

PERSONAL INFORMATION

Jordi Sellas i Ferrés

POSITION

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.
- 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

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- | | |
|--------------|---|
| 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
<ul style="list-style-type: none">▪ 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: <ul style="list-style-type: none">▪ - 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 |
| 2005-2013 | Director and Host of "Generació Digital" at Catalunya Ràdio and TV3
Corporació Catalana de Mitjans Audiovisuals
www.generacioidigital.cat |

- 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
- 1999-2003 **Communication and Promotion Manager**
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)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	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

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
[Digital competences - Self-assessment grid](#)

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 B

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

