



John Mora Williams
Partner and Executive Director, dit&idt

Degree in Business Administration by the Escuela Superior de Estudios Empresariales del Instituto Social Empresarial.

Member of the Spanish Association for Standardization and Certification (AENOR), the American Society for Quality Control (ASQ), and the Spanish Association for Strategic Planning (AESPLAN).

j.mora@ditglobal.com

Mr. Mora is an expert industry analyst, with extended experience (since 1990) in policy and the development of related institutional capacity at the national, regional and local levels. He masters creative thinking to produce innovative approaches to promote the efficiency of public action and business organisation, integrating technological solutions to implement policy, manage destinations or facilitate the involvement of stakeholders.

Mr. Mora provides most valuable strategic insights to policy and institutional strengthening. He offers specific expertise in designing and launching sector-wide programmes, and –most importantly- successfully implementing public action at destinations and SMEs. He designed the architecture of the Spanish Tourism Quality System, modelling a nation-wide framework for action on competitiveness with specific tools for tourism businesses, destinations and products based on quality standards and best practices, reaching hundreds of destinations, 5.000+ businesses across the country, and training 50.000+ workers.

In recent years Mr. Mora has been increasingly interested in innovation applied to tourism, especially regarding the possibilities offered by information technologies. He is currently designing and leading innovation and competitiveness strategies for tourism destinations involving public institutions and the private sector.

Mr. Mora dedicates part of his time to sharing his knowledge as an Associate Professor at the Politecnico University of Valencia.