

JUAN FREIRE

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12

Companies co-founded

200+

Publications

49

h-index

20+

Years in higher ed

Education needs deep change, not incremental adjustments. I have spent over two decades working to make that happen — from inside organizations as an executive, and from outside as an entrepreneur, consultant, and strategic partner to those leading transformation. At [Tecnológico de Monterrey](#), I was part of the team that designed the Tec21 educational model for the entire university and led its implementation at the Business School (500 faculty). I have co-founded 12 companies across education, technology, and sustainability. Today, through [Éutika](#), I partner with universities across Spain, Portugal, and Latin America on educational and organizational transformation. Marine biologist by training (PhD, h-index 49, 200+ publications).

LEADERSHIP & EXECUTIVE EXPERIENCE

Partner

2023 - present

[Éutika](#)

Co-leading the company and its strategy, business development, and partnerships. Leading educational innovation and organizational transformation projects with universities across Europe and Latin America. Developing technology solutions and platforms (including AI) to support educational innovation processes.

Partner

2015 - present

[Inviabile](#)

Co-leading strategy and project delivery for sustainability and circular economy projects (EU Horizon). Clients include UN, European Cultural Foundation, Oceans Finance Company.

Research Fellow

2023 - present

[IFE Europe \(Institute for the Future of Education\), Tecnológico de Monterrey](#)

Collaborating in research projects on the future of higher education and lifelong learning.

Vice-Chancellor of Innovation & Transformation

2020 - 2023

[Universidad Tecmilenio \(Tecnológico de Monterrey Group\)](#)

Led the R&D lab and intrapreneurship initiative for new learning solutions focused on digital skills and talent development. Developed the Strategic Plan 2025, managed the Digital Content Factory, and designed new educational products for lifelong learning.

Academic & International Dean, Business School

2017 - 2020

[Tecnológico de Monterrey](#)

Led the design and implementation of the Tec21 challenge-based educational model at the Business School (500 faculty). Co-led the university-wide rollout across 25 campuses. Launched the strategic initiative for digital education towards 2030.

Co-founder & Strategy Lead

2012 - 2016

[Teamlabs / Mondragon Team Academy](#)

Led strategy, business development, and the institutional partnership with Universidad de Mondragón. Designed and launched learning programs, including the LEINN university degree. Built the organization from the ground up.

Chief Innovation Officer

2011 - 2013

[Barrabés Group / Barrabés Next](#)

Led consultancy projects in strategy and innovation for large corporations and public institutions.

Dean & Vice-Dean, Faculty of Sciences

1999 – 2005

University of A Coruña

Led the faculty during the Bologna Process transition. Directed an inter-university project for faculty development and pedagogical transformation.

Research Group Leader: Marine Resources & Fisheries

2003 – 2011

University of A Coruña

Coordinated a research group with significant scientific output. Managed multiple national and EU-funded research projects. Created 3 university spin-offs.

STRATEGIC CONSULTING & EDUCATIONAL INNOVATION

Selected projects led through Éutika and other partnerships:

Faculty transformation & educational model

2025 – 2027

Client: Universidad Carlos III de Madrid

Diagnosis of educational challenges, design of a faculty upskilling program focused on student understanding and interaction, active learning, formative assessment, and strategic use of AI.

School of Lifelong Learning — design & deployment (2 phases)

2023 – 2025

Client: Fundació Politècnica de Catalunya / UPC

Research, positioning, and design of a cross-university School for lifelong learning, followed by hands-on deployment support as an embedded team.

Digital strategy for the CEU educational model

2024 – 2025

Client: Fundación Universitaria San Pablo — CEU

Assessment of digital infrastructure across 4 universities and design of a data intelligence and student support strategy.

Challenge-based learning advisory

2025 – 2026

Client: Universitat Politècnica de Catalunya (ETSETB)

Advisory to the school's leadership team on challenge-based learning innovation, including faculty training and mentoring.

Challenge-based learning strategy for lifelong learning

2023 – 2024

Client: Tecnológico de Monterrey

Competitive analysis and design of an active learning experience model for digital professions in lifelong learning.

Educational model transformation

2023

Client: Universidade de Maia (Portugal)

Design of a new educational model and a faculty engagement process for experimentation and deployment.

Additional projects through [Edlatam Alliance](#) (2023–2024): consulting and innovation projects with universities in Colombia (CESA), Mexico (ISU, ORT), and Panama.

ENTREPRENEURSHIP

Co-founded 12 companies across education, technology, sustainability, and innovation. Key ventures:

Éutika

2023 – present

Innovation partner for organizational transformation in higher education and lifelong learning

Consulting firm and R&D lab building digital platforms, ecosystems, and AI-powered solutions for the future of learning. Partnering with universities across Europe and Latin America on educational and organizational transformation.

Teamlabs / Mondragon Team Academy

2012 – 2020

Learning labs and entrepreneurial education

National benchmark institution in entrepreneurial education. University degree (LEINN) and organizational transformation programs through team-based, experiential learning.

Inviabile

2015 – present

Creative scientific agency for sustainability and circular economy

Interdisciplinary agency bridging science, design, and digital communication for socio-environmental challenges. Active in EU Horizon projects (FARCLIMATE, GREENSPIRE) and international consultancy.

University spin-offs: Lonxanet, Fismare, Kartenn

2001 – 2016

Marine resources, environmental consulting, and GIS solutions

3 spin-offs derived from university research in marine science and environmental management.

Other ventures: Edlatam Alliance (edtech network), EduCaaS (digital learning platform), XTribe (university transformation through entrepreneurship), Laboratorio de Tendencias (social trends consultancy), Barrabés Next (corporate innovation).

SCIENTIFIC RESEARCH

Marine biologist (PhD in Environmental Biology, University of A Coruña). 20-year academic career (1990–2011) as researcher, professor, Dean, and research group leader. 48 research projects (nearly half as PI), 200+ international publications (h-index 49, 7,100+ citations).

Expertise: natural resource and ecosystem management, marine biology, community-based environmental governance, earth observation systems, and ecological modeling. Currently contributing to EU-funded sustainability projects through [Inviabile](#).

ACADEMIC TRAINING

Team Mastery — Universidad de Mondragón & Tiimiakatemia (Team Academy), University of Jyväskylä, Finland. 2012–2013

PhD in Environmental Biology — University of A Coruña, 1993. Doctorate Extraordinary Prize.

BSc & MSc in Biological Sciences — University of Santiago de Compostela, 1989. Extraordinary Bachelor Prize. First National Prize in Biological Sciences.

OTHER RELEVANT ACTIVITIES

Venture Board member, Ashoka España (2015–2021). Advisor to the European Cultural Foundation (2013–2018). Director of the Chair of Digital Economy, EOI (2009–2010). Director of the Master of Strategic Design, IED Madrid (2017–2018). Curator for cultural institutions including Medialab-Prado Madrid. Contributor to digital media (Soitu.es, ADN.es) and occasional lecturer at IE University, Universidad de Medio Ambiente (Mexico), Universidade de Vigo, and others.