



JUAN FREIRE

Educational Transformation | Executive Leadership | Entrepreneurship | Sustainability

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PROFILE

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. My purpose is to help transform education systems, and it is organizations that have the power to do so when they dare to rethink how they work. I combine strategic vision with the pragmatism of someone who knows how to turn ideas into effective execution, working alongside people and teams.

KEY ACHIEVEMENTS

• Tec21 Model

Part of the team that designed the Tec21 educational model for Tecnológico de Monterrey; led its implementation at the Business School across 25 campuses.

• 12 Companies Co-founded

Serial entrepreneur across education, technology, sustainability, and innovation — including Eutika, Teamlabs/MTA, and Inviale.

• Scientific Impact

PhD in Environmental Biology. 48 research projects, 200+ international publications, h-index 49. 3 university spin-offs.

• Digital Transformation

Launched the digital educational transformation initiative towards 2030 at one of Latin America's most prestigious universities. Building through Eutika digital solutions and platforms for educational innovation and transformation.

• University Transformation

Through Eutika, partnering with UPC, UC3M, CEU, Tec de Monterrey, and others on educational and organizational transformation.

• Teamlabs/MTA

Co-founded a benchmark institution in entrepreneurial education in Spain within the Mondragon Team Academy network.

AREAS OF EXPERTISE

Educational Transformation Digital Strategy Organizational Change Higher Education Leadership Lifelong Learning EdTech & AI Sustainability & Circular Economy Entrepreneurship Strategic Consulting

LEADERSHIP EXPERIENCE

Co-founder & Partner

Eutika

Educational innovation and organizational transformation with universities across Spain, Portugal, and Latin America. Technology solutions and AI platforms.

2023 – present

Partner

Inviale

European sustainability and circular economy projects (EU Horizon: FARCLIMATE, GREENSPIRE).

2015 – present

Vice-Chancellor of Innovation & Transformation

Universidad Tecmilenio (Tec de Monterrey Group)

R&D lab, intrapreneurship initiative, Strategic Plan 2025, new digital educational products for lifelong learning.

2020 – 2023

Academic & International Dean, Business School

Tecnológico de Monterrey

Tec21 educational model design and implementation across 25 campuses. Strategic Initiative for Digital Acceleration 2030.

2017 – 2020

Co-founder & Strategy Lead

Teamlabs / Mondragon Team Academy

Built a benchmark institution in entrepreneurial education in Spain. Strategy, business development, learning program design.

2012 – 2016

Dean, Faculty of Sciences & Research Group Leader

University of A Coruña

Academic leadership, Bologna Process transition, research group coordination, 3 spin-offs.

1999 – 2011

EDUCATION

- **PhD in Environmental Biology** — University of A Coruña. Doctorate Extraordinary Prize.
- **BSc & MSc in Biological Sciences** — University of Santiago de Compostela. First National Prize.
- **Team Mastery** — Universidad de Mondragón & Tiimiakatemia (Team Academy), Finland.

Languages: Spanish (native), English (fluent), Portuguese (working proficiency)

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