



### *IDOIA POSTIGO (Board Member)*

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Idoia Postigo (Barakaldo-Bizkaia, 1970), General Director of the Bilbao Metropoli-30 Association.

Degree in Political Science (specialty in International Relations) and Graduate in Psychology. Research Master in Psychology on Organizational Behavior.

Extensive training, which includes European and American universities such as the University of Oxford, the London School of Economics in the United Kingdom, and the University of Berkeley (California – USA).

Individual and team coach. Mentor of the mentoring program of the Bar Association and Ekonomistak. Collaborator of *EmakumeEkin*, a social organization that supports women entrepreneurs.

### **Professional profile**

He has 30 years of experience in activities related to urban strategic thinking and in the management of the Association's projects, both locally and internationally. Since the creation of the Association for the Revitalization of Metropolitan Bilbao (Bilbao Metropoli-30) in 1991, she has been responsible, among other actions, for positioning and promoting the Strategic Plan of the metropolitan area of Bilbao and the strategic actions that were included in it. Her activity has managed to place the Association as an interlocutor of the main actors responsible for urban development, especially public institutions, the business fabric and citizens.

### **Publications**

- Blog *Emotional Fabrika*.
  - Author of the novels *Y te reirás de los peces de colores* (2014) and *Nadie lo hará por ti. El coraje de vivir* (2016).
  - *Gestión Profesional y Emocional de Equipos* (2018) published by ESIC Business School.
  - Contributor to the *Libro Blanco del Coaching* (2019) published by ASESCO.
  - *Guía imprescindible para emprendedoras. Un enfoque desde el coaching* (2021) published by the Observatorio Vasco del Emprendimiento - Basque Observatory of Entrepreneurship.
- Co-author of the publication of MUGDUS Master's Degree in Governance for Sustainable Urban Development 'the CITY 2030', from the University of Deusto (Bilbao, 2022).