

The Presidents of Bacardi, and of Baker & McKenzie receive the ESADE Jaume de Cordelles prizes

Christine Lagarde, World President of **Baker & McKenzie**, and **Javier Ferran**, World President of **Bacardi**, have been awarded this year's ESADE Jaume de Cordelles prizes. These are made by ESADE's Alumni Association.

The prizes, which are awarded as part of the 10th Annual Conference of the ESADE's Alumni Association, recognise the career track record of managers who enshrine the business values promoted by ESADE.

Christine Lagarde is French and has occupied the post of World President of Baker & McKenzie, a legal consultancy firm, since 1999. She graduated in Law from Université de Paris, specialising in anti-trust and labour legislation. The Wall Street Journal Europe voted her the 5th most important woman in Europe, while Forbes Magazine ranked her as the world's 76th most powerful woman.

Baker & McKenzie is an American company that has provided clients with legal advice for over 50 years. It employs over 3,000 lawyers. Christine Lagarde is a member of the International Advisory Board (IAB) of ESADE and advisor to many international institutions. The IAB, comprising CEOs from large multinationals, meets once a year at ESADE to exchange views with the business school's directors from an international, multi-disciplinary perspective.

Javier Ferran holds a Degree in Law from Universitat de Barcelona and an MBA from ESADE. He also holds a Degree in Law and a PhD in Economics from Universitat de Barcelona. He began his career as Director of Lloyds TSB in Spain and subsequently moved on Lloyds Bank headquarters in Miami. He then took up the post of CEO at Martini & Rossi Ltd (United Kingdom). After Martini's acquisition of Martini & Rossi, he was appointed Group President for Europe, The Middle East, and Africa. He is currently World President of the Group.

Bacardi is the world leader in the distilling of rum and vermouth, and is also one of world's main foodstuff groups.

The ESADE Jaume de Cordelles prizes

ESADE Jaume de Cordelles prizes owe their name to a 16th century patron of university education. Last year's winners of the prizes were Ricard Fornesa, CEO of "la Caixa", and Javier Godó, CEO of the Godó Group. Previous years' winners included: Alberto Palatchi, CEO of Pronovias; Juan Soto, CEO of Hewlett Packard; Jaime Castellanos, CEO of Recoletos; José Manuel Lara, founder and CEO of the Planeta Group; José M. Mendiluce, MEP; Isidoro Álvarez, CEO of El Corte Inglés, and Pere Duran Farell, CEO of Gas Natural.

ESADE has over 25,000 alumni occupying senior posts around the world. ESADE'S Alumni Association was founded in 1989. It currently has over 9,000 members and is the biggest voluntary professional association of its kind in Spain and second in Europe. Its aims include fostering relations between ESADE alumni and furthering members' careers, and providing continued training.

ESADE today is one of the world's leading universities. Based in Barcelona and Madrid, the ESADE Business School was ranked third in the world by The Wall Street Journal in 2004. The survey was based on the views of 2,849 corporate recruiters worldwide. ESADE offers Executive Education and MBA programmes through the Business School, as well as undergraduate, post-graduate, and PhD programmes in Business Management and in Law at ESADE Facultades Universitarias. ESADE began operation in 1958. It currently has over 6,000 students among its various training centres.