



Cátedra de Empresa Familiar
VNIVERSITAT DE VALÈNCIA

VII JORNADA EMPRESAS FAMILIARES EN EL MUNDO

Talento, equipos directivos y mandos intermedios en la empresa familiar

VII CONFERENCE

FAMILY FIRMS FROM THE WORLD

Talent, management teams and middle management in family businesses

01 Julio 2024

10:00 a 13:00 horas



EDEM ESCUELA DE EMPRESARIOS

Sala de Formación de Lanzadera
Muelle de la Aduana, s/n, 46024 - València

INSCRIPCIONES
REGISTRATION

Aforo limitado. Las plazas se cubrirán por orden de inscripción
Limited capacity. Places will be filled in order of registration

Promovida por:

Patrocinada por:

Colabora en la jornada



PROGRAMA/ PROGRAMME

10:00h. Café de bienvenida /Welcome coffee

10:30h. Apertura/ Opening words



Hortensia Roig
Presidenta de EDEM Escuela de Empresarios

10.40h. The changing face of top leadership in family firms: tensions of continuity and change



Mariano L.M. Heyden
Professor of Strategy & International Business, Monash University (Australia)

11.15h. The interface of top-management/middle managers in the strategic decisions-making process.



Laura Costanzo
Professor of Strategy, Innovation and Entrepreneurship, Southampton Business School (United Kingdom)



11.50h Mesa redonda/ Roundtable: Talent, management teams and middle management in family businesses

Moderador/Facilitator:



Jesús García Valcarce
Presidente de la AED en la Comunidad Valenciana
Director | Europe West EY Private BMC Leader

Participantes/Participants:



José Vicente López
CEO – Mercadalia Group



Marcelo Montilla Velasco
VP Strategy & Business Process Improvement -
Atlántica Agrícola



Leonor Saiz
Directora de Relaciones Institucionales y Externas -
Familia-Martínez



Laura Costanzo
Professor of Strategy, Innov. & Entrepreneurship -
Southampton Business School



Mariano L.M. Heyden
Professor of Strategy & International Business -
Monash University (Australia)

12.50h Clausura/Closing words.

13.00h Refrescos/Drinks and toasts