

ALMUDENA BERZOSA, MSc, MBA
Executive Leader in Strategy & Transformation looking to transition to Academia. Dubai, UAE
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PROFILE:

Senior leader with 20+ years of international multi-industry experience, representing organizations across corporate, startups & educational sectors, driving business transformation, strategy, and international strategic alliances. Skilled in relationships development, stakeholder management and fostering collaborative partnerships. Expertise in internal and external communication, change management, transformation of vision into strategies, and performance boosting through effective motivation and guidance.

Known for shaping strategic initiatives that elevate organization's reputation and foster meaningful international collaborations. Proven experience navigating complex and diverse cultural settings to promote excellence, and advance organizational growth. Skilled public speaker, with vast experience representing companies and institutions at high-level forums and conferences, establishing relationships with industry leaders, suppliers, competitors, government bodies, and academic stakeholders. Currently pursuing a Doctorate in Business Administration with a focus on UAE business leadership models, committed to bridging the gap between academia and industry to create sustainable impact.

KEY SKILLS:

Leadership Skills

- Strategic Leadership
- Vision & Values Integration
- People Development
- Credibility / Trust Building
- Drive & Decision Making

Technical Skills

- Strategic Planning
- Transformation & Change Management
- Market Intelligence & Trends
- Public Speaking & Presentation
- Project / Program Management

Soft Skills

- Mission-Driven Communication
- Relationship Building
- Coaching & Mentoring
- Cross-Cultural & Inclusive Leadership
- Stakeholder Relationship Management

AWARDS:

- Westford Awards. Category Leadership Impact. 2025
- "Voice of a New Era of leaders" Award. The Female Factor Global. Vienna. Austria. 2024
- Middle East Excellence Awards Institute. 23rd Awards "Woman Leader in Education Excellence" 2024
- Berkeley Middle East "The Most Inspiring Transformational Women Leader". 2024
- LinkedIn "Top Transformational Leadership Voice" Badge. 2024
- LinkedIn "Top Change Management Voice" Badge. 2023
- 2023 Asia's 100 Women Power Leaders - Category "Rising Leaders"
- BTX Top Woman Executive Award. United Arab Emirates. 2023
- Future Workspace Award - Category "Transformer of the Year, 2023"
- Johnson & Johnson Silver Encore Award. Switzerland. 2016
- Kraft Foods EU Region Manager's Award. Switzerland. 2009

BOARD MANDATES:

- UAE Chair for Philanthropy, Business & Poverty Eradication at G100. Global organization. Sep 2023 - present
- Chair, Advisory Board. Ritsh. UAE. August 2023 - present
- Board Member & Chair of PR at Weizmann Young European Network (WYEN), Switzerland. Dec 2016 - Dec 2022
- Board Member at Mental Gaming, Spain. Jan 2019 - Dec 2020
- Board Member at HBA (Healthcare Businesswomen's Association, Switzerland. Jul 2019 - Dec 2020
- Advisory Board Member at Pharma CI Conference. USA. Mar 2018 - Apr 2019
- Advisory Board Member at We.CONECT, Pharma CiMi.Con, Germany. Jun 2016 - Mar 2019

PROFESSIONAL EXPERIENCE:

TQ Group. Chief Transformation & Strategy Officer, International. Oct 2019 – Present

Reporting to CEO. Responsible for driving fundamental change, leading agile transformations, and organizational design, ensuring successful integration of acquired companies and organization alignment with the evolving dynamics of the market.

- Streamlined operations and improved efficiency through agile transformation initiatives.
- Defined a performance management plan and led organizational (re)design efforts to maximize operational effectiveness that resulted in 40% reduction in operational costs, while exceptional talent within the organization was identified and promoted to key management positions, leveraging their skills and expertise to drive growth.
- As a member of the executive team, in collaboration with senior leadership, driven strategic initiatives and identified new business development opportunities. Developed -executed strategic plans and cascade to develop functional strategies.
- Represented the organization as a speaker at industry conferences and press interviews, building external.
- Responsible for design of workshops and town halls. Communicated TQ's vision and values to staff, fostering alignment and engagement across the organization.

