



# DRA VERÓNICA MEDAURA

## ABOUT ME

With over 25 years of entrepreneurial experience across various sectors and countries, I blend private sector and academic achievements. Now, I am leading a movement to protect and commercialize intellectual assets.

## SOFT SKILLS

Leadership & team player  
Business Acumen  
Critical & Scientific Thinking  
Team Communication  
Interdisciplinary Project Management  
Mentoring and Teaching

## TECH SKILLS

Knowledge-based economy  
Economy of Things (EoT)  
Decentralized autonomous orgs (DAO)  
Adhocratic organizations  
Environmental, Social and Governance  
Technology-based enterprises  
Startups development



## CONTACT

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## EXPERIENCE

### **Ventures, 2021-present**

At [piensas.xyz](http://piensas.xyz), I lead market and process development, drawing on my 25 years in international business and the Economy of Things. With experience advising tech-driven companies like [getsein.com](http://getsein.com), I bring strategic insights for sustainable growth and economic resilience. My role focuses on aligning our solutions with global trends to ensure impactful, responsible innovations that meet today's industry challenges.

### **Professor & Int. Business 1996 - 2023**

Consultant and professor specializing in sustainable strategies, international management, and behavioral economics, with over 20 years of experience. Expertise in strategic planning, market research, and business development. Teaching at renowned universities, advising on investment projects and business planning. Co-founder of a consulting firm, managing business plans and cash flow forecasts. Experience in banking process reengineering and organizational performance improvement.

## EDUCATION

### **Doctor in International Business Management, PhD Cum Laude**

*[Faculty of Economics, University of Valencia, Spain.](#)*

### **MSc in Management of Innovative Organizations & Tech-Based Companies**

*[Faculty of Economics, University of Valencia, Spain.](#)*

### **Postgraduate in Competency-Based Training**

*[University de Cuyo, Argentina](#) and [ILO, Italy](#)*