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Brian Subirana is Visiting Associate Professor of Information Technologies at MIT Sloan. He is also Associate Professor at the MIS department of the IESE Business School -University of Navarra. His current research at MIT is focused on computational modeling of firms and activity based performance measurement of complex processes. His research interests include also technology and operations; information technology and executive leadership; industry transformation; e-Contracting; and advanced learning technologies.

Prof. Subirana holds a Doctor of Philosophy (Computer Science) degree from the MIT Artificial Intelligence Laboratory and an MBA from the MIT Sloan School of Management. Prior to joining IESE and later MIT he was with The Boston Consulting Group in the High Tech and Media Convergence practices in their Boston office. He is always ready to windsurf, ski and to learn more about amphibians.