Epikk Esports. VP Business Strategy & People Operations, Switzerland. May 2019 – Dec 2019

Responsible for development and implementation of company strategy, including planning, organizing, and executing esports initiatives. Responsible for the people and organizational strategy, including leading, coaching, and overseeing the entire team.

- Developed strategic objectives, opportunities for new revenue streams, and plans for new games, expanding the company's reach (2 additional games).
- Implemented an organizational redesign, maintaining an efficient operational framework, reducing operational costs by 15% while improving workflow efficiency.
- Develop communication plans and oversaw communication channels, managing social media, graphic design, and Discord community, increasing online engagement by 30%.
- Ensured the psychological wellbeing of players and provided counseling to coaches/managers, leading to a 25% increase in player performance and team cohesion.
- Represented the company at international events, conferences, and meetings, and acted as a brand ambassador.
- Establish and nurture relationships with government bodies such as the Swiss and the International Esports Federation.

Swiss Esports Federation. Head of Psychology/ People Development, Switzerland. Feb 2019 - July 2019

Member of the executive team. Responsible for leading the psychology and people development initiatives at the Federation, focusing on enhancing the psychological wellbeing of staff & players, providing counseling to board members, teams executives, coaches and managers.

- Prioritized the psychological wellbeing of gamers and professional players, implementing tailored programs and support systems to enhance mental resilience and performance.
- Applied business psychology principles to improve management practices, enhancing decision-making processes and optimizing team dynamics.
- Wrote insightful psychology-based articles for the federation newsletter, providing valuable knowledge and practical tips to enhance mental performance and well-being among esports athletes and enthusiasts.
- Played a key role in organizational design, collaborating with stakeholders to create an efficient and adaptable structure that supported the federation's growth and development.
- Act as a mediator in conflicts between clubs, facilitating constructive dialogues and fostering resolutions that promote cooperation and harmony within the esports community. Representing Esports Federation at conferences and events.

WYEN (Weizmann Institute of Science). Board Member and Chair of PR and Communications. Jan 2016 – Dec 2020

- As a member of the Board, served as a representative for the organization, promoting the Weizmann values and objectives, and supporting its mission of “advancing science for the benefit of humanity”. Through WYEN activities, effectively communicated the values of the Weizmann Institute of Science, who ranks among the world's top ten academic institutions.

- Defined and managed high-profile events around Europe featuring prestigious guests and speakers, including world-renowned scientists from the Weizmann Institute of Science and other top universities, elevating the institution's reputation and engagement within the global academic community.
- Developed the PR strategy and oversaw all WYEN's external and internal communications, including social media, ensuring the organization goals were supported.
- Cultivated relationships with philanthropic organizations, government bodies, academic and industry leaders, opening new avenues for collaboration and support. Established new partnerships and strengthened existing ones.
- As a frontline philanthropy fundraiser, successfully identified and connected with prospective donors, expanding WYEN's network within global philanthropic communities.
- Designed and implemented initiatives to expand WYEN's global outreach, including the launch of the organization's website and social media channels, ensuring consistent messaging of its values and goals to internal and external audiences.
- Collaborated with senior leadership of the European Committee and the University's headquarters in Israel to ensure alignment of vision and identify strategic partnerships and business development opportunities, supporting WYEN's long-term growth and impact.

Tribe Gaming. Chief Psychology Officer. Consultant to C-Level, USA. Nov 2018 - April 2019

- Executive coaching to leaders. Collaborated with senior leaders to promote a culture of collaboration.
- Psychological wellbeing of players and psychological counseling coaches/managers
- Business Psychology (to management).

Johnson & Johnson. Market Intelligence & Financial Risk Lead (global enterprise). Switzerland. Mar 2015 - Jan 2019

Responsible for all research, market and competitive intelligence and financial risk activities for Global procurement for the Family of Companies of J&J worldwide. Managed all resources for intelligence and financial risk activities: 3 teams of analysts (18 FTE), senior administrator, contractors, and external partners. Delivered around 350 intelligence reports per year. Managed \$3.5M budget.

