

WORKSHOP

ulead

**ENHANCING UNIVERSITY
LEADERSHIP THROUGH
ENTREPRENEURSHIP**

**NOVEMBER 16-20
CAMBRIDGE, MA**

**An immersive leadership
experience in Boston's
entrepreneurial ecosystem**

Sponsored by

**fundación
asisa+**

ENTREPRENEURSHIP STARTS ON CAMPUS

The current academic environment demands that universities not only generate knowledge but also actively foster entrepreneurship and applied innovation.

This program provides university leaders with the tools, models, and experiences necessary to strengthen entrepreneurship within their institutions, generating economic and social impact from academic knowledge.

Organized by the International Academic Program (IAP), **Enhancing University Leadership through Entrepreneurship** offers an immersive experience in Boston's entrepreneurial ecosystem, facilitating direct engagement with innovation centers, startups, academic and corporate leaders, and specialists in university-based venture creation.

Objectives

- Foster entrepreneurship within the university.
- Learn sustainable innovation models and investment mechanisms.
- Develop programs for patents, business relationships, and startups.
- Build an international network of inter-institutional collaboration.



→ STRATEGIC LOCATION

The program takes place in the heart of Boston's entrepreneurial ecosystem, offering an interactive experience within leading academic, business, and scientific innovation centers worldwide.



→ IMMERSIVE EXPERIENCE

Participants will visit and engage directly with four leading innovation and entrepreneurship centers in Boston, enabling real-world insights and networking opportunities within one of the world's most dynamic innovation ecosystems.

participants



University leaders and decision-makers involved in entrepreneurship and innovation.



Directors of entrepreneurship centers, technology transfer, and startup incubation.



Faculty members and administrators aiming to strengthen entrepreneurial ecosystems within their institutions.



Policy makers and professionals supporting university-based venture creation.

“

The Workshop was a highly enriching experience that exceeded my expectations and allowed me to gain first-hand insight into Boston's technological and innovation ecosystem. It was a true immersion in entrepreneurship, with a strong practical focus and a high level of the lectures. The experience was deeply motivating and provided concrete tools for project management and innovation. I strongly recommend participating in this initiative.”

MARÍA INÉS ERREA / ARGENTINA

*Director, Center for Environmental Engineering
ITBA – Instituto Tecnológico de Buenos Aires*



Lessons Learned as an Academic Entrepreneur

ERIC MAZUR

Balkanski Professor of Physics and Applied Physics, Department of Physics, Harvard University

Launching New Ventures

RAMON CASADESUS-MASANELL

Herman C. Krannert Professor of Business Administration, Harvard Business School

Fail Fast: The Key to Entrepreneurship, VC, and Corporate Innovation

CHRISTINA WALLACE

Senior Lecturer of Business Administration, Harvard Business School

Innovation and Entrepreneurship: Discover the Future of Health at the Ragon Institute

MARCO MUÑOZ

Executive Director of Strategic Initiatives at the Ragon Institute of Mass General, MIT and Harvard University

Unveiling the Entrepreneurship Ecosystem in Boston and MIT

EDUARDO GARRIDO

Program Director - Corporate Relations
Massachusetts Institute of Technology (MIT)

Perspective from an MIT Researcher: Academic Entrepreneurship

MERCEDES BALCELLS-CAMPS

Principal Research Scientist at Massachusetts Institute of Technology (MIT)



Leadership by Design

MATTHEW KRESSY

Founding Director, MIT Integrated Design & Management (IDM)
Master's Program
Founder, Designturn

Establishing, Funding and Positioning a Business in the U.S.: A Guide for Entrepreneurs

ALEJANDRO FIUZA

Partner | PAG.Law PLLC
Counsel Advisor Board, LAVCA (The Association for Private Capital Investment in Latin America)

Entrepreneurship and Innovation: Practical Insights for Non-U.S. University Leaders

DANIEL BEHR

Managing Director, HealthTech Hub @ ARMI Startup Accelerator

Dual Education in Europe: Transforming the Future With Innovation, Entrepreneurship, and Global Collaboration

JON ALTUNA IRAOLA

Vice-President EURASHE - European Association of Institutions in Higher Education
Coordinator de EU-DUAL. European University Alliance

Interactive Experience:

The program includes visits to top innovation and entrepreneurship centers, where participants will engage in dynamic meetings and real-world exchanges.

**Program subject to minor changes*

AN IMMERSIVE
LEADERSHIP
EXPERIENCE
IN BOSTON'S
ENTREPRENEURIAL
ECOSYSTEM



→ DATES

November 16-20, 2026

→ LOCATION

→ Massachusetts Institute of Technology (MIT)
→ Harvard University Campus

→ DURATION

40 hours (academic sessions, collaborative work and entrepreneurship center visits)

→ LANGUAGE

English

→ FEE

1.800 USD (includes tuition, course materials, and refreshments)

FOR FURTHER INFORMATION

iap.symposia@uam.es
Madrid: +34 679 100 446
Boston: +1 857 919 9932
www.iapsymposia.com

→ APPLY NOW

