**BBVA:**

* What are their Mission, Vision, and Values?
  + The mission of BBVA is to be a leader in global finance by offering their clients wide range of clients innovative solutions to accomplish their goals and expand
  + BBVA uses its global reach and proven expertise to give innovative solutions to their clients
  + BBVA values the long term development of their clients to have a positive impact on their stakeholders- customer, employees and shareholders- to build a better future.
* How do they make money?
  + Invest banking
  + Retail banking and services
  + Corporate and institutional banking
* Where are they located? If they had multiple locations, which would you say is the main ones? Why?
  + Europe, North America, Turkey and South America
  + The main locations would be Spain and Mexico, as they hold most of their assets and employees there
* How big is it in number of employees?
  + 125.672
* What are some current projects they are involved?
  + Strong emphasis in digitalization and online banking
  + Implementing blockchain (etherum) to validate transactions
  + Robo-advisors (BBVA invest)
  + Big data applications like Points of Sales that allow small companies to evaluate their business based on the results of their competition
* What are some current challenges that the sector that they belong is facing off?
  + Digitalization
  + Physical joints
  + Applying new technologies to their businesses
  + Cryptocurrencies and their regulations
  + Using large data bases to give a better and more personalize service
  + The end of SWIFT
  + Cybersecurity
* If you had to interview the CEO of the company what 3 questions would you ask?
  + How do you see the future of the company in Mexico and Turkey at the current geopolitical position?
  + Are you planning on extending the services of BBVA Invest to wealthier customers
  + Do you believe that companies like Facebook or Google will try to get into retail and commercial banking?

**Inditex:**

* What are their Mission, Vision, and Values?
  + To be a leading force in the textile sector keeping leadership in design and well-priced products
  + Be a leading force in the creation, commercialization and distribution of clothes to reach any niche of clients globally
  + Obtain great results, seek new paths, question and improve on actions, honesty, and teamwork
* How do they make money?
  + Producing, distributing and selling textile products
  + Home decoration
* Where are they located? If they had multiple locations, which would you say is the main ones? Why?
  + Europe, America, the Middle East, North Africa, South Africa, Russia, China, India, South East Asia, Australia, Japan and Korea
  + The main location for the company would be the EU, in particular Spain which is its logistical and commercial center
* How big is it in number of employees?
  + 171 839
* What are some current projects they are involved?
  + Heavy investments in digitalization and big data
  + Big investments in business restructuring
  + Increase the number of logistical centers
  + Incorporate their technology in their main stores
  + Implement RFID to keep track of a product since its production to when its sold
  + RFID helps customers find products fasters
  + Implementing click and collect services
  + Make all stores eco-efficient
  + Used clothing containment
* What are some current challenges that the sector that they belong is facing off?
  + Digitalization
  + Physical joints
  + Applying new technologies to their businesses
  + Oil prices
  + Rising labor costs
  + Sustainability
* If you had to interview the CEO of the company what 3 questions would you ask?
  + To what extend will big data shape the industry in the coming years?
  + How difficult is it going to compete against a much bigger company with more resources like Amazon?
  + How much money has the reunite, reuse and recycle principle saved the company

**Telxius**

* What are their Mission, Vision, and Values?
  + The mission of Telxius is to put the right infrastructure for the future influx of data
  + Telxius collaborates with other tech companies to guarantee the right infrastructure for the future of telecommunications
  + Telxius wants to guarantee the connection of data at a global level by connecting different regions with their infrastructure
* How do they make money?
  + They rent their infrastructure to companies that need to transfer big loads of data quickly
* Where are they located? If they had multiple locations, which would you say is the main ones? Why?
  + Europe, North America and South America
  + The main locations would be Spain and Brazil
* How big is it in number of employees?
  + 400
* What are some current projects they are involved?
  + The construction of infrastructure (towers and fiber optic) in Europe, North America and South America
* What are some current challenges that the sector that they belong is facing off?
  + Legislation
* If you had to interview the CEO of the company what 3 questions would you ask?
  + When do you expect the company to experiment its biggest growth
  + What is the next area of expansion?
  + What will 5G mean to the company?

**Mckinsey:**

* What are their Mission, Vision, and Values?
  + To help their clients make distinct and impactful decisions
  + Solving the hardest problems with the best talents
  + Adhere to highest professional standards, improve clients performance significantly and create an unrivaled environment for exceptional people
* How do they make money?
  + They charge fees to their customers for the service of strategic consulting
* Where are they located? If they had multiple locations, which would you say is the main ones? Why?
  + Everywhere
  + They don’t have a main location per say, as they offer their services all over
* How big is it in number of employees?
  + 2700
* What are some current projects they are involved?
  + They are involved in projects that range from different activities
  + Restructured firm after the 2008 crisis
  + Incorporated high know-how fields in their portfolio to get a competitive advantage
* What are some current challenges that the sector that they belong is facing off?
  + Digitalization
  + Data management
  + Energetic transition
  + Financial turmoil
  + Public sector biggest concerns
* If you had to interview the CEO of the company what 3 questions would you ask?
  + Where do you see the company in 20 years?
  + Can Mckinsey compete against bigger firms like the big 4?
  + How could AI enhance the job of consulting to increase productivity?

**Iberdrola**

* What are their Mission, Vision, and Values?
  + To continue together building together each day a healthier, more accessible energy model, based on electricity
  + Commitment with the people’s well-being, the energetic transformation, drive to build a more electric energy model
  + Clean energy as a responsibility to the environment; integrating force bringing different talents together; driving force to make life easier to people
* How do they make money?
  + Commercialization and production of energy
  + Energy networks
  + Renewable energy
* Where are they located? If they had multiple locations, which would you say is the main ones? Why?
  + Europe and America
  + The US, Spain, Mexico, Brazil and the UK
* How big is it in number of employees?
  + 34078
* What are some current projects they are involved?
  + Project STAR in (smart networks)
  + The western link underwater project in the UK
  + NEDEC to create a transmission line of hydroelectric generation from Canada to Massachusetts
  + 3000 kilometers of transmission lines in Brazil
* What are some current challenges that the sector that they belong is facing off?
  + Regulations
  + Variation in price of the fossil fuels
  + Cybersecurity risks
  + Environmental risks
  + Credit exchange
  + Energy grid
  + Incorporation of AI and cryptocurrency
* If you had to interview the CEO of the company what 3 questions would you ask?
  + Which market was the friendliest to the STAR project?
  + Is central banking putting any impediment to the use of cryptocurrencies to track down transitions?
  + How could AI enhance the company?