

# Biography

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**Jorge Vilaplana**

**Director, Spain & Portugal**

Jorge joins us from Laerdal Medical having set up the company's subsidiary organization in Spain 25 years ago. His leadership was integral to the success of the company having steered it through some challenging periods of economic downturn. He brings to the MSE Group extensive knowledge and experience in patient simulation and resuscitation.

Jorge began his career as a pharmacist, which created the opportunity to join a major pharmaceutical distributor in Spain. He continued his professional development taking an MBA in business at Madrid's IE Business School, and he is now following a doctorate in business administration at Anaheim University (USA).

**Managing Director – Laerdal España** Dec 1992 – Jan 2019

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