



Introduction to B+I Strategy



We are: Sabin, Marta, Galo, María, Ana, Olatz, Kerman, Iraide, Enrique, Iñaki, Zaloa, Igor, Miren, Beatriz, Óscar and Manu.

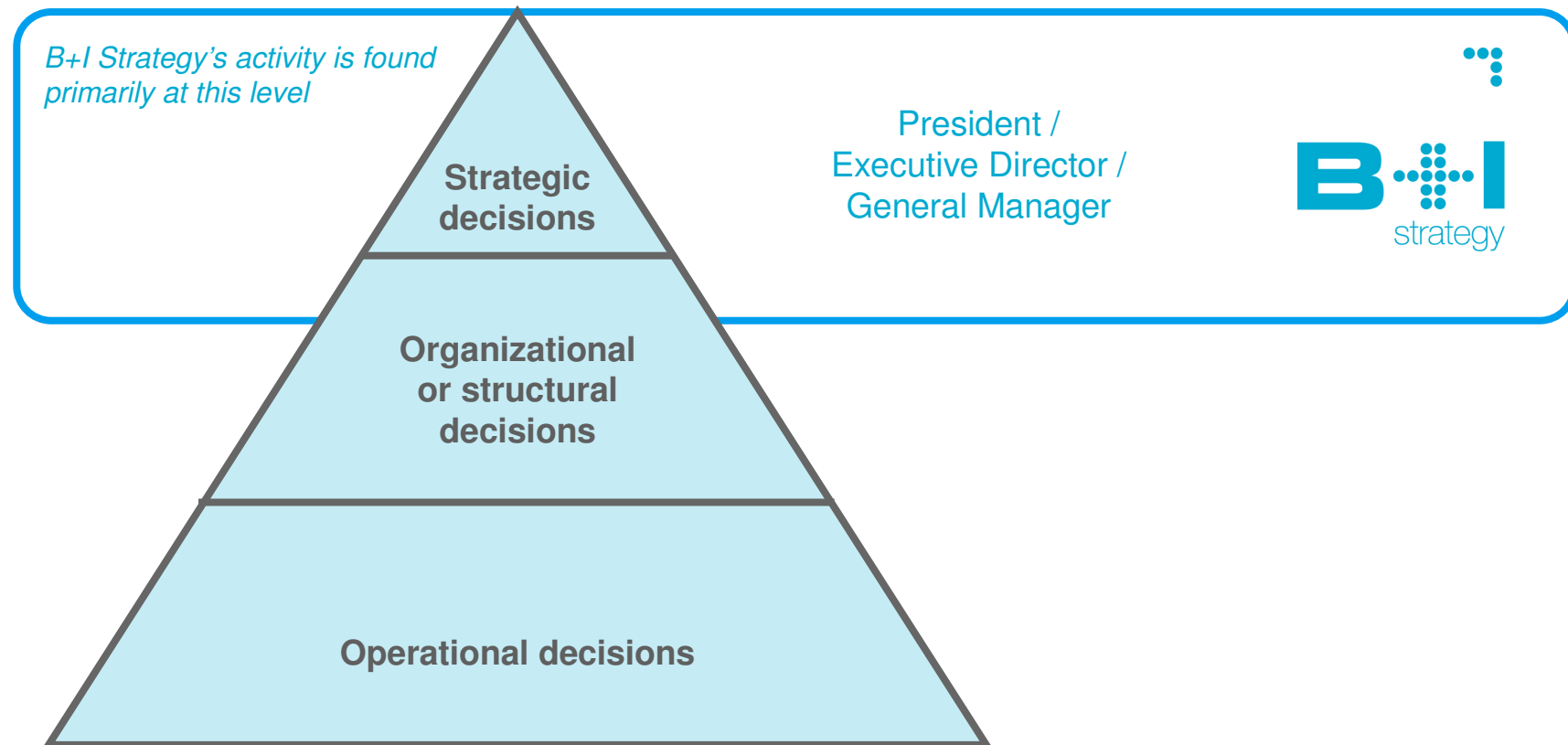
- ▶ B+I Strategy is a business **consulting** company specialized in **strategy, innovation and competitiveness.**
- ▶ B+I Strategy is an independent company **owned by the team itself.**
- ▶ We have grown quickly: from 5 people in 2005 to **16 people** in 2009.
- ▶ We are short on history, but **long on experience.** Each member of our management team has an average of over 14 years experience in the field of strategic business consulting.

