

Gerardo Mochales González

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Existe un manual del profesor como complemento pedagógico, está a disposición de aquellos profesores que utilicen este documento como material docente.
editorial@esic.edu



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Gerardo Mochales González

Holds a Ph.D in Economics from Universidad Complutense de Madrid and a double degree (National (National Undergraduate Award) in Economics and Business Administration from ICADE.

In addition, he completed an Executive MBA from 'Kellogg' Graduate School of Management-Northwestern University (Chicago) and later, a PDD-GMP at Harvard University (Boston).

He started his professional career at McKinsey & Company developing strategic consulting projects for various business sectors in Spain, USA, UK, Portugal and Holland. He then joined The Coca-Cola Company, where he was Marketing Director and then, Head of Marketing and Strategy (Brand Coke) at Atlanta.

Subsequently, he was appointed General Manager of Strategy, Marketing and Business Development at ACCIONA.

He is a lecturer in MBA, Executive MBA and International MBA programs and is actively involved in leading strategy projects with a strong international character.

*Original case by Professor **Gerardo Mochales** (Ph.D and MBA), developed as a basis for class discussion and not as an illustrative example of effective or ineffective management of an administrative situation. The data used in this case are based on public information, obtained through several websites research and other sources of information and complemented with information obtained in personal interviews.*

The situations expressed and the characters are fictitious, except for public statements.

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Having a home gym has long ceased to be an eccentricity. More and more people have installed an exercise bike, an elliptical trainer, a weight circuit, a weight machine or a treadmill in their living room, bedroom or garden. They don't hide them or cover them up. They live with them, they use them, because they are an essential part of the furniture and in times of confinement, they have become one of the best investments for the 21st century home.

One of the main people responsible for this radical change is Nerio Alessandri. Thanks to the designs of Technogym, the company he founded in 1983 and which serves the needs of more than 80,000 fitness centers and 300,000 private homes around the world, this home exercise equipment "has changed interior design forever".

The fact is that, just as exposed "american" kitchens once became fashionable, exercise equipment has now been integrated as an essential part of the home. They are part of the furniture. So they are displayed, almost exhibited, because they have gone from being junk to real objects of desire. A perfect mix of practicality and aesthetics, sobriety and modernity.

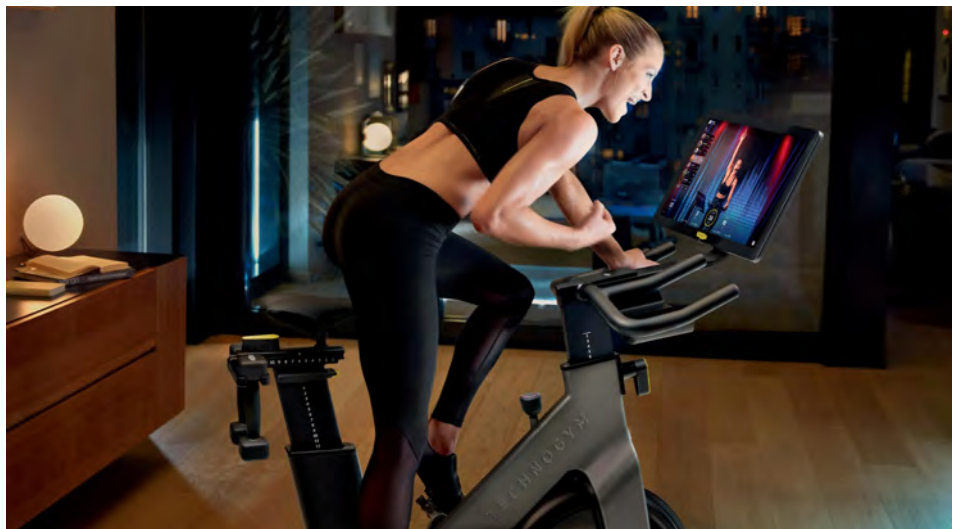
1. Pioneer in bonding physical exercise and design

Nerio Alessandri started the business with a device for doing 25 different exercises in 1.5 square meters.

It all started when, at just 22 years old and with the help of his brother, Mr. Alessandri became obsessed with building a multi-gym with weights and an exercise bike (they made it in the garage of their family home) that could fit in the living room without anyone considering it an offense. That manufactured invention was the embryo of Unica, the machine he would launch in 1986 to usher in the era of home exercise.

“I looked for a compact and ergonomic design that would allow me to install a complete gym and the possibility of doing up to 25 different exercises in just 1.5 square meters and in one piece,” Mr. Alessandri proudly explained, when still no one could even imagine how a bike installed at home could become revalued.

THE COMPANY’S LATEST-GENERATION BIKE FITS INTO ANY ENVIRONMENT



Source: Technogym website.

Technogym’s new collaboration with the Olympic Games (Tokyo 2021 has been his eighth), will now have to prepare its machines for next Olympic venues. But at Technogym, they recognize that their work in other areas is now even more relevant. Because in addition to having created Unica (and many other sophisticated pieces of equipment on which many exercise these days of confinement), the company is also responsible for digital technologies for fitness, wellness and sport, always geared towards innovation and technology.

2. Technology platform

For those who do not have equipment at home, the company has developed the ‘wellness on the go’ concept. Technogym is also involved in the home of those