



Néstor Lázaro Gutiérrez, PhD

Cofounder & Managing Director, EV Insights · Cofounder, Dialogia · University Lecturer

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PROFILE

I work where business, electric mobility and education meet. I lead EV Insights, a market intelligence company for electric mobility, and cofounded Dialogia, which makes AI a visible part of how universities teach and assess. I teach consumer behaviour, finance, international strategy and innovation at four business schools in Bilbao, and since 2016 I have advised more than 1,000 new companies at the Bilbao Chamber of Commerce. My PhD (Cum Laude, 2026) studied what makes organisations, and the people in them, change their behaviour.

VENTURES & CONSULTING

Cofounder & Managing Director Apr 2023 – Present
EV Insights

Market intelligence for electric mobility: infrastructure, demand and user behaviour in the countries our clients operate in. I lead the company and its expansion into new markets.

Cofounder & Business Development Jan 2026 – Present
Dialogia

A platform that brings AI into university teaching under clear rules, including a Socratic mode where the AI only asks questions and teachers assess the reasoning, not just the conclusion.

Business Strategy Consultant Sep 2016 – Present
Bilbao Chamber of Commerce

Supported 1,000+ new companies with their business plans and marketing strategies through tailored training sessions. Trainer in programmes such as Activa tu Negocio (AI applied to business).

Startup Consultant Jan 2024 – Present
Deusto Empeende

Mentoring startup teams from the university community on business models and go-to-market strategy.

International Director Dec 2022 – Present
AUE, Spanish Association of EV Users

Representing Spanish EV users internationally, building partnerships with EV user associations abroad and supporting cross-border initiatives such as the Global EV Alliance.

UNIVERSITY TEACHING

Lecturer in Innovation & Business Development Sep 2025 – Present
Mondragon Unibertsitatea, Business Faculty

Helping student teams turn ideas into working solutions through user research, design thinking and prototyping.

Lecturer in International Business Strategy Jan 2024 – Present
University of Deusto

Market analysis, entry modes and competitive dynamics.

Lecturer in Digital Skills for Marketing Jan 2023 – Present
Cámarabillbao University Business School

Digital marketing tools, including AI and SEO, applied to real business cases. I run the CUBS Hackathon, built around real challenges brought by founders.

EDUCATION

PhD, Cum Laude
UPV/EHU & University of Groningen · 2018 – 2026

Environmental psychology and organisational behaviour

Master's in Sustainability & CSR
UNED · 2016 – 2017

Management, policy, governance, reporting and ESG investment

Postgraduate in Online University Teaching
UNIR · 2020

Flipped learning, active methods and instructional design

Degree in Business Management
UPV/EHU · 2010 – 2014

GPA 9.3/10 · 15 honours · exchange scholarship at Shanghai University, China

Diploma in Finance & Business Administration
Zabalburu Business School · 2008 – 2010

DOCTORAL THESIS

Corporate Environmental Responsibility and Pro-environmental Behaviour at Work: Motives, Signals, and Moments of Change. UPV/EHU & University of Groningen (joint supervision). Cum Laude.

PUBLICATIONS & TALKS

- 2026 *Exogenous Moments of Change at Work: How Short- and Long-Term Disruptions Reshape Environmental Habits and Behaviour.* Sustainability, 18(6), 2856.
- 2026 *Testing the relationships between corporate electric vehicle adoption, perceived corporate environmental responsibility, environmental self-identity, and employee pro-environmental behaviour.* International Journal of Organizational Analysis.
- 2022 *Do Green Motives Matter?.* European Conference of Psychology, Slovenia.

Lecturer in Consumer Behaviour & Business Finance Jun 2022 – Present
University Studies Abroad Consortium (USAC)

Consumer behaviour and business finance for US students, with visits to local companies such as Iberdrola and Metro Bilbao. Previously International Marketing and Corporate Finance.

Lecturer in Business Management Jan 2021 – Sep 2023
University of the Basque Country (UPV/EHU), San Sebastián

Economics, Business Management and Integrated Management Systems; supervision of final degree projects and internships.

Business Training Program Manager (ESAU) Sep 2014 – Dec 2020
UPV/EHU, Faculty of Economics and Business, Bilbao

Created and ran ESAU (Virtual Firms Applied to University): students build and operate their own company inside a global network of 7,500 practice firms, from full business plan to investor pitch.

Guest Lecturer 2016 – 2020
Bologna (2016), Wrocław (2017), Zambia (2019), Groningen (2020)

Workshops on business and management, virtual firms and the social side of sustainability.

RESEARCH & EARLIER ROLES

Visiting Researcher Feb 2019 – Apr 2019
University of Groningen, The Netherlands

PhD research stay: study design, data analysis and paper preparation on pro-environmental behaviour at work.

Researcher Jul 2017 – Jun 2018
UPV/EHU

Studies on sustainability, CSR, digital communication of corporate responsibility and green consumer behaviour.

Cofounder & Business Development 2016 – 2019
ESAU Global SL

A business simulation programme for learning to create and run companies in university and high school.

Business Consultant & Trainer 2015 – 2016
Bilbao Business Training School

Tailored in-house training programmes for employees of different companies.

2019 *The ESAU Project in the degree in Business Management*. Aprender para enseñar: reflexiones sobre la formación en gestión. ISBN 978-84-9082-981-3.

2018 *Improving the Degree in Business Management: Proposal of a Major Based in Our Virtual Firms Applied to University Model*. The European Conference on Education.

2017 *Who Said Accounting Was Boring? Let's Play Cards. The DAC Project*. European Financial and Accounting Journal, 12(2), 55–72.

Gestionando empresas desde la Universidad. Renovación pedagógica en Educación Superior. ISBN 978-84-608-8854-3.

2015 *Bridging the Gap Between University and Business: The ESAU Project*. 40th International Conference on Improving University Teaching.

AWARDS & GRANTS

Extraordinary Prize for Best Academic Performance (2014). UPV/EHU

Best Final Degree Project Award (2014). "Virtual Firms Applied to University", UPV/EHU

TALENTIA Programme (2014). UPV/EHU, Deusto, Mondragon and Bizkaia Provincial Council

Educational Innovation Project grant (PIE 2014–16) (2014). UPV/EHU

1st and 3rd prizes in Basque entrepreneurship competitions. Garden at Home project

LANGUAGES

Spanish: Native

English: C1 · Full professional

AREAS

Business strategy · Internationalisation · Electric mobility · Market research · AI in education · Entrepreneurship & startups · Consumer behaviour · Business finance · Digital marketing · Quantitative research · Design thinking · Training & mentoring