



Javier S. Casademunt

Academic Collaborator

Department of Strategy and General Management

Education:

MSc in Psychology and Neuroscience of Mental Health. King's College London.

Advanced Management Program (AMP). ESADE Business School.

Master's in Marketing and Sales Management. ESIC Business & Marketing School.

Postgraduate Degree in International Economics and Trade. Universitat de Barcelona.

Bachelor of Business Administration. European University,

Biography

Javier S. Casademunt is an Academic Collaborator in the Department of Strategy and General Management at ESADE Business School, where he has been contributing since 2014. He also served as the Director for ESADE in Brazil from 2013 to 2024, leading the institution's strategic implementation and business development in the country. His teaching and research activities focus on Internationalization, Cross-cultural Leadership, and, more recently, the application of behavioral science to strategy and leadership.

In addition to his role at ESADE, Professor Casademunt is a Visiting Professor at Fundação Dom Cabral (FDC) in Brazil, where he teaches Leadership and Strategy from a behavioral perspective. He is also the Director of the Brazilian branch of the Global Future of Work Foundation (GFWF), an organization dedicated to preparing the future workforce by identifying and predicting new trends and paradigms.

An entrepreneur in the field of applied neuroscience, he is the founder and CEO of Neurostrategy Lab, a firm that leverages insights from neuroscience to improve performance in the corporate and public sectors. He is also the Managing Partner at FDI Access, a global consulting firm focused on democratizing access to Foreign Direct Investment (FDI) for governments and companies worldwide. His work with the Inter-American Development Bank (IDB) as an external consultant since 2013 has involved leading projects to empower government officials in Latin America to attract FDI, contributing to significant growth in international investment volumes in several Brazilian states.

Professor Casademunt brings over two decades of international experience in management, consulting, and executive education, working with multinational corporations, governments, and top leaders across the globe. His work is characterized by a practical, data-driven approach aimed at turning strategic vision into measurable impact.

Areas of interest:

- Behavioral Strategy and Leadership
 - Neuroscience and its Application to Management
 - Organizational and Personal Resilience
 - Foreign Direct Investment (FDI) and Investment Promotion
 - Internationalization and Global Strategy
 - Cross-cultural Management
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Selected Publications

Dolan, S. L., Brykman, K., Casademunt, J. S., & Diez Pinyol, M. (2024, September 11). Unraveling the neurobiology of trust and its application to leadership roles. *The European Business Review*. <https://www.europeanbusinessreview.com/unraveling-the-neurobiology-of-trust-and-its-application-to-leadership-roles/>

Dolan, S. L., Belout, A., Cerdin, J.-L., & Casademunt, J. (2024, May 27). Towards the building of organisational resilience: Uncovering the key features. *The European Business Review*. <https://www.europeanbusinessreview.com/towards-the-building-of-organisational-resilience-uncovering-the-key-features/>

Casademunt, J. S., Salum, F., & Dolan, S. L. (2023, July 21). Para uma estratégia eficaz, círculos de resiliência. *MIT Sloan Management Review Brasil*. <https://mitsloanreview.com.br/para-uma-estrategia-eficaz-circulos-de-resiliencia/>

Casademunt, J. S., & Dolan, S. L. (2023, March). The resilience rings: A new neuropsychological framework for building resilience. *The European Business Review*. <https://www.europeanbusinessreview.com/the-resilience-rings-a-new-neuropsychological-framework-for-building-resilience/>