- Drove capability development by improving and deploying an optimized operating framework, analyzed business needs, validate requirements, identify problems and propose solutions by collaborating with internal stakeholders and strategic suppliers.
- Developed leadership alignment and enterprise communication plan, which increased the awareness and adoption of the new Center of Excellence (CoE) operating model (including market research, financial risk, MI and memberships)
- Built strong relationship with stakeholders and with research suppliers. Lead, coach and develop the MI/CI team.
- Sourced appropriately qualified intelligence agencies. Develop, implement, and manage 3rd party Intelligence providers end to end (e.g. vendor selection, development, performance management, disengagement etc.).
- Sourcing, Contract negotiation and SRM manager for 6 global intelligence accounts: Beroe, S3, The Smart Cube, Procurement Leaders, Caps Research and CASME market focus.
- Led the design of road map for competitive intelligence in procurement to cover Medical Devices, Pharma and Consumer sectors (CI, semantic intelligence and sentiment analysis).
- Developed and led a new market intelligence and Financial Risk Program operating framework, generating insights that provided category leaders and business units with actionable strategic guidance.
- Championed market intelligence adoption across J&J's global procurement enterprise, influencing data-driven decision-making and aligning strategies for the Medical Devices, Pharma, and Consumer sectors across 250 companies.
- Represented J&J (world's leading healthcare organization) as a speaker at major pharma conferences, sharing insights on competitive intelligence and market research with industry leaders and global stakeholders, enhancing the visibility of J&J industry experts.

HBA (Healthcare Businesswomen's Association). Vice President, Zurich. Dec 2017- Nov 2018

- Managed daily operations and drove initiatives to ensure continued growth and alignment with HBA's mission and strategic objectives. Acted as the primary liaison for chapter P&L and financials, ensuring transparency, effective management, and accurate reporting.

- Designed and delivered mentorship programs and leadership training sessions, enhancing skills such as communication, executive presence, and personal branding for chapter members.
- Supported the development of strategic programs and events, collaborating closely with the President to shape strategy and content that resonated with HBA's mission.
- Organized events in the region, coordinating with prestigious speakers from academia and industry representatives to promote thought leadership and elevate HBA's visibility.
- Cultivated relationships with healthcare organizations and industry leaders to expand the chapter's influence and partnerships.
- Engaged with the Advisory Board to provide mentorship and support to functional leaders.
- Represented the chapter at industry forums, effectively communicating HBA's vision and advocating for its goals in the absence of the President.

Syngenta. Global Market Intelligence Business Partner & Supplier Relationship Manager, Basel. Apr 2012 – Feb 2015

Responsible for Market Intelligence activities in Global Sourcing, covering Logistics, Engineering, Prof. Services, Travel, Facilities, IS, Marketing, Science, Utilities and Waste. 300 clients in all regions. Accountable for the Intelligence custom made reports, the relationship with intelligence providers, monthly newsletter, internal/external roundtables, etc.

- Developed intelligence sourcing strategies. Managed \$1M budget. 20% Decreased costs and optimized performance.
- Led and managed high-quality international research projects to address key business opportunities and challenges. Consolidated key intelligence and generate insights of impact to business performance. Analysed research findings for their significance and provide concise summaries to business partners including recommendations for action. Wrote up and presented research findings, ensuring key insights and information are delivered to business decision makers.
- Built training structure for the Intelligence Platforms and delivered on boarding sessions to new comers in procurement.
- Negotiated contracts with intelligence suppliers to ensure that service, quality, added value, total cost and the deployment of the supplier's capabilities in innovation were secured. Managed the relationship with intelligence providers.
- Led the development of, and managed, the communications strategy.
- Drove continuous improvement to and prepared the research agenda for the coming year based on the Indirect Procurement portfolio list and interviews with business partners.
- Reviewed all contracts/agreements to achieve 'best price/best quality' purchasing. Drove savings on subscriptions.
- Making recommendations & advising senior management. Managed and coached market intelligence analyst.

