

## PERSONAL INFORMATION

## Jordi Sellas i Ferrés

### Strategy and Innovation Advisor focused in cultural and media companies and institutions.

- Founding Partner at Layers of Reality (immersive audiovisuals) and Nostromo Live (live arts).
- Partner at Minoria Absoluta (TV production).
- Board Member at Public Theatre of Barcelona Foundation Teatre Lliure.

### **POSITION**

- Board Member at Carulla Foundation.
- Board Member at International Arts in Health Foundation.
- International Board Member at Creative Industries Federation UK.
- Digital culture specialist at RAC1.

#### WORK EXPERIENCE

2017-present Founding Partner - CEO

Layers of Reality

Barcelona

www.layersofreality.com

2016-present Chief Strategy Officer

Minoria Absoluta

Barcelona

www.minoriaabsoluta.com

### 2013-2016

Director General for Creation and Cultural Industries (DG de Creació i Empreses Culturals) at Generalitat de Catalunya (Government of Catalonia)

Barcelona

 The Directorate General for Creation and Cultural Industries has the responsibility for the creation, production and dissemination of the performing arts, visual, musical, cinematic, literary, its infrastructure and regional networks, digital culture, business and cultural markets acting as managing director of the Catalan Institute of Cultural Industries (ICEC).

Member of the board of several catalan cultural institutions as:

- - Liceu Opera Barcelona
- TNC National Theatre of Catalonia
- Palau de la Música
- - L'Auditori Barcelona Auditorium and OBC National Orchestra
- - Mercat de les Flors National Contemporary Dance Center
- - Sitges International Film Festival

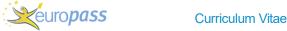
## www.gencat.cat

## 2009-2013 New Business and Digital Director RBA Holding

Barcellona, Spagna www.rba.es

# Director and Host of "Generació Digital" at Catalunya Ràdio and TV3 Corporació Catalana de Mitjans Audiovisuals

www.generaciodigital.cat



Jordi Sellas I Ferrés

2008-2012 Marketing and Digital Strategy Advisor

Piccolo Teatro di Milano - Teatro d'Europa

Milan, Italy

2006-2008 Founding Director

Club TR3SC, Club Català de Cultura

Barcelona www.tresc.cat

2004-2006 Marketing Director

**Grup Focus** 

http://www.grupfocus.cat

2003-2004 Communication and Promotion Manager

Universitat Autònoma de Barcelona

Barcelona www.uab.cat

Communication and Promotion Manager

1999-2003 Ona Catalana

1999-2002 Communication Manager

Olot Televisió

### **EDUCATION AND TRAINING**

2015 SADE Business & Law School

Business Angels School

2014 Innovation and Leadership Program

IESE Business School - University of Navarra

1995-1999

Bachelor's Degree Communication Advertising and Public Relations

Universitat Autònoma de Barcelona

## PERSONAL SKILLS

Mother tongue(s)

Spanish

Other language(s)

English

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
C1	C1	C1	C1	C1

Communication skills

good communication skills gained through my experience as Head of programme

Organisational / managerial skills

leadership

Job-related skills

diplomacy

Digital skills

SELF-ASSESSMENT



## Curriculum Vitae

## Jordi Sellas I Ferrés

Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Levels: Basic user - Independent user - Proficient user <u>Digital competences - Self-assessment grid</u>

### Replace with name of ICT-certificates

- good command of office suite (word processor, spread sheet, presentation software)
- good command of photo editing software gained as an amateur photographer

Driving licence

I, the undersigned, aware of the criminal penalties provided for by art. 76 D.P.R. 28/12/2000 n. 445 for the case of false declarations and falsification of documents, declare pursuant to art. 46 and 47 D.P.R. 445/2000 which what is contained in this curriculum is true

I authorize the processing of personal data contained in my curriculum vitae based on art. 13 of Legislative Decree 196/2003 and art. 13 GDPR 679/16 of the Italian Law.

Milan, 15/01/2019