



Juan Llorens

CEO, The Reuse Company

Areas of Expertise: Software Process Learning

Juan Llorens is Professor at the Informatics Department of the [Carlos III University of Madrid](#) – Spain.

He received his MS degree in Industrial Engineer from the ICAI Polytechnic School at the UPC University in Madrid in 1986, Spain, and his PhD in Industrial Engineering and robotics at the Carlos III University of Madrid, Spain in 1996.

In 1987 he started his own company dealing with Artificial Intelligence applied to Database systems, named Knowledge Engineering SL (KE). Dr. Llorens worked as technical director in KE and as Marketing Director in Advanced Vision Technologies until 1992, when he joined the Carlos III University. Since 2003 he is Professor at the Carlos III University of Madrid. His main subject is Knowledge Reuse, which he teaches in the Informatics studies at the University.

Dr. Llorens is the leader of the KR Group (Knowledge Reuse Group) within the University. In 1998 he was invited to the Högskolan på Åland (HÅ) (Åland, Finland). From 1998 to 2008 he split his educational activities between Madrid's University and the HÅ, where he taught different Software Engineering subjects.

Since 2008, based on a funded agreement, [The REUSE Company](#), a brand of the spin-off organization named Ciset, has outsourced all its R&D activities to the Knowledge Reuse Group of the Carlos III University. In this context, Dr Llorens can defend TRC's CTO role within his professorship. His current research involves the study of knowledge technologies and system engineering techniques integration towards Software and Information quality measurement and Reuse.

He is member of INCOSE's (International Council on Systems Engineering, www.incose.org) Requirements Working Group and he is the President-elect of the Spanish INCOSE Chapter ([AEIS](#)).

His CV is presented in:

- [LinkedIn](#)
- [Research Gate](#)

Summary:*“A Sky full of Stars”*

Stars shining bright above you (Ella Fitzgerald). Along the duration of the Crystal project, many issues of all kinds have transformed our organizations. Technical challenges, Human aspects, commercial restrictions, financial constraints, whatever that could happen, occurred, and probably at the worst moment. This talk will present how The REUSE Company, a SME organization, has coped with the CRYSTAL challenges and how the CRISTAL project has improved and strengthen the company.