

# Changing the American dream

**VICTOR ESTEBAN (MBA 96)**, PRESIDENT OF THE ESADE ALUMNI WASHINGTON D.C. CHAPTER, HAS SEEN HOW THE FINANCIAL CRISIS HAS HIT THE USA AND ALSO ATTENDED THE NEW PRESIDENT'S INAUGURATION.

Victor works for the World Bank as a Senior Human Resources Officer for the Middle East and North Africa, and his job consists of helping World Bank employees to develop the skills they need to foster international development and enhance public institutions. With his extensive background in multinational corporations and government institutions in Latin America, Europe and the US, Victor is well prepared to carry out this task. Prior to taking up his present post he worked for the United Nations in Kosovo.

## DEVASTATING IMPACT OF THE CRISIS

"When you live in Washington you get the impression that the world's future is decided here," he says. "It's an extremely international environment." Victor admits it's not hard to see the devastating impact of the crisis on the US economy: "It's as if the entire country has been brought to its knees and



In the other photo, at a meeting of Chapter alumni with Gustau Alegret (DEC 05) and Rafael Matas (Lic&MBL 00) on the left



Victor Esteban attended Barack Obama's historic inauguration

has to change everything from top to bottom. But Obama's managed to get across the feeling that the country is up to the job and can get organised and deal with the crisis".

## There are around 200 ESADE alumni in the Washington metropolitan area

Here Victor believes that ESADE's educational approach ties in perfectly with the new era in which the important thing is creating business models that achieve sustainable and inclusive globalisation.

## AN ACTIVE CHAPTER

There are around 200 ESADE alumni in the Washington metropolitan area, and the ESADE Alumni Washington Chapter, although small, is going from strength to strength. The Chapter runs networking events, academic sessions with ESADE lecturers (recently **Xavier Mendoza (Lic&MBA 79)** and Luis de Sebastián came to visit the group), and some interinstitutional functions with the joint Georgetown and ESADE Global Executive MBA. The Washington Chapter also partners COPCA, the Catalan agency which promotes investment in the US. 



Victor Esteban (MBA 96), President of the Washington Chapter with Exner Scott (PI B.B.A. 06)

## Washington in figures

### BACKGROUND:

- The US receives 5% of Spain's foreign investment
- It is the world's biggest economy accounting for 25% of global production
- 300 million consumers with a per capita income of \$45,600
- It takes in 16% of total world imports
- The main source (19%) and destination (15%) for international investment
- Priority sectors for Spanish investment: tourism, rail equipment, aerospace and defence, cements, surgical supplies, food, roadways, real estate, construction and food services



Source: Ministry of Industry, Tourism and Trade