

## Pillar 3

### Session 3.3 Co-funding/other funding

## Carlos Ferrando

CEO

CLOSCA



Carlos Ferrando (Valencia, 1977) is alma pater and CEO of CLOSCA ([www.closca.com](http://www.closca.com)). CLOSCA is much more than the products full of personality showcased on its website and also available in the stores of iconic museums such as MoMa in NYC or Victoria & Albert in London. That's just the beginning. The brand's history began when Carlos was 10 years old and wrote his "Libreta de Inventos de Carlos" ("Carlos' Notebook of Inventions"). Years later, the universe he designed as a child turned into something bigger.

Educated as an industrial engineer and marketing expert, Carlos, together with his team, develops the CLOSCA concept day by day as an ecosystem, embracing products and ideas which want to create a more sustainable, contemporary and, why not, beautifully practical world.

Carlos studied Industrial Engineer in the Polytechnic University of Valencia and specialized masters in marketing and sales at Cranfield University and Lancaster School of Management. He worked in the areas of product engineering and sales until he discovered with 30 years and thanks to a life coach, that he could become a serial entrepreneur.



Now, Carlos is scaling CLOSCA as a brand /platform to insightful concepts and helping in develop the Valencian entrepreneurship ecosystem from the main association in the Polytechnic University of Valencia, IDEAS UPV and also associated professor at Master in Startup Administration UPV and the Executive MBA UPV. On the other side, Carlos is member board of directors at the Valencian Startups Association

