

An aerial photograph of a town, likely Luxembourg, showing a hillside covered in green trees and several buildings with grey roofs. The image is slightly faded to serve as a background for the text.

**EBU** | European Business University  
**LUXEMBOURG**

**EBBA**  
**Faculty Members**

# Our Professional Members



**Gloria Queralt**

Prof. Gloria Queralt has a large experience in marketing and communication for multinational companies.

Currently, she is focused on transmitting all her professional knowledge to students in different Universities and Business Schools, online and offline programs. Her courses are focused on marketing and communication, ranging from core subject matter to strategic and specialized areas.

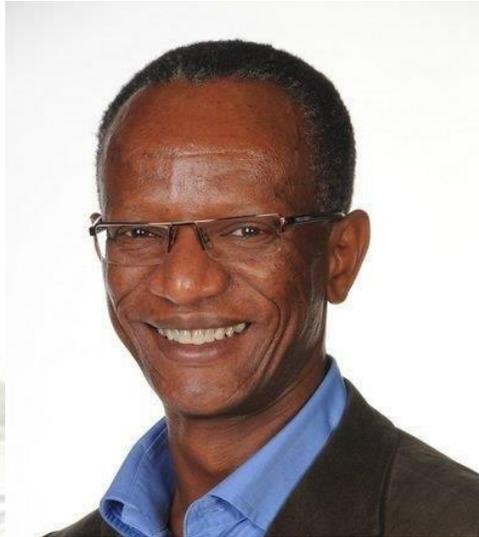
Gloria includes a lot of real-world examples and international and multicultural situations in her classes. Always reminding us that as consumers we know much more about marketing than we think.

She has more than 15 years of experience in marketing departments. She had been working in the Editorial sector in Marketing Departments for the most important editorials in the Spanish speaking countries as well as Fitness and Education multinationals. During this time, she has been in charge of new product development, market research, communication, and branding strategies.

Gloria Queralt has a strong international profile and studied in different countries, she holds a master's in marketing of Fast-Moving Consumer Goods from the Universidad Politécnica de Madrid and a degree in International Business and Sales from Montpellier University (France).

Currently, she is doing a Ph.D. research related to the importance of sustainability in consumption of luxury and premium brands. Her objective is to transmit the value of good marketing strategies to a new generation of entrepreneurs and business leaders and make them aware of its impact in the mind of the consumers.





## **Dr. James Mulli, PhD**

Dr. James Mulli is the President and Academic Dean at the European Business University of Luxembourg. He believes that education is the silver bullet for development. He lectures in post-graduate Corporate Finance, Business Statistics, and Blockchain Executive Certificate Courses. He has held additional lectureships at the State University of New York and Mercy College also in New York.

Dr. Mulli is a former director of two successful New York-based multinational conglomerates and has valuable experience in the field as an NASD Series 7 compliance officer for the broker-dealer Heyka Capital Management.

He worked as a Portfolio Manager for the Soros Fund Management's Quantum Industrial Partners and holds a Doctorate and master's degree from Saint John's University, New York, and an MBA from New Hampshire Plymouth State University with specialization in Investment and Finance.

He has lived in China, Egypt, Somalia, Germany, France, the USA, and Luxembourg. He is fluent in English, German, French, Kiswahili, Kikamba and has certified conversational competency in Mandarin.

Dr. Mulli is an international educator and educational technology consultant with a keen interest in looking over the horizon at how technology is shaping the world. His search for trends in emerging technologies allows him to be an educator who applies skills to help students thrive.

He is a Rockefeller Foundation Grant Recipient and a Prince Fellow Teaching Excellence recipient for the European University. He is a textbook author and has published numerous newspaper and magazine articles.





## **Josefina Bengoechea**

Professor Bengoechea has over fifteen years of academia experience at leading European universities and has been teaching online for the past 8 years. Josefina lectures in graduate and post –graduate, Finance, Economics, Regulation, Compliance and Management courses, in Spain and in Switzerland.

