

The San Telmo International Institute Presents "The Toro De Osborne" Case In Madrid

The case was presented by its author, Professor José Luis García del Pueyo, and the President of Osborne, Ignacio Osborne.

This "business case" has already been published, in a reduced version, in the *Harvard Deusto Business Review*.

Madrid, 21 June 2017. After several months of joint work by the San Telmo International Institute and the Osborne Foundation, the business case for "El Toro de Osborne" has been presented. The case was headed and written by José Luis del Pueyo, professor at the Business Management Department of this business school.

The presentation of the case took place this week in Madrid by the San Telmo International Institute and had a hundred attendees, all former students of this institution, and with the participation of Ignacio Osborne – president of the Osborne Group. Following the presentation of the case, a panel discussion took place in which Luis Morillas, CEO of Morillas Brand Design, and Miguel Otero, General Director of the Forum of Leading Brands of Spain, took part.

Why the Toro de Osborne case?

The San Telmo International Institute, which uses the case method to develop students' leadership skills, has chosen the Toro de Osborne to illustrate various strategic, marketing and commercial challenges and opportunities that Osborne has undoubtedly faced in recent years in order to maximize the value of its asset.

In the words of José Luis del Pueyo, Professor of the Business Management Department at this business school, "El Toro de Osborne is one of the few examples that we have in Spain of a very well known and internationally recognized trademark symbol. The purpose

of the case is to provide support to discuss the importance of brands and their importance in order to sell with greater added value.

In the coming months, the case will be included in the different academic programmes at the San Telmo International Institute. A reduced version of the case has already been published in turn in the Spanish edition of the Harvard Deusto Business Review.

60th Anniversary of the Toro de Osborne

The presentation of this case coincides in time with the 60th anniversary of the placement of the first Toro de Osborne advertising hoarding in our country. With this initiative, the Toro de Osborne has achieved an additional dimension by becoming a unique case study due to its social and cultural impact and the undoubted business and academic challenges that it poses.

About the San Telmo International Institute

In September 1982, the San Telmo Foundation, an independent non-profit institution, created the International Centre for the Improvement of Senior Management at Public and Private Companies and Institutions, the San Telmo International Institute. Its objective is to carry out training activities, some of which are unique in Europe, to help senior management take decisions and to manage effectively and respectfully with those who work with them.

Since then, more than 10,000 business people and senior managers from private and public companies and institutions have gone on a training or improvement programme at San Telmo, which currently teaches its Programmes at its two permanent headquarters in Málaga and Seville, as well as in other locations in Southern Spain and the rest of the world.

About The Osborne Foundation

The Osborne Foundation aims to train young people to promote their employability, fostering a culture of entrepreneurship and innovation. In addition, the Osborne Foundation is dedicated to the preservation and dissemination of Osborne's historic heritage.

The Osborne Foundation has strong alliances with public and private bodies that allow it to carry out activities aimed at achieving these objectives.

In this way, the Osborne Foundation has become the vehicle that channels all Corporate Social Responsibility activities at the Osborne Group

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