

BRIEF CURRICULUM VITAE
ALFONSO MARTINEZ CEARRA
Director General of Bilbao Metropoli-30

Alfonso Martinez Cearra was graduated as an engineer in 1979. He was formally responsible for a number of executive positions in European manufacturing companies before being appointed as the Executive Director of Promobisa, the City of Bilbao's economic development company, in 1989. Since 1992, AMC is Director General of Bilbao Metropoli-30, a public-private partnership set up to revitalize metropolitan Bilbao, and Director of the magazine Metropoli-30.



He is Vice-Chairman of the British-Spanish Chamber of Commerce in Bilbao and The SPIN-Spain (Software Process Improvement Network). AMC represents Bilbao Metropoli-30 in the Bilbao Convention Bureau (BiCB) and in the Association for Benchmarking Implementation (AiB) as Member of the Board, as well as in Uniport Bilbao. He is an active member of The Internet Society, The System Dynamics Society, The World Future Society, ICMA, Club Financiero de Bilbao, Chamber of Commerce of Bilbao, The International Network for Urban Development, Strategic Management Society and The Internet Corporation for Assigned Names and Numbers (ICANN@large). He is a permanent professor in the cities' strategic development academic program organized by Bilbao Metropoli-30.

Company: BILBAO METROPOLI-30, Description:

The Association Bilbao Metropoli-30 was set up seventeen years ago in order to carry out a deep revitalisation process in Metropolitan Bilbao, a Basque industrial city on the Northern Coast of Spain. Bilbao Metropoli-30 outlined a plan to revitalize Bilbao, and public and private institutions committed themselves to seeing it through, working to fulfil the dreams and aspirations of our community.

Our mission is to lead the area's vision of success for the next millennium. Bilbao Metropoli-30 works towards identifying and attracting leaders, helping articulate ideas into innovative projects that will bring social and economic wealth to Bilbao and encourage reflection on strategy.

Bilbao Metropoli-30 carried out planning, research and promotion projects based on the promotion of the city attractiveness thanks to its Cultural Centrality. Metropolitan Bilbao counts on several world-known cultural infrastructures that have made the city been known world-wide.

Together with this, Bilbao Metropoli-30 is working on Values for the development of the city. Bilbao has recognised 5 values which are essential for the competitive and sustainable development of the city: innovation, professionalism, identity, community and openness.