

PRESS RELEASE

[Collaboration with ISDI for technology training](#)

EADA Business School launches *MASTER IN FINTECH & BUSINESS ANALYTICS*

- The programme responds to the need for training in the financial industry, which has an increasingly technological business model
- Big Data and Blockchain technology enable new players to offer services which adapt better to clients

Barcelona, 9th March 2021. Born out of a joint vision of generating and training talent in a digital context, **EADA Business School**, in collaboration with ISDI, is launching a MASTER IN FINTECH & BUSINESS ANALYTICS. It is designed for professionals looking to acquire the necessary competences and skills to work in the finance industry, which is undergoing continuous transformation and digitalization.

Spain is currently witnessing a sharp increase in the number of companies that use innovation and applied technology in the financial industry or Fintech as it known. They number around 400 and focus their activity on four business segments: credit, payments, investments and personal finance management. They have succeeded in giving added value to clients, meeting needs which had not yet been met and, in many cases, have made use of new technologies to increase efficiency, find solutions and lower costs.

The Spanish fintech ecosystem is currently five times larger than it was in 2015. If at first it seemed that the relationship between Fintech and the banks was going to be minimal, the numerous agreements between both business models describe a panorama in which collaboration is key, and signifies an important change for the entire financial sector. ***“The fintech sector is a clear example of how the current financial industry is being conditioned by disruptive innovation and digital transformation. It needs professionals with a broad and deep understanding of these changes”*** affirms Jordi Díaz, Dean of EADA Business School.

The Master’s programme, which is due to start in October 2021, will be taught in English and has a duration of 11 months. It will take place in Barcelona, which is a true tech hub, with startups and around 80 fintech companies based in the city. One module will take place in Madrid, which is a financial centre par excellence. According to Nacho de Pinedo, CEO at ISDI ***“Our contribution is focused on what we know best: technology, which is essential in every industry, including the financial sector. We are offering the students on the EADA Master all the knowledge they will need and creating a great opportunity for our school, by diversifying the study areas of our ecosystem”***.

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EADA Business School and ISDI have strengthened their partnership, following the recent launch of their Master in Digital Business in September 2020, by designing a new programme to meet the training needs of the financial sector, which has an increasingly technological business model.

[EADA Business School Barcelona](#) was founded in 1957 as an ideologically and economically independent institution. As well as appearing in the well-known international rankings of the Financial Times and The Economist, it holds the EQUIS accreditation from the EFMD (European Foundation for Management Development) and the AMBA, which recognises the quality of its MBA programmes.

[ISDI](#) is a leading institution in digital transformation which was set up 11 years ago to accelerate the change of professionals, companies, entrepreneurs and institutions towards the digital age. It is the largest school specialising in economics and business in the digital era with master's programmes accredited by ACICS in its Madrid and Barcelona campuses as well as on-site management courses, e-learning, blended learning and in-company training. ISDI has promoted a transformation ecosystem based on high quality training from corporate training partners such as Google Digital Academy and Salesforce and entrepreneurial support with [ISDI Accelerator](#) (one of the largest startup accelerators in the world), in-company training and corporate venture projects through company partnerships, and support for NGO's and disadvantaged groups through the work of [ISDI Foundation](#). ISDI is a leader in educational methodology and technologies and has a faculty of over 650 digital experts, who have trained more than 20,000 professionals in their campuses located in Madrid, Barcelona, Mexico DF and Paris as well as their RCC bootcamps at Harvard and Silicon Valley and through their online platforms.