Kraft Foods Europe. Project Manager & Supply Chain Assistant, Zurich. Jul 2010 – Mar 2012

- Reporting to the Supply Chain Senior Vice President, responsible for overseeing communication, administrative, logistic, and financial activities within the department. Managed and trained junior administrators and assistants, prepared supply chain calendars, coordinated international manufacturing events, and conducted cost center planning and reporting. Led project management initiatives as a Product Change Manager, conducting research, analyzing data, and preparing reports.

Kraft Foods International. Marketing Global Leadership Academy Coordinator. Zurich. Jun 2009 – Jun 2010

- Preparation, organization, coordination, and invoicing of courses (80 training events per year, reaching 1400 people in CEEMA, EU and AP). Includes: setting training calendar, competence assessments, nomination process, track training progress and follow up with SAP and ultimately organize the courses: find vendors, raised quotations and estimates, reviewed, evaluated, and approved specifications...etc. Responsible for the department budget.

Kraft Food Europe. Manufacturing Executive and Project Assistant. Zurich. Apr 2008 – May 2009

- Provided comprehensive support to the Vice President, assisting the Manufacturing and CS&L team in preparing and analyzing manufacturing data from all plants. Successfully designed and managed the SharePoint platform, performed cost breakdowns, and established effective monthly communication and KPI reporting.

AIG (American International Group). Marketing Data Analyst. Zurich. Oct 2007 – Mar 2008

- Responsible for marketing reports to support campaign managers, analyzing data discrepancies across cities and insurance products. Ensured accuracy and maintained databases, prepared marketing presentations, and validated financial and marketing data. Produced and presented financial reports, budgets, and variance reports for management.

Training Manager & Chief Cabin Manager - Iberia business / Air Nostrum. Valencia. April 2003 – Dec 2006

- Led and managed cabin crew and reported overall performance. Prepared and conducted induction programs to junior flight attendants. Liaised with other departments (flight operations, ramp, catering and maintenance).
- Planned, implemented and established high quality services, workflows, daily flight operation reports. Achieved a superior customer satisfaction experience alongside with improved skills on solving problematic situations. Ensured that the operational activities adhered to Company policies, safety and emergency procedures and guidelines were implemented.
- As recruitment coordinator, designed and conducted interviews. Successfully handled candidate instruction. Planned, coordinated and provided training to new employees on technical aspects and customer services.

Assistant Manager at Blanco. Madrid. March 2001 – March 2003

- Transactional data maintenance of personnel data in the system.
- Monitored and reviewed payroll administration. Managed weekly bonus issues.
- Assisted in the identification and development of business ideas and worked with team members to execute the plans.
- Analyzed consumption, shipment data and compared results to established objectives to assure the effectiveness of marketing programs.
- Managed the product inventory. Monitored and reviewed accounting. Managed weekly payroll issues.

Social Educator / Psychologist at high school “Nuestra Sra”. Madrid. Oct 1999 – Dec 2000

- Designed and conducted orientation classes.
- Built trusting relationships with a diverse student population.
- Helped students to deal with addictions, personal and social problems.
- Supported and coached them to reach their full potential.

Psychologist Trainee - Foundation ONCE. Madrid. Nov 1998 – Dec 1999

- Ensured appropriate care for patients.
- Made Psychological Analysis of the patients.
- Organizing social activities.
- Provided crisis intervention, education and counselling to parents and relatives.

Psychologist Trainee (Master’s practicum) - Hospital “12 de Octubre”. Madrid. Oct1998 – Dec1999

- Ensured appropriate care for patients.
- Made Psychological Analysis of the patients.
- Worked with patients on mental, emotional and behavioral problems and disorders.

Psychological Counselor - NGO “Medicos del Mundo”. Madrid. January 1997 – December 1998

- As part of a multidisciplinary team. Worked with patients on emotional and behavioural problems. Advised on the best strategies and techniques to address their problems.
- Psychology for Health: HIV/AIDS Prevention program. Provided social services.
- Created and maintained statistical database to track patient medical care / drug history.
- Educated and counsel patients about health and wellness.
- Identified physical, social and emotional needs of drug users.

