

Samuel López-Lago

Team leader —

European Commission

Advisor —

UNESCO BMW

Short bio

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Samuel López-Lago (Mérida, Spain, 1991) is a strategic designer and project leader with a global vocation and extensive experience as a teacher and facilitator. He is a civil servant by competitive examination in European institutions, working as a Project Officer for the Development and Operations sector (REGIO.A4) of the Directorate-General for Regional and Urban Policy of the European Commission, where he leads the Knowledge Management and Collaborative Tools team.

Samuel is an Associate Fellow of the World Academy of Art and Science, Advisor for UNESCO Body and Mind Wellness, a member of the Advisory Board of the Harvard Business Review, and part of the Design and Public Administration Working Group of the Government of Spain, among other prominent roles.

He is the author of several books, including "Vademecum of Design Methods," a synthetic compendium of design methods; "Clayfulness," an essay on the interaction of mindfulness meditation and working with clay; and the children's book trilogy "ABCDiseño," which explores the history of design through its most iconic objects. Other titles include "History of a Chair," an advocacy for diversity through various chair models, "Gallery of the Impossible," an evocative tale about the importance of creativity through eminent surrealist objects, and "Itaca", an adaptation of the adventures of Ulises for kids.

In his professional career, Samuel has applied his creativity to solve complex problems, always striving to generate efficient and profitable solutions that integrate people, technology, business, and aesthetics. He has worked in more than ten countries across three continents.

Samuel holds a Master Certificate in Systems Design and Project Leadership (Cornell University), as well as professional programs in Leadership and Digital Transformation and Design Strategy (MIT). Additionally, he has completed several master's programs in business, design, craftsmanship, leadership, coaching, risk management, project management, and mindfulness meditation.

Among his recognitions, he has received the Excellence Award for his work as a project leader at the European Commission, his work was selected for the Dubai Expo 2020, and he was a finalist in the National Crafts Awards of Spain. His artwork is available for purchase at the Museo Nacional Centro de Arte Reina Sofía, and he has been named one of the 300 Spanish leaders in Technological Innovation and Circular Economy by the Advanced Leadership Foundation (USA). He also participated as a coach in the world's breaking record largest coaching session organized by Coaching.com.

Professional experience

Team Leader, European Commission (DG REGIO)

June 2022 - Present, Brussels.

Managing the “knowledge management and collaborative tools” team, consisting of five developers working with the M365 suite and Atlassian under agile frameworks.

Advisor, UNESCO Body and Mind Wellness

May 2024 - Present, United States.

Advisor in topics related to the intersection of meditation, inner well being and creativity. Coordination of panels, keynote speeches and social media content creation including both posts and graphics.

Project Officer, European Commission (DG COMM)

December 2020 - June 2022, Brussels.

Definition and tracking of objectives, monitoring and control, and methodological supervision of creative communication projects under contract PO/2018-02/A4 (80 million euros).

Adjunct Professor, University of Deusto

December 2020 - Present, Bilbao.

Adjunct professor in the areas of Design and Innovation in the Master of Strategic Design at the University of Deusto (Top 10 Spain CyD Ranking).

Project Manager Partner and Agile Coach, WeChange Company

January 2020 - December 2020, Online.

Project manager and trainer for companies such as eToro (23.2 million users) and Payoneer (estimated value of 1 billion euros).

Startup Project Mentor, Banco Santander

December 2016 - July 2019, Extremadura.

Mentoring and tutoring more than 30 projects. Awards: regional, women entrepreneur, disruptive innovation (x4).

Certified Instructor and Mentor, Chamber of Commerce of Spain

December 2017 - July 2019, Extremadura.

Certified instructor in the areas of Marketing and Communication, Project Management, and ICT Technologies. Conducted trainings throughout Spain.

Digital Projects Manager, PayPerThink

February 2016 - July 2019, Extremadura.

Responsible for the definition, implementation, and execution of tasks in digital transformation projects. Extensive experience in the public sector.

Technical Designer and Instructor, University of Córdoba

February 2014 - December 2015, Andalusia.

Worked as a designer in the area of graphic and geometric documentation of artistic heritage. Internship at Digitalizados 3D.

Education

Master Certificate in Systems Design

Cornell University (USA - Online), 2017.

Professional Program in Design Strategies

Massachusetts Institute of Technology (USA - Online), 2020.

Professional Program in Leadership and Digital Transformation

Massachusetts Institute of Technology (USA - Online), 2019.

Master in Mindfulness and Emotional Regulation

60 ECTS credits, Universidad Isabel I (Online), 2023.

Master in Coaching

60 ECTS credits, Universidad Isabel I (Online), 2021.

Master in Integrated Risk Management

60 ECTS credits, Instituto Europeo de Posgrado (Online), 2021.

Master in Project Management

60 ECTS credits, Universidad Isabel I (Online), 2020.

Master in Leadership and Team Management

60 ECTS credits, Universidad Isabel I (Online), 2019.

MBA in Business Administration

60 ECTS credits, Universidad Isabel I (Online), 2018.

Master in Information Systems Management

60 ECTS credits, Universidad de Cádiz (Blended), 2016.

Executive Master in Design and Craftsmanship

600 hours, Escuela de Organización Industrial (Blended), 2015.

Interuniversity Master in Design Engineering

60 ECTS credits, Universities of Córdoba, Málaga, Almería, 2014.

Bachelor's Degree in Art and Historical-Artistic Heritage

240 ECTS credits, Universidad de Extremadura, 2013.