



"I am Juan Villamayor and work since 2011 as a consultant in Corporate Sustainability and Responsibility. I am an economist with a high international profile and hold an MBA and a Master in Sustainability and Corporate Social Responsibility. I previously worked over 16 years in different kind of companies, 10 of them in international food companies (sales, marketing)."

FOCUS AREAS

- Sustainable Business Models
- Development of Sustainability Strategies
- Sustainability Management Systems (ISO 26000)
- CSR Reporting (Global Reporting Initiative - GRI)
- Stakeholder Engagement
- Economy for the Common Good
- International Cooperation & Development

COLLABORATIONS

- Managing Partner at SOANDEX.com
- Partner & Consultant at BusinessWithCommonSense.com
- Consultant at BSDConsulting.com
- Consultant at Planco.org
- Freelance Consultant at several European consultancies

PROJECTS

- Stakeholder Engagement, Materiality Analysis for the BMW Group
- International Stakeholder Engagement for Votorantim Cimentos
- Business Plans for International Cooperation Projects
- Several Certified GRI Trainings at the Madrid Chamber of Commerce, University of Valencia, Basque Agency for Rural Development, etc
- Evaluation of International Development Private-Public Partnerships on behalf of the German GIZ (Strategical CSR Cooperation Activities)
- Social Audits of Agricultural Growing Facilities
- Development of Tools for the Development of Sustainable Business Models
- Development of the guide "Better CSR Advise for Small and Medium Entreprises"
- Member of the team that developed the first Code of Conduct for CSR Consultants

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"Creating more value while applying ethical principles. In the end, everyone benefits: companies, society and the environment. That's what I call Business for the Common Good, Business with Common Sense."