Our objective is to offer
differential services

- Proven experience
- Ongoing innovation in products and services
- International outlook and focus
- Solid professionals willing to learn
- Proximity to the client and sensitive to their needs

We intend to be **a market leader**
in our geographical market in our speciality of
strategy and competitiveness.
We are achieving this goal.

Our main activity consists of supporting the **executive** of companies and governments in their **strategic decisions**.



Some examples of work undertaken to date by B+I:

- 2008-2015 Strategic plan for Jomar Group, a Mexican manufacturer and distributor of textile products and of the sports clothing brand Atlética.
- Support given to CAF Group, a company listed on the stock exchange and one of the leading manufacturers in the world of rolling stock, in the analysis and evaluation of opportunities in new areas of business.
- Support in designing Innobasque, the Basque Agency for Innovation, and in benchmarking the leading European regions in innovation.
- Definition of the management system of the RD&i innovation and planning of Naturgas Energía.
- Diagnostic of the wind farm market in various regions of the world, as well as identifying the main business opportunities for Guascor Group.
- Drawing up of the 2006-2009 Business Competitiveness and Social Innovation Plan for the Basque Government.
- Support in a thinking process within Elecnor Group, a company listed on the stock exchange, and strategic planning and implementation from 2006 to today.
- Definition of Codorníu Group's strategy and assessment in devising a System of performance measures to be strategically deployed at the corporate level.

Since its inception in 2005, B+I has worked for **numerous clients...**



What we do

... in a multitude of sectors.



What we look for

- ▶ University graduates
- ▶ Good academic record
- ▶ Commitment, determination and responsibility
- ▶ Desire to learn
- ▶ Initiative and creativity
- ▶ Interpersonal and team-working skills
- ▶ Dedication and an eye to quality
- ▶ Bilingual English & Spanish. Other languages are a plus.

1. Ongoing learning

- Participation in **projects with clear learning opportunities**
- **Periodic thinking and training sessions** with the whole B+I team taking part
- In-house training with **prestigious professionals of international renown**, such as Clayton Christensen, Arnaldo Hax, Donald Sull, Johan Roos, Edna Pasher, Göran Roos, Andrew Neely, Luis Huete, and many more
- An opportunity to participate in **world class fora** in the fields of business management and strategy. Examples include: Strategic Management Society, European Conference on Creativity and Innovation, and others.



1. Ongoing learning

- Knowledge exchange sessions with our international partners
- Participation in our **research projects**
- **Visits by entrepreneurs and executives**
- Participation in **workshops for companies and university students**
- Participation in **public presentations**
- In-house **language training**



2. Professional development and involvement in the B+I business project

- We are committed to the **professional development of each and every member of the B+I team**, because we are convinced that it is the sole possible route to business success.
- In 2008, the **participation protocol for B+I team members** was brought into effect underpinned by the following two basic pillars:
 - **Profit-sharing of the economic value** generated by our activity.
 - Generation of a **Community of People** involved in the management of the company.
- **Today, 65% of the B+I team have attained associate status.**