Professor Bengoechea has a MSc in Economic and Business Sciences and a Master in Financial Markets. She complemented her education with a Master in International Relations: Finance and Business Section, at Columbia University in the city of New York.

Josefina worked for more than 20 years in the financial sector in New York, London, Toronto and Madrid, in several institutions such as Merrill Lynch, Banco Santander, New York Stock Exchange (NYSE) and Accenture, among others. She has held international positions in Derivatives Trading, Risk Management, Strategic Consulting, Project Management, Business Development, Fundraising and Institutional Client Relations and Wealth Management. Josefina has also been a member of the Executive Committee in a company in the health sector during the COVID 19 crisis, and also has acted as an advisor to the President.

Additionally, and since 2004, Josefina has been actively working as a volunteer in the non-profit sector. She was named Godmother of Honor in 2010 for her contribution.

Josefina has published several articles on 21st century skills and secondary education. She is a PHD candidate in Education at University of Wales, being her current line of research, digital education.

Professor Bengoechea is fluent in English and Spanish and has conversational competency in French and German.





## **Konstantinos Biginas**

Konstantinos is the former Assistant Dean of London College of International Business Studies. The enhancement of students' learning experience has always been a top priority for Konstantinos.

Konstantinos has extensive research and teaching experience in both Business Economics and International Strategic Management fields from his positions in the UK and other European academic institutions.

Teaching has been an important part of his career, as he has taught undergraduate and postgraduate Business Economics, Strategic Management, and IHRM & Leadership modules in a number of academic institutions.

Konstantinos has vast professional experience having worked in several institutions in various countries. He has researched and written extensively on International Strategic Management, Global Competition, FDI strategies, Entrepreneurship, and Innovation.

He has participated in various conferences and had his work published. As an Associate & Lead Editor, he has participated in various book writing projects. Konstantinos is also a reviewer for the Journal of Knowledge Economy – JKEC and Journal of Innovation and Entrepreneurship - JIAE and a regular reviewer for book publishers.

Konstantinos is also a Fellow of Higher Education Academy in the United Kingdom.





## **Antonia Koumproglou**

Antonia Koumproglou is a Senior Lecturer and Module Leader in Business Management and Organizational Behaviour modules. Antonia is a transdisciplinary scholar of Business Management and Intercultural Communication, who explores the intersections between culture, language, and cross-cultural, technology-mediated communication and organisational learning in a variety of contexts.

Antonia has teaching and research experience, mainly from her positions at the various UK and other European academic institutions. Antonia has vast professional experience having worked in several institutions in Greece, the United Kingdom, Switzerland, and Spain.

She has extensive teaching experience in Global and Transcultural Communication, Leadership, Cross-Cultural Management, International Marketing, and Organisational Behaviour.

She has participated in various conferences and has been a contributing author and editor in many books covering a range of different topics such as entrepreneurial innovation, workplace learning in Small and Medium Enterprises.

Antonia is a Fellow of the Higher Education Academy (HEA) in the United Kingdom.





## **Jan Kingsley**

Jan has been a professor in management studies at BBA and MBA levels based in Barcelona since 2010.

He was previously Director of Corporate Services at EFMD (European Foundation for Management Development), Faculty Director at ESADE, Faculty professor for the UK's Open University, Training Manager for the British Council, and Director of three British Council centres in Baghdad, Thessaloniki and Maracaibo.

He has also been an HR and change consultant to multi-lateral agencies, multi-national companies, and government institutions.

He holds an MBA and MEd from the Open University and an MA from Leeds University as well as several other postgraduate diplomas and degrees.

His professional interests include leadership development in educational institutions and the use of virtual worlds for educational purposes – he edited the book 'Higher Education in Virtual Worlds' (Emerald, 2009). His interests are based around wildlife safaris, diving, and photography.





## **Enrique García Otero**

Enrique García Otero is a telecommunications engineer by the Escuela Superior de Ingenieros de Bilbao and a professional from the aviation sector.

