



Jordi Arrufí has been Director of Digital Talent in Mobile World Capital Barcelona since October 2017. He has been part of the Mobile World Capital team since 2016, during this time has led digital transformation projects with a social impact and has been in charge of the Foundation's European projects area.

A graduate in Political and Administration Sciences from Pompeu Fabra University, he completed his studies with a Master's degree in International Trade and Emerging Markets at the University of Barcelona and an MBA at the UPF Barcelona School of Management. Arrufí has devoted much of his professional career to consultancy in the technology sector.

During his professional life he has worked for firms such as PwC, specialising in operations projects in large organisations and in strategic advice for SMEs and startups. Arrufí is currently a lecturer on the Master's degree in Innovation and Entrepreneurship at TecnoCampus Mataró (UPF) and on the Master's degree in Digital Transformation at the Barcelona Technology School (BTS).