

Jorge Sanchez Cifuentes. Master in Business Administration (Executive MBA) for the *Instituto de Empresa* and Engineer of Telecommunications, for the Technical University of Madrid, specialist in Telematic.

Nowadays occupies the post of Head of Living Labs and Innovation in Network Technologies's department in ENEL, being the assistant director of Innovation of Iberia

for the distribution area, person in charge of the management of the projects of technological development in this field and its demonstration in Living Labs in the whole group.

Previously he has occupied diverse positions inside Endesa in the Direction of Investigation, technological development and Innovation, being the person in charge of the development of SEES in Iberia and Latam.

He was employed at Chile at the operator Móvil Smartcom PCS, now Claro Chile, occupying the Manager's position of Insurance of Income and Manager of information systems, where he piloted the integral change of commercial systems (turnover, collection, provision, attention to clients, evaluation and Churn's projections) including the last trends in convergent turnover and approach CRM in the clients' management and integration by means of "middleware" and restoring an integral methodology of follow-up of the chain of income of the company, allowing that the operator should grow from 80.000 clients up to million and a half in less than four years.

In the stage of eight years being employed at Telefonica research and development, he began in the Division of system architecture, being employed at the area of networking and services of Telecommunication, taking part in forums of normalization and European projects, Chief of Division of management of the network of transmission, person in charge of the international expansion of TI+D in Brazil and manager of the EOC (Structure of Operation and Conservation covering the areas of commutation, transmission, radio and infrastructure and systems of support to the management of the operators.

His professional career initiated in the year 1990 in a company Start-up company (Transcontinental Telecomunication, SL) as the technical director of the products and services of added value (e-mail, Fax, Telex, ...) on the telephonic basic network and data lines dedicated

Teacher in the universities of Salamanca (Artificial Intelligence) and Antonio de Nebrija (networks of communication and electronics of devices) from 1989 until 1998. Nowadays he is a teacher in different programs of post-degree of engineering and in the School of Industrial Organization.

Author of diverse technical books of electronics and innovation as well as diverse articles in technical and general means.