IEF Institut d'Estudis Financers | Barcelona Finance School

#Pricing

Executive Program in Pricing and Revenue Management

Turn pricing into a strategic lever for profitable growth.

Barcelona Finance School
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Barcelona Finance School is the finance school of the Institut d’Estudis Financers (IEF), a leading institution in financial sector training with more than 30 years of experience.

At Barcelona Finance School, we transform financial knowledge into practical business impact.

We design learning experiences that connect academic rigour with the real challenges faced by companies, institutions and professionals. Our programs are developed with active experts and industry practitioners, ensuring an applied, relevant and business-oriented approach.

In pricing and revenue management, this means helping professionals make better decisions on value, profitability, customer behaviour and sustainable growth.

Institutional network

Barcelona Finance School and the Institut d'Estudis Financers (IEF) have the backing of important economic and financial institutions, both national and international

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EBTN (European Banking Financial Services Training Association)

WCBI (World Conference of Banking Institutes)

CRES (Centre for Research and European Studies Future Business)

GBEStB (Global Banking Education Standard Boards)

Executive Program in Pricing & Revenue Management Certificate awarded by Barcelona Finance School

Turn pricing into a strategic lever for profitable growth.

Master the strategic, analytical and managerial dimensions of pricing and revenue management.

The Executive Program in Pricing & Revenue Management is designed for professionals who want to understand how pricing decisions impact revenue, profitability, customer value and competitive positioning.

Through a practical and business-oriented approach, the program combines pricing fundamentals, data-driven methodologies, sector-specific applications, case studies and a final integrative project.

Participants will learn how to design, evaluate and implement pricing strategies that support sustainable and profitable growth.

Program Objectives

The faculty team is composed of active professionals and experts in pricing, revenue management, commercial strategy, analytics and sector-specific applications.

By the end of the program, participants will be able to:

- **Understand the core principles of pricing and revenue management.**
- **Design pricing strategies aligned with business objectives, customer value and market dynamics.**
- **Use data, analytics and business intelligence to support pricing decisions.**
- **Apply revenue management techniques across different industries and business models.**
- **Manage pricing across channels, distribution models and digital environments.**
- **Understand the impact of artificial intelligence, advanced tools, ethics and sustainability in pricing.**
- **Apply the acquired knowledge to a real business challenge through a final project.**

Student profile

Who is it for?

This program is designed for professionals in marketing, sales, strategy, finance, analytics, revenue management and general management, as well as profiles who want to develop or consolidate their skills in pricing and revenue management from a practical business perspective.

It is especially relevant for professionals involved in pricing decisions, commercial strategy, margin management, business development, product management, data analysis or revenue optimization.

Relevant professional profiles

The program is especially relevant for:

- ❑ General Managers and Business Owners
- ❑ Strategy and Operations Managers
- ❑ Marketing Managers and Directors
- ❑ Sales and Commercial Executives
- ❑ Product Managers
- ❑ Financial Analysts and Controllers
- ❑ Revenue Management Professionals
- ❑ Pricing Analysts and Consultants
- ❑ Entrepreneurs and business profiles involved in pricing decisions
- ❑ Business Intelligence and Data Analysts

Pricing and Revenue Management

Program

Executive Program in Pricing & Revenue Management

Academic year

begins October 29

Duration

90 hours

Schedule

Thursday and Friday, from 5:00 pm to 8:00 pm

Format

Live streaming

Language

English

Methodology

Applied theory, case studies, practical exercises, teamwork, expert sessions and final project.

Campus

Online study and training support through the BFS-IEF Campus.

Sessions will be recorded and made available through the online campus.

Program structure

Module	Content	Hours
1. Fundamentals of Pricing & Revenue Management	Introduction to Pricing & Revenue Management, demand elasticity, customer segmentation, change management and influence capacity	12
2. Pricing Strategies and Commercial Execution	Cost-based pricing, competitive pricing, value-based pricing, dynamic pricing, commercial efficiency and psychological pricing	15
3. Data Modeling, Analytics and Business Intelligence	Data modeling, simulation, analytics, business intelligence tools and data-driven decision-making	12
4. Revenue Management in Specific Industries	Hospitality and tourism, airlines and transportation, industry and B2B distribution, FMCG and retail, luxury and pharma	15
5. Distribution Channels, E-commerce and Digital Pricing	Direct and indirect channel management, inventory management, lifecycle and obsolescence, e-commerce and digital pricing	9
6. Future Trends, AI, Ethics and Sustainability	Big data, artificial intelligence in pricing, advanced tools, ethics and sustainability in pricing	9
7. Capstone Project, Tutorials and Evaluation	Project structure, checkpoints, tutorials, final presentation and evaluation	18

Co-directors

Nerea Blanqué Catalina

Academic Co-Director of the Executive Program in Pricing & Revenue Management

Market Access, Pricing and Sustainability at Alira Health

Nerea Blanqué is a seasoned expert in pricing, market access, and revenue management, with more than 15 years of experience in the pharmaceutical and healthcare industries. As Academic Co-Director of the Executive Program in Pricing & Revenue Management, Nerea brings a strategic, data-driven, and business-oriented approach to optimizing pricing strategies for sustainable growth.

Throughout Nerea's career, she has successfully led global pricing initiatives, financial modeling, and policy development, ensuring a balance between profitability and health equity. With deep expertise in global market dynamics, stakeholder engagement, and revenue optimization, Nerea has played a key role in shaping pricing frameworks across diverse healthcare markets.

Nerea is one of the co-founders of Pricing Club Barcelona. Passionate about education, leadership and strategic innovation, she is committed to equipping professionals with the skills, insights and analytical tools needed to drive impactful pricing strategies in an evolving business landscape.

Juan Jardón Parada

Academic Co-Director of the Executive Program in Pricing & Revenue Management

Senior Manager at Pearson Ham Group

Juan Jardón is a seasoned professional specialized in pricing, revenue management, commercial strategy and operations, with more than 20 years of experience in consumer goods, retail and consulting. As Co-Director of the Pricing & Revenue Management program, Juan brings a practical, analytical and business-oriented perspective to pricing as a key lever for profitable growth.

Throughout his career, he has held leadership roles at Pearson Ham Group, PricingOne, The Top Line Lab, Caprabo — Eroski Group —, Transgourmet and Arthur Andersen Business Consulting. His experience combines strategic vision, operational execution, team leadership and profit and loss management, with a deep understanding of consumer behavior, commercial performance and value creation.

Juan is a Certified Pricing Professional — CPP — and an Industrial Engineer from UPC, with postgraduate training in logistics and supply chain management, as well as executive education at IESE and ISDI. He is also co-founder of Pricing Club Barcelona and combines his professional activity with teaching, helping professionals develop the skills, tools and business mindset needed to make better pricing and revenue management decisions.

Faculty

Pedro Piccoli Soares
Director of Pricing & Traffic Monetization
Omio

Dalina Leonor
Commercial Strategy Director
JumbOnline

José Vela
Director of Pricing & Commercial Excellence
Spandex

Florian Bauer
Managing Director
Accenture Strategy
Faculty member at Munich University

Karan Sood
Director Sales Operations
Rakuten Kobo

Isaías Jaramillo
Enterprise Account Executive at PriceFx

Claire Wang
Independent Pricing & Corporate Training Consultant

Investment

The tuition fee for the Executive Program in Pricing & Revenue Management is €4,350.

If you have any questions please contact us by email to cursos@bfs-ief.com

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#BeFinance

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