He works for the worldwide airlines' trade association (IATA) since 2006 and he is the head of the strategy and business intelligence for the European region managing the strategy for the regional advocacy activities.

He previously headed the project management office and led major restructuring projects in the organization. He previously worked in the IT sector managing international telecommunications projects in Lucent Technologies and Kenan systems.

Enrique holds an executive MBA by ESEUNE Business School, and he is an online master's lecturer in change management, strategy and innovation management, project management and operations management at EU Business School and other educational institutions.

Enrique is passionate about change management, strategy, history, politics and aviation.





## **Khalil El Ghazzi**

Khalil El Ghazzi has a bachelor's in Mechanical Engineering from the University of Balamand, Lebanon with a minor in Mathematics and Physics, and a degree in Aviation and Robotics from the University of Iowa where he earned a Fulbright scholarship from the US department of state to study there.

After that, Khalil has worked for a couple of years in Saudi Arabia as managing director for a sales company of HVAC equipment.

Later, he was promoted to the main factory in Germany where he still currently works as Market Area Director-MENA for the group.

During his work, Khalil obtained his MBA in International Business from EU business school where he graduated with Summa Cum Laud.

Subsequently, he has worked as an Online Lecturer at EU Business School in a part-time program where he prepared and delivered online lectures and classes to both BBA & MBA students on cases in Finance, International Finance, how to become a manager, portfolio management and several other courses.





## **Dr. Nick Beckley-Hoelscher, PhD**

Dr. Beckley-Hoelscher holds a Ph.D. from Imperial College London where he investigated the associations between parental and cub infection levels in order to estimate key figures relating to the effectiveness and humaneness of a large-scale Randomised Badger Culling Trial (RBCT) and developed a stochastic simulation model on inter-group badger behavior and modeled the associated M. Bovis spread throughout the population.

He has an MMath degree in Mathematics from Oriel College, University of Oxford where he got first-class honors and Specialised in Applied Mathematics and Statistics and earned A-levels from Blackpool Sixth Form College on Mathematics (A), Further Mathematics (A), Physics (A), and Chemistry (A).

He is currently working as Medical Statistician at King's College London where he is the statistician on several clinical studies and teaching on numerous courses aimed at a range of students, including undergraduate, postgraduate, and professionals undertaking research.

Dr. Beckley-Hoelscher has worked as Senior Teaching Fellow at University College London, Overseeing the running of MSc Clinical Trials postgraduate taught course, including course design, structure, assessment, and feedback, As Medical Statistician, King's College London, Undergraduate and postgraduate teaching, marking and course administration and as a statistician on the TOHETI (Transforming Outcomes and Health Economics Through Imaging) program, and trial statistician on various clinical trials through consulting, and researched into methodological approaches to reporting risk.

He has worked as an Online Lecturer in Quantitative Methods, EU Business School in a part-time program where he prepared and delivered online lectures and classes to MBA students on quantitative methods, assessed coursework and exercises and contributed to syllabus design and course structure. He has been a Research Associate in Epidemiology and Statistics at University College London, ran class tutorials, epidemiology study group classes and acted as a study statistician for the Home Health feasibility trial.

Dr. Beckley-Hoelscher is the Class tutor for "Designing Clinical Research" course at King's College London, a BRC Survival Analysis course leader and ran half-day courses on survival analysis. He is an

MPH Dissertation Primary Supervisor of several students for their masters-level dissertation projects, with many students, awarded distinctions for their work.

He has taught on the "Core Mathematics for Modelling" course At the Imperial College London, acted as Mathematics Student Mentor about the Sutton Trust Outreach Scheme at the University of Oxford, a Class tutor for the "Use of Evidence" course at the University College London and as a personal tutor.

Dr. Beckley-Hoelscher is annually a Guest lecturer in Advanced Statistics at the University College London to give talks on the advanced statistics topics and is the Admissions Tutor for MPH Course.

