



Helena López-Casares Pertusa

Teaching areas:

Organizational
behaviour

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She holds a PhD. in Economics and Business Administration from the Universidad Rey Juan Carlos de Madrid, where her doctoral specialty is organizational cognitive neuroscience. She holds a degree in Information Sciences from the Complutense University of Madrid and her Diploma of Advanced Studies (DEA), which gave her research proficiency, dealt with internal communication in the company. She holds a master's degree in Marketing and Communication from IDE CESEM, a university expert in Public Communication and Defense from UNED, a postgraduate degree in Public Relations Management from ECOL-University of Barcelona and a master's degree in Commercial Neuromanagement from ESCO. She is an executive coach by the Transpersonal School of Coaching.

She has 18 years of experience in training and teaching. She collaborates with the Universidad Europea de Madrid, Universidad Internacional de Andalucía, Universidad CEU San Pablo de Madrid, Universidad Rey Juan Carlos de Madrid, Universidad Complutense de Madrid and Universidad Jaime I de Castellón in their postgraduate programs, as well as with the business schools EUDE, IDE CESEM, Galicia Business School and CMI Business School.

She has worked in media such as Vaughan Radio and Television, TVE and Gestiona Radio. She is the author of seven books, including *Nadal, pasión y coraje*, *Equipos 10* and *Emprende con Richard Vaughan*. She is a member of ANE, Academy of Neuroscience and Education. In relation to the subject and professional competencies in the area she has published: López-Casares, H. (2014). *Emprende con Richard Vaughan*. Madrid: Editorial Libros Libres.

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