EDUCATION:

- Doctor in Business Administration. Dual program UCAM Spain /Westford University UAE. Expected 2024-2025
- Master of Philosophy in Management and Leadership. Universidad Católica San Antonio de Murcia. Spain. 2023
- Master MBA - Escuela de Empresa. Madrid, Spain. 2009
- Advance Diploma Human Resources Management. Euroinnova Business School. Granada. Spain. 2008
- Master MSc Pharma Addictions – ACIPAIIS Foundation. Medical Association of Malaga. Spain. 2001
- BSc and MSc – Clinical Psychology. Complutense University - Spain. 2000
- Expert in Psychopharmacology. Foundation University Miguel de Cervantes. 1999

© *SCIP* – Competitive Intelligence Advance Certification

Languages: Spanish (mother tongue), English (fluent), Italian (fluent), German (conversation level), Arabic (beginner)

OTHER EDUCATION:

- Executive Accelerator Programme. New Metrics / DBWC (Dubai Business Women Council, Dubai Chamber). 2023
- J&J Pegasus Program (Johnson & Johnson Leadership Program for future executives). 2018
- DVBA Program - Driving Value through Business Acumen. INSEAD. 2017
- Leading Complex Teams. @TheKenBlanchard Companies. Switzerland. 2016
- Negotiation Training. ©Karras. Switzerland. 2016
- Influencer Training. ©Vital Smarts. Switzerland. 2015
- Critical Perspectives in Management. IE Business School. Spain. 2014
- Leading Change – Project Management for change. Syngenta. Switzerland. 2014
- Leading Significant Projects - Advanced in Project Management (Project Management Institute PMI®). Switzerland. 2013
- Competitive Strategy. Ludwig-Maximilians-Universität München. Germany. 2013
- Global Sourcing Training Program (Syngenta). Switzerland. 2013
- MPS-Project Management Foundation (*Project Management Institute PMI®*). Switzerland. 2012
- Competitive Intelligence for Innovation. Netherlands. 2012
- Market Intelligence. Delivered by ©Market Focus (CASME). UK. 2012
- Digital Hot-house: Social Media & New Technologies - Delivered by ©MRM London. UK. 2010
- Anticipate the Competitor Workshop. Delivered by Grupo Aviator, Switzerland. 2010
- Consumer Understanding 2 – Anticipate the Consumer - Delivered by ©IPSOS, UK. 2010
- Consumer Understanding 1 – Marketing & Insight Research course - Delivered by Vanessa Moon, Hungary. 2009
- Marketing Strategy Framework Course (Communications) - Delivered by ©Excelleration and ©Ogilvy. UK. 2009
- HR Specialist Diploma – Euroinnova Business School. Spain. 2008
- Diploma in Criminology & Theories of Criminality. University UNED. Spain. 2000

EXTRA CURRICULAR ACTIVITIES

- 2024 - Present. Mentor at Dubai Business Women Council (Dubai Chambers) 2024-2025
- 2024 – Present. Mentor at Westford Mentorship Program 2024/2025 at Westford University College
- 2023-2024. Mentor at Sport Integrity Global Alliance (SIGA)
- 2021 - Present. YouTuber – Business Educational Chanel
- 2013 - Present. Founder of Non-Profit “Building your Backbone” (project committed to empowering leadership through capability building, transformational change management, and stress resilience.)
- 2015 - Present Trainer & Workshop Facilitator. Samples:
 - Self Confidence Program / Constructive Feedback & Difficult Conversations
 - Executive Presence for future leaders / Communication and Personal Brand
 - Performance Management / Effective Employee termination training
 - Translating Vision into Actionable SMART goals
 - Road-Mapping and Strategic Goal Alignment

LECTURER:

- University Guest Lecturer at American University in the Emirates. Dubai, UAE. 2025 – present.
- University Guest Lecturer at De Montfort University. Market & Competitive Intelligence. Dubai, UAE. 2024 – present.
- University Guest Lecturer at Westford University College: “Leadership Journey: Insights & Strategies from the Corporate World”. Dubai, UAE. 2023- present.
- University Guest Lecturer at Zayed University. “Business Leadership”. Dubai, UAE. Nov 2023
- University Guest Lecturer at Colorado Mesa University. “Esports: careers and opportunities”. Colorado, USA. Nov 2020.
- Guest Lecturer: “Capabilities and Skills for CI/MI Practitioners”. Pharma CI Europe Conference. Prague, Czech Republic. Feb 2017
- University Guest Lecturer. “Competitive Intelligence – Practitioners Perspectives” University of Applied Sciences and Arts Northwestern Switzerland FHNW. May 2016 – May 2017

SPEAKER / HOST /MODERATOR:

- Academic Research presenter. Westford International Faculty Research Conference – IFRC2024. Dubai, UAE. Sep 2024.
- Academic Research presenter. 10th International Conference on Business and Technology (ICBT). School of Business at the University of Jordan. Amman, Jordan. Aug 2024.
- Academic Research presenter. International Conference of Business and Innovative Technology. University College of Bahrain, in Bahrain. May 2024
- Keynote Speaker. 23rd Excellence Awards by Middle East Excellence Awards Institute. Dubai, UAE. March 2024
- Speaker. 2024 Women Entrepreneurs Conference. Dubai, UAE. March 2024.
- Speaker. Panel Moderator. Annual MENA Women Leaders' Summit 2023. Dubai, UAE. Oct 2023.
- Speaker representing the UAE G100 Chair. International Day for the Eradication of Poverty. G100 Event. Online International Conference. Oct 2023.
- Speaker & Panel Moderator at BTX RoadShow. Abu Dhabi, UAE. June 2023.
- Speaker at MENA Gaming & Esports Summit. Dubai, UAE May 2023.
- Speaker and interviewer at BCLounge by LabCardi. Dubai, UAE. April 2023.
- Speaker and Panel moderator at BCLounge by LabCardi. Abu Dhabi, UAE. March 2023.
- Guest Speaker at Women Leadership Symposium by GEC Media Group. Dubai, UAE. March 2023.
- Speaker at BCLounge by LabCardi. Dubai, UAE. Feb 2023.
- Guest Speaker at World Corporate Summit Dubai 2022. Dubai, UAE. Dec 2022.
- Guest Speaker at Mobile Gaming Conference: Shaping the Future of Gaming. USA. Oct 2022.
- Interviewed by Femme Gaming for the ESIDigital Spring. London. UK. March 2021.
- Guest Speaker at ESI Digital Spring. London. UK. March 2021.
- Keynote Speaker: “Opportunities for career development at the Esports Industry” at Pocket Gamer Connects Digital. International Online Conference. Feb 2021.
- Event Host for “Cluster Videojuego” in psychological education for video players and gamers. Madrid. Spain. Oct 2020.
- Lecturer, Host, & Moderator. WYEN – European year-end event. Madrid, Spain. Dec 2019.
- Lecturer. Advancing Women in Science WYEN Luncheon. Zurich, Switzerland. Nov 2019.
- Speaker: “The Role of Psychology in the Esports” at Esports Business Forum in St. Gallen, Switzerland. Oct 2019.
- Speaker. WYEN event: Personalized Medicine Forum. Zurich, Switzerland. April 2019.
- Keynote Speaker: “Value of CI Stakeholder Engagement - Best Practices”. Pharma CI Europe Conference. Basel, Switzerland. March 2019
- Panel Speaker: “Sources for Competitive Intelligence”. Pharma CI Europe Conference. Basel, Switzerland. March 2019
- Keynote Speaker: “career progression and people development for CI practitioners”. Pharma CI Europe Conference. Lisbon, Portugal. Feb 2018
- Panel Speaker: “Competitive Intelligence in the new era”. Pharma CI Europe Conference. Lisbon, Portugal. Feb 2018
- Speaker at the Annual Meeting of the WYEN Board. Presenting New communication plans. Tel Aviv, Israel. 2018