He is a multiple award-winning presenter on statistics on the Oral presentation prize at the annual Young Statisticians' Meeting 2019, Cardiff and in the Oral presentation prize at the annual Young Statisticians' Meeting 2015, Cardiff. He also was an Invited speaker at the Royal Statistical Society 2019 & 2019 Annual Conferences Oral presentation in the Communicating Statistics section at the Royal Statistical Society 2017, Glasgow.





## **Giuseppe Bellia**

My name is Giuseppe Bellia and I come from a land of culture, mystery and cross-cultural civilizations: Sicily. I think of myself as an exported living product of my island where the Phoenicians, Greeks, Arabs, Romans, Byzantines, and many more populations left incredible traces of their presence.

I truly enjoy teaching mainly because I feel that my focus is on connecting to people. Creating meaningful links is of paramount importance in our lives. We grow through others. My main academic goal is transferring the skills I have had the opportunity to learn and develop over the years in a corporate and non-corporate environment to a younger generation who, in my mind, represents the essence of cultural and business sustainability.

In this sense, I would be absolutely delighted to welcome you onto one of my courses and be your mentor. In this respect, I believe I will learn from you as well. After graduating in Italy with a bachelor in Science, I earned a degree cum laude in Foreign Languages and Literatures at the University of Palermo, which led to intense travels and positions abroad. I basically never returned to living in Italy ever since.

I spent those years abroad accessing the corporate world and being employed by international firms to manage their operations, take care of their Human Resources (HR) departments with a special focus on the implementation of HR systems, HR planning, Recruitment and Selection, Employees' Performance and Compensation Management.

While investing in a flourishing managerial career I had the urge of getting back into education and learn more to better understand business models. Therefore, I graduated from Boston University with a Master in Science of Management in 2009 and earned a Graduate Certificate in Project Management the year before (PMI standard) and a Graduate Diploma in Management in 2007 (concentrating in Communication & Marketing, Project & Program Management). This was the period in my career when I started shifting my interest in Marketing and Project Management activities.

Shortly afterwards, I was promoted to a Senior Marketing and Communication Manager EMEA function which led to strategic international activities. I was also offered a contract to teach

business at Boston University where I acted as an on-campus Faculty professor until the end of 2012.

I started teaching online in January 2013 for the Distant Learning program at Boston University, enjoying both pure online and blended solution academic activities. I have progressively extended my academic activities to several other universities teaching internationally ever since. 2013 was a year of change. In fact, I decided to leave the corporation I was part of and start my own consulting firm.

I am currently based in Brussels, a city that has allowed me to develop professional relationships with both private and public entities. I have contributed to EU projects serving as a senior consultant.

I strongly believe in time-optimization. Therefore, I also decided to fulfil my true passion, art. As a consequence, I founded in 2013 a Contemporary Art business where, as an entrepreneur, I manage activities with international galleries on a very large scale.

To sum up, traveling and visiting museums and exhibitions are now a driver in my life. I look forward to sharing my experiences with you and helping you to reach your full potential.





## Anne Dwyer

Anne Dwyer is a sociologist specialized in the field of effective communication. Anne has postgraduate qualifications in teaching online (University of London) and in language teaching (Cambridge), a Masters in Communication Management (UAB, Barcelona), a Masters in Social Sciences (Bremen, Germany) and a BA in Sociology and German (Wellington, NZ).

Anne runs courses, consults and coaches in Communication and Soft Skills: Organizational, Interpersonal, Intercultural, Negotiation and PR, mostly in Barcelona (EUBS). Anne has also runs seminars in Interpersonal Communication, Negotiation, team-Building and other Soft Skills for ESADE Masters programs. Anne has been working for many years with teachers, executives, professionals and business students alike.

Anne has attended international conferences and workshops both as presenter and participant and has published a number of articles on communication and effective pedagogy and also wrote the book *Skills for Business English 3* (Delta, 2001)

Anne has several passions including learning new things, reading, travelling and stand-up comedy.





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