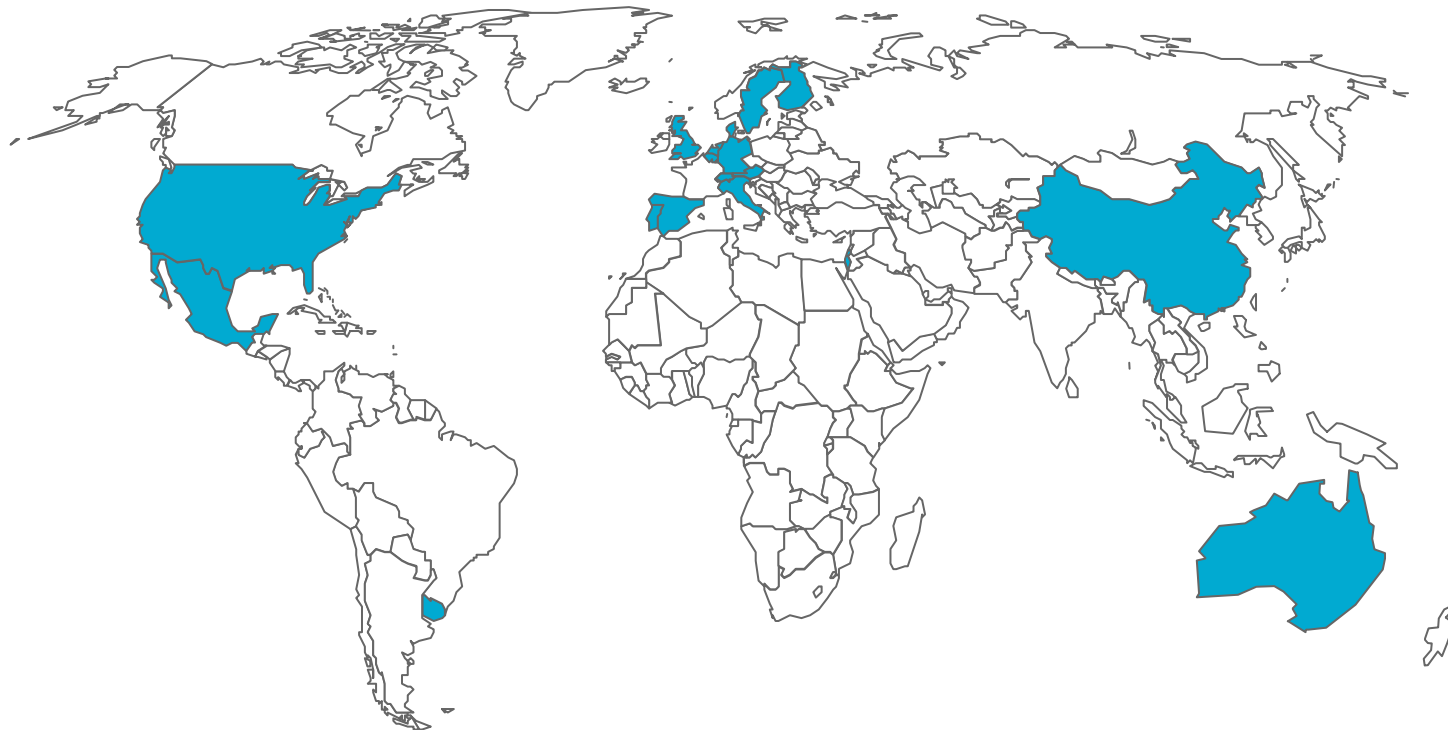
2. Professional development and participation in B+I business project

- B+I guarantees the development of a full and coherent professional career



3. International work environment

- Over the last three years, our team members have participated in the organization's activities in the following countries: **Portugal, Italy, Sweden, Finland, Belgium, Austria, Denmark, Holland, Germany, United Kingdom, Australia, China, United States, Mexico and Uruguay.**



3. International work environment

- Our network of partners spans such countries as: **Australia, United Kingdom, Scandinavia, Benelux, Finland, Uruguay, Mercosur and Israel.**
- In-house training sessions have been delivered by professionals in the sector from: **Australia, Finland, Israel, United Kingdom, Sweden and Venezuela.**



In July 2006, the B+I Strategy team participated in a “Summer Meeting” in Orkelljunga (Sweden), along with colleagues from our partners network.

Is B+I Strategy your best option?

