

JORGE CALVO - CARLOS ESCAPA

# The AI driven business

Leading, Competing,  
and Thriving in the Age  
of Artificial Intelligence

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# The AI driven business

JORGE CALVO - CARLOS ESCAPA

We are already in the era of AI-augmented enterprises. The advantage does not lie in the technology itself, but in how you—as a leader—choose to apply it. Are you ready to lead in an environment where artificial intelligence is reshaping strategy, competition, and the future of your business?

This book is not about algorithms; it is about leadership and vision. It provides the roadmap you need to transform your organization and position it at the forefront of change.

You will learn how artificial intelligence multiplies value, unlocks opportunities, and turns uncertainty into advantage. Through clear insights, compelling examples, and actionable frameworks, Jorge Calvo and Carlos Escapa—renowned international experts—demonstrate how to embed AI at the very core of business. Covering cases that span professionals, entrepreneurs, SMEs, and large corporations, they offer a perspective that is both realistic and ambitious, connecting strategy with execution.

This is not a book for technicians, but for leaders who understand that the greatest risk is not misusing AI, but ignoring it. Here, you will find the keys to building a smarter, more resilient, and more competitive enterprise. Above all, you will learn to lead with augmented intelligence, vision, and boldness.

The time to act is not tomorrow—it is now.

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# **The AI driven business**

Leading, Competing and  
Thriving in the Age of Artificial  
Intelligence

**Jorge Calvo  
Carlos Escapa**

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## The authors

### Jorge Calvo

Professor, international speaker, and advisor on corporate strategy and digital transformation, based in Tokyo and Barcelona. He holds a PhD in Economics and Business Administration from Universitat Abat Oliba CEU and has completed executive programs at Harvard Business School (HBS), the Massachusetts Institute of Technology (MIT), and ESADE Business School.

He currently serves as Deputy Dean of GLOBIS Graduate School of Management in Tokyo, where he also teaches Strategy and Digital Innovation and leads institutional digital transformation projects. In addition, he is Academic Director and Professor of the open program "*AI in Business*" at ESADE Executive Education and actively participates as a professor in MBA and EMBA programs, as well as in specialized courses such as "*AI & IoT Enabling Technologies*" and "*AI & Robotics Business Innovation*" at both ESADE and GLOBIS.

His academic and consulting work extends internationally, collaborating with institutions such as INALDE Business School (Colombia) and STC Academy (Saudi Arabia), and speaking at major global conferences on innovation and digital leadership.

With more than four decades of global business leadership experience, Jorge Calvo is recognized for his expertise in digital transformation and innovation through disruptive technologies, as well as his contributions to the development of responsible and ethical artificial intelligence.

He is a board member of the Japan Operations Management and Strategy Association and the Japan Society for Artificial Intelligence. Previously, he held senior executive roles such as Global President of SCM & IT at Roland DG Corporation headquarters in Japan, and President and CEO for EMEA.

He is the author of several influential books, including *Viaje al futuro de la empresa* (*Journey to the Future of the Company*), published in Spanish, English, and Japanese and recommended by Japan's Minister of Digital Affairs, Taro Kono. He is also coauthor of *Wa: Claves de la cultura corporativa japonesa* (*Wa: Keys to Japanese Corporate Culture*), a book endorsed by the organizing committee of the 400th Anniversary of Japan-Spain Relations.

More information: <https://www.linkedin.com/in/jcalvog/>





## The authors

### **Carlos Escapa**

International expert in strategic alliances and business development in data and artificial intelligence technologies, based in San Francisco, California. He holds a Master's in Computer Science from Virginia Tech and a Bachelor's degree from Illinois State University, and has completed executive education and taught as a guest lecturer at leading institutions such as UC Berkeley Haas, Stanford, Instituto de Empresa, and ESADE.

With more than three decades of experience in global technology leadership, Carlos has played a central role in advancing artificial intelligence at some of the world's largest tech companies. At Amazon Web Services (AWS), he served as Data & AI Global Practice Lead, driving the worldwide strategy for alliances and the deployment of large-scale data and AI solutions across both public and private sectors. Previously, he was Director of Global AI Business Development at Meta (formerly Facebook), where he championed AI integration into products and services worldwide and contributed to the growth of open-source projects such as PyTorch, now a cornerstone of the AI community.

His work combines technological innovation with building collaborative ecosystems, fostering knowledge transfer between industry and academia. He has led the development of reference architectures for machine learning, data modernization methodologies, and AI-driven solutions applied to real-world use cases in critical sectors, contributing to the delivery of hundreds of production projects around the globe.

Carlos also teaches in ESADE's open program "*Artificial Intelligence in Business*" (Spain) and lectures on "*Artificial Intelligence and Entrepreneurship*" at business and law schools in the Americas, Europe, and Asia. These include EGADE and UNIVA (Mexico), HEC (France), Universidad de los Andes and Universidad de Medellín (Colombia), Chulalongkorn Uni-

versity and Carnegie Mellon King Mongkut's Institute of Technology (Thailand), and Harbour.Space (Spain and Thailand).

He has lived and worked in Washington, London, Tokyo, Paris, Barcelona, and now the San Francisco Bay Area, leading multinational teams and managing international expansion for tech companies. He is also a mentor to startups, an active member of the global tech community, and a key voice in training professionals in AI and disruptive technologies.

His pragmatic vision of AI adoption, ethics, and technology governance—combined with his ability to bridge innovation, business, and society—makes him a leading figure in the global AI ecosystem.

More information: <https://www.linkedin.com/in/cescapa/>





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