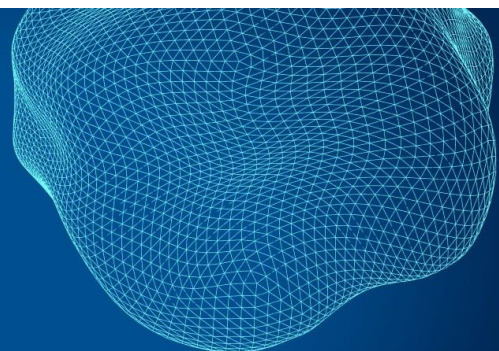




EVENTS



Hola,

El **jueves 12 de febrero, a las 9:00 h**, en el **Faculty Club** de Deusto Business School, celebramos la conferencia con Chris Lowney, Former Chair of the Board of CommonSpirit Health.

El evento, titulado ***Humanize the Company to Humanize Society***, está organizado por la Fundación Vizcaína Aguirre, Deusto Business School, Fundación Arizmendiarieta y Deusto Business Alumni.

La conferencia se celebrará íntegramente en **inglés** y no habrá servicio de traducción simultánea.

[INSCRIPCIÓN](#)

Dear Asier,

We're happy to invite you to attend the conference with **Chris Lowney, Former Chair of the Board of CommonSpirit Health**, which will take place on **Thursday, February 12, at 9:00 a.m.**, at the **Faculty Club** of Deusto Business School.

The conference, titled ***Humanize the Company to Humanize Society***, is organised by the Vizcaína Aguirre Foundation, Deusto Business School, Arizmendiarieta Foundation, and Deusto Business Alumni.

In today's evermore turbulent and uncertain world, leaders may ask themselves if there is a place for humanistic leadership, where human dignity and collaboration between stakeholders are central to the creation economic and social value. In this session, our panellists will argue that now, more than ever, is the time for companies to consider a humanistic leadership approach.

First, **Chris Lowney**, writer, public speaker, leadership consultant and author of the best-selling *Heroic Leadership*, will explain the long-lasting success of the Jesuit model of leadership and what leaders can learn from this approach to better navigate contemporary challenges.

Next, **Jon Emaldi, Member of the Arizmendiarieta Foundation and Deusto Business School Professor**, will share lessons from the success of the Mondragon Cooperative experience and how these are reflected in the model that the Arizmendiarieta Foundation offers companies, “to modify management practices and company culture, in which transparency of information, collaboration and trust between all members are the main pillars of the project, in the interests of greater competitiveness and sustainability”.

The discussion will be moderated by **Macarena Cuenca, Dean of Deusto Business School**.

2026 marks the 50th anniversary of the death of Father Arizmendiarieta, founder of the Mondragón Group, and by drawing the parallels between these different approaches, this session aims to honour his legacy by sustaining the conversation about humanistic leadership in the contemporary world.

If you haven't registered yet, we encourage you to do so and join us for this inspiring conversation on leadership and purpose.

EVENT PROGRAMME

- Welcome: Macarena Cuenca, Dean of Deusto Business School.
- Presentation: Chris Lowney, Former Chair of the Board of CommonSpirit Health.
- Participation: Jon Emaldi, Member of Arizmendiarieta Foundation.
- Discussion: Moderated by Macarena Cuenca.

REGISTER NOW



Fundación
Vizcaína Aguirre



Date and time: February 12, at 9:00 a.m.

Duration: 1 hour

Venue: Faculty Club – La Comercial Building – Hermanos Aguirre, 2 – 1st floor – 48014 Bilbao

Registration type: In-person attendance



CRECEMOS PARA LIDERAR Y TRANSFORMAR

944 456 345 | 943 297 331 | 668 854 598

info@alumnidba.es

www.deustobusinessalumni.es

De conformidad con el reglamento (UE) 2016/679 del Parlamento Europeo y del Consejo, de 27 de abril de 2016 relativo a la protección de las personas físicas en lo que respecta al tratamiento de datos personales y a la libre circulación de estos datos, te informamos que tus datos personales figuran en un fichero propiedad de Asociación Alumni DBA - Deusto Business Alumni – Escuela de Negocios de Deusto. Estos datos son gestionados con la finalidad de informar y comunicar todo aquello relativo a la prestación de nuestros servicios profesionales y actividades relacionadas con la web www.deustobusinessalumni.es. Recibes este correo porque nos has facilitado y/o cedido voluntariamente tu dirección electrónica. Te informamos que puedes ejercer tus derechos de acceso, rectificación, limitación, supresión, portabilidad y oposición al tratamiento de tus datos mediante comunicación remitida a la Asociación Deusto Business Alumni - Escuela de Negocios de Deusto, Hermanos Aguirre, 2 - 48014 Bilbao (Bizkaia) o por correo electrónico a info@alumnidba.es; también podrás presentar una reclamación en la autoridad de control.

Te informamos que todos tus datos serán tratados con la máxima confidencialidad según el RGPD y la Ley 34/2002 de Servicios de la sociedad de la información y de comercio electrónico (LSSI-CE).

©2025 Universidad de Deusto. Todos los derechos reservados.