- Keynote Speaker: “Extracting the Value of your External Intelligence Resources”. Pharma CiMi.CON (Pharma Competitive Intelligence and Market Insights Congress). Berlin. Jun 2017.
- Round table facilitator: “The ROI of Market intelligence”. Pharma CiMi.CON (Pharma Competitive Intelligence and Market Insights Congress). Berlin. Jun 2017.
- Guest Lecturer: “Getting the Right Market Intelligence for Procurement Excellence”. Pharma CiMi.CON (Pharma Competitive Intelligence and Market Insights Congress). Berlin. Jun 2016

PUBLICATIONS:

Academic Articles (peer reviewed):

- Berzosa, A., Ganguly, A., (2025). Toxic Leadership and Its Impact on Organizational Competitiveness and Sustainability: A Case Study Approach. International Journal of Research and Analytical Reviews | IJRAR
- Berzosa, A., Ganguly, A., & Balamurugan, B. (2024). Exploring Servant Leadership in the UAE. A Thorough Literature Review. IN PROCESS FOR PUBLICATION
- Berzosa, A., Ganguly, A., & Balamurugan, B. (2024). Resilient Leadership in the United Arab Emirates: A Comprehensive Literature Review. Springer Series. Contributions to Management Science.
- Berzosa, A., Ganguly, A., & Balamurugan, B. (2024). Exploring the Impact of Competencies, Leadership Styles, and Cultural Context on Organizational Performance: A Case Study of Esports Organizations. Springer Series. Contributions to Management Science

Books:

→ Published:

- Fernández, A. & Berzosa, A. (2021). *Videojuegos: El último Black Mirror*. ISBN 978-84-09-28693-5. Find it here: <https://www.amazon.es/Videojuegos-El-%C3%9Altimo-Black-Mirror-ebook/dp/B09HGSM71>

→ In Production:

- “Women Empowering Woman” (Dubai, UAE - 2025)
- “Mujeres que decidieron romper los techos de cristal” (Madrid, Spain - 2025)
- “VideoGames: the last Black Mirror”. English Version. 2025

Business Articles:

- Berzosa, A. (2024) ‘How to recognize and deal with toxic leaders’, *LinkedIn*, 31 October. Available at: <https://shorturl.at/5MTAq>
- Berzosa, A (2024). 'Beyond Resilience: The Power of Enduring Leadership'. Available at: <https://shorturl.at/7PO7r>
- Berzosa, A (2024). '8 Characteristics of Servant Leadership in 2024 – Lessons from the UAE'. Available at: <https://shorturl.at/0CU26>
- Berzosa, A (2024). 'Why Resilient Leaders Win: Strategies for Sustainable Growth'. Available at: <https://shorturl.at/24Y0Q>
- Berzosa, A. (2022). *Why are Mobile Games so Popular?*. LinkedIn. <https://shorturl.at/xRAHI>
- Berzosa, A. (2019). *Why is everyone talking about eSports? What is it all about? Is this a passing fad?*. LinkedIn. <https://shorturl.at/sw6YQ>
- Berzosa, A. (2019). *Interview to Alicia Morote Oliver, COO at Team Queso*. LinkedIn. <https://shorturl.at/L4Q9R>
- Berzosa, A. (2019). *Women's month: what's happening in the eSports industry?*. LinkedIn. <https://shorturl.at/yFTcf>
- Berzosa, A. (2018). *Why Science Education Matters*. LinkedIn. <https://shorturl.at/036hW>
- Berzosa, A. (2017). *Looking for the next Competitive and Market Intelligence Lead*. LinkedIn. <https://t.ly/Lco0I>
- Berzosa, A. (2016). *Where are the Women in Science?*. LinkedIn. <https://t.ly/wvphl>
- Berzosa, A. (2015). *Quit Like a Winner*. LinkedIn. <https://t.ly/HsHUD>