Asia and Oceania). Once the reasons for this new managing organization disappeared, the company recovered, in mid 1986, its traditional executive structure.

. Finally he was appointed **Chairman of the Board of Directors of Nestlé España S.A.** (1996-2002), beyond the date of his retirement (1998) from his executive activities in Vevey.

Along this intense international action of 45 years on the five continents, he has given hundreds of lectures about a large range of subjects focused on the management of food and non-food businesses, especially at the training centers of Nestlé and, as well, at many external institutions in Europe, Latin America and Africa. Moreover, the fact of having lived until today more than 45 years in Switzerland has enabled him to acquire quite deep knowledge of the country, its institutions and its political, economical and social environment. In 2009 José Daniel I Gubert and his wife Luisa obtained the Swiss nationality while keeping the Spanish one.

### **Other activities**

At present **Josep Daniel i Gubert is Academic Correspondent for Switzerland of the Royal Academy of Economics and Financial Sciences in Spain** (since 2001), member of the **Council of the Fondation Jean Monnet pour l'Europe, in Lausanne (Switzerland)** (since 1987), has been

member of the Association *La Suisse en Europe* (since its foundation in 2014 up to 2018) co-founder member and former vice-president of the *Aula de Extensió Universitaria en Sant Cugat del Vallès*, Barcelona (since 2001). He has been a member of the Advising Council of the University Pompeu Fabra (Faculty of Economics and Commercial Sciences) (2002-2011) and member of the Business Advising Council of the *Universidad Abierta de Cataluña (UOC)* (2003-2006), among other activities.

## Publications

### **.. Books**

. In 2014 Josep Daniel i Gubert published the book *The European Union and the new generations* in Spanish, Catalan, French and English.

. In 2001 he made the entering speech to the Spanish Royal Academy of Economic and Financial Sciences entitled "**Creation of jobs with a high added value: the role of Risk Capital companies in the so-called New Economy**", pages 7 to 85. Ed. Royal Academy of Economic and Financial Sciences (RACEF).

### **.. Collective books**

He wrote articles as a contribution to the following collective books:

. *De computis et scripturis*, paying tribute to Mario Pifarré, with the work "**Terrorism against the brand?: causes and solutions**", pages 115 to 139. Ed. RACEF (2003).

. *The Science of Accounting*, paying tribute to Mario Pifarré, with the work "**The good corporate management of the stocklisted companies in the pillory: problems, solutions**", pages 207 to 222. Ed. University of Barcelona (2005).

. *Doctor Luis Pérez Pardo, the geographer*, tribute to Luis Pérez Pardo, with the work "**A silent revolution: the increase of longevity**", pages 63 to 79. Ed. University of Barcelona (2005).

. *A constitution for Europe*, with the work "**Switzerland, the European Union and the Treaty which sets up a Constitution for Europe**", pages 35 to 47. Ed. RACEF (2005).

. *Spain: Twenty years in the European integration*, with the work "**Switzerland also contributes to the building-up of Europe**", pages 57 to 76. Ed. RACEF (2006).

. *The future of the Mediterranean*. Solemn session together with the Academy of Sciences and Arts of Montenegro, with the work "**Montenegro, Spain and the Mediterranean: opportunities of potentiating what unites us and what could unite us**", pages 81 to 90. Ed. RACEF (2009).

. *Past and future of the Mediterranean Area*. Scientific seminar together with the University of Béjaïa, Algeria, with the work "**The role of international institutions with a Mediterranean vocation**", pages 57 to 64. Ed. RACEF (2012).

. *The behaviour of economic forces in front of the challenge of future* XI International Act of the RACEF, with the work “**The digital era: challenges and opportunities for a society in a deep evolution**”, pages 213 to 228. Ed. RACEF (2016).

. *The economic thoughts about the variety of Spanish spaces*, solemn academic act together with the University of Extremadura and the Council of Extremadura, with the work “**Nestlé: some management and organization principles - business conference**”, pages 57 to 63. Ed. RACEF (2017).

. *The new areas of world economic power*, XII International Act of the RACEF with the work “**Digital communication and artificial intelligence, new weapon of the world economic power: potential and limitations**”, pages 199 to 224. Edit. RACEF (2017).

. *Migrations*, XIV International Act of the RACEF, with the work “**The impact of Migrations in the construction of the Helvetic Confederation**”, pages 173 to 202. Ed. RACEF (2019).

. *The old age: knowledge, livelihood and experience*, XV International Act of the RACEF, with the work “**The old age, beyond the New Third Age**”, pages 61 to 92. Ed. RACEF (2020).

. *Pension systems for a growing longevity: a look to pension systems in Belarus, Spain, Finland, Mexico and Switzerland*, with the works “**Genesis of Social Insurance and Pension systems**” and “**Pension systems in Switzerland**”, pages 17 to 58. Special edition of RACEF (2021).

## .. Magazines

**Josep Daniel i Gubert** has written many articles about the different aspects of marketing, of human resources management, of business management in general and of food industry in particular. They have been published in specialized magazines.

## Honours

### .. Spain

- . *Encomienda de la Orden de Isabel la Católica* (1987)
- . *Comendador de Número de la Orden del Mérito Civil* (1998).

### .. Ivory Coast

- . *Officier de l'Ordre National* (1981)
- . *Commandeur de l'Ordre National* (1985)

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