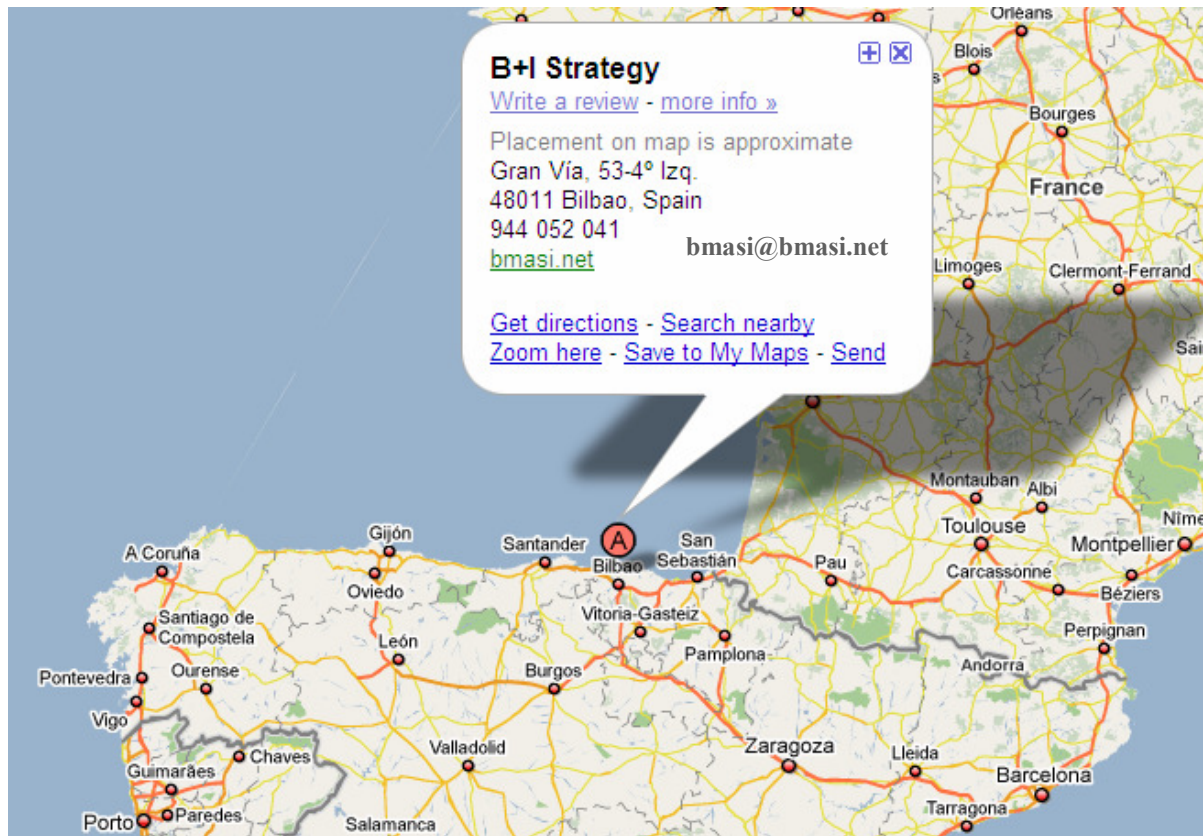
We would encourage you to join our team if:

- ✓ You want to **work with top level management** in companies and public institutions, supporting them in their **strategic decisions**.
- ✓ You feel you would be more at home within a **flat organization with no hierarchies**, where each person's **professional competencies** are more important than job categories.
- ✓ You consider it important to receive **ongoing learning** and develop your **professional capacities**.
- ✓ You want to have the **opportunity of being part of a long-term business project**, with greater and greater **participation in decision-making and profit-sharing**.
- ✓ You think **internationally** and you wish to work with **internationally renowned professionals** in the field of strategy, innovation and competitiveness..
- ✓ You are looking for a **people-oriented company** that is committed to **employee satisfaction**, who considers it the key to being competitive.
- ✓ You like **variety in your work**, applying your **creativity** and accepting **new challenges** and responsibilities.

We would recommend you consider another company if:

- ✓ You would rather **specialize in specific areas of business management**, such as information systems, human resources, process improvement, etc.
- ✓ You would rather work in a **hierarchy**, where the functions and responsibilities of each person depend upon their **category**.
- ✓ Ongoing learning is not a priority for you.

Where to find us



Feel free to browse our webpage at **www.bmasi.net**. You will learn a lot more about B+I and about each one of us who is part of the company. You will also be able to contact us directly and send us your CV.



Gran Vía, 53 - 4 izq.
48011 Bilbao
Spain

Tel. 34 944 052 041
Fax 34 944 052 042
www.bmasi.net