



Juan Planes Mestre

Personal details

Name	Juan Planes Mestre	Website	juanplanes@juanplanes.com
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Education

Itinerary to Master Degree in Psychology <i>Harvard University Extension School</i>	2017 - 2022
1.Academic Writing & Critical Reading, 2. Creativity, 3. Mind, Brain, Health, Education, 4. Adult Development, 5. Personality and Self-Knowledge,6.Proseminar: Research in Psychology, 7.Intermediate Statistics, 8. Coaching Science, 9. Self and Identity	
International Marketing <i>EPSCI (Groupe ESSEC) - Paris</i>	1990
Marketing & Commercial Management Degree <i>ESIC - Valencia</i>	1987 - 1992

Training Courses

Sports Coaching Diploma <i>Florida Universitaria - Valencia</i>	2012 - 2013
Ericksonian Hypnosis <i>with John McWitter. U. - Valencia</i>	2011
Mastering Retail <i>ESADE - Barcelona</i>	2010
"Wealth Mastery" <i>Baltimore (Maryland)</i>	2016
Neurolinguistic Programmation Practitioner <i>NLP University - Santa Cruz (California)</i>	1999
"Unleash the Power Within" <i>with Antony Robbins - Brussels</i>	1998

Philanthropic & Other Activities

President & Founder - Desata Tu Potencial <i>Fundación Objetivo Felicidad</i>	2008 - Present
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Nonprofit organization with over 600 members and 60 volunteers, dedicated for almost 15 years to spread the word about personal and professional development, positive psychology and emotional intelligence.

Publications

- "Alto Rendimiento Personal"
- "Revoluciona tu Vida. Desata tu Potencial"
- "El sabio, el genio y el santo, 3 caminos a la felicidad"

Investor in start-up companies

Retail, education, technology, real estate and hospitality sectors

☰ Teaching Experience & Lectures

Over **15 years of teaching experience** in undergraduate and post-graduate programs (Masters and MBAs) and over **19 years experience** in teaching "in-company" training courses. Invited **lecturer** to conferences and conventions regarding in the Personal development area. **Over 40** lead **seminars** with Desata tu Potencial.

- **Current Associate Professor** in EDEM University and Universidad Politécnica de Valencia
- Former Associate Professor in ESTEMA Business School (Universidad Europea de Valencia), APD-Valencia

Training Programs taught:

- **Personal & Professional Development:** Positive Psychology, Management and Leadership Skills, High Performance Skills, Negotiation, Public Speaking, Coaching
- **Business:** Marketing, Entrepreneurship & Strategy, Selling skills, Financial Independence, Customer services

These are some of the **companies** in which I have taught training courses: BMW Ibérica, Compass Group Spain, Bancaja, Telepizza, Umivale, Oscar Mayor, Grefusa, Importaco, Dulcesos, Europa Rent a Car...

These are some of the organizations and institutions that have invited me as lecturer: ESIC University, EDEM University, ESTEMA, Universidad Politécnica de Valencia, World Trade Center Barcelona, Asociación Nacional del Inteligencia Emocional, AECOC Congress, National Coaching Congress, Smart Ideas (Panama)

Work experience

CEO <i>Mestre Holdings</i>	2004 - Present
CEO <i>Innova Gestión de Hostelería (7 restaurants) and La Parrilla de Pollos Planes, SL (12 restaurants)</i>	2007 - 2017
Board of Directors President <i>Saguncenter, SL (C.C. L'Epicentre)</i>	2012 - 2018
CEO & Board of Directors Member <i>Pollos Planes, SL (150 retail establishments)</i>	1998 - 2016
CEO <i>SYSTEM Centros de Formación, DIRECT ENGLISH, OPTIMA Gestión de Formación</i> Group of companies that run non-formal training centers <ul style="list-style-type: none">• 5 centers SYSTEM (IT related courses)• 2 centers DIRECT ENGLISH (English courses)• 1 consulting company OPTIMA Gestión de Formación - training & education consulting	1998 - 2004
Head of Operations & Marketing <i>Pollos Planes, SL</i>	1992 - 1997

Languages

- Spanish**
Native speaker
- Valencian**
Native speaker
- English**
Proficient
- French**
Proficient