

The Intangible Analysis Institute is created

In 2004 the Intangible Analysis Institute is created with a more academic focus, to research and develop studies and reports specialized in intangibles



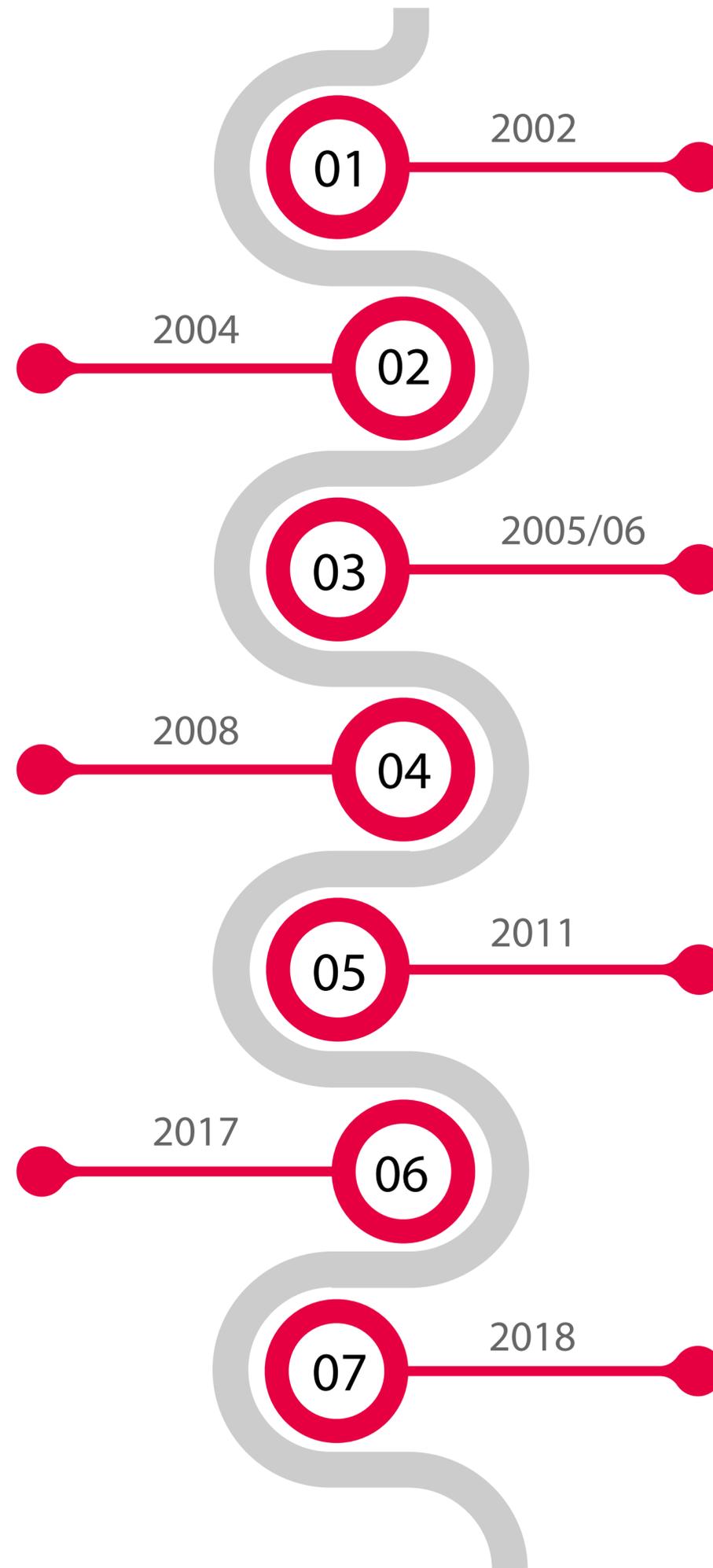
Corporate Reputation area

Gradually, the management of intangibles is professionalized and these areas become and established part of organizations

Intangible management Think Tank becomes international reference point

Throughout these years, Corporate Excellence has become a source of inspiration for many companies around the world, generating applied knowledge and advanced management models for strategic intangible assets.

As a whole, those companies that take part in this institution represent around 60% of the IBEX 35. The key to success is the ecosystem of international alliances around which this project has been built, which enables universities, consultancies and businesses to work together, and the collaborative participation model all its members take part in.



The Corporate Reputation Forum is born

In 2002, due to the need to learn how to manage corporate reputation, several companies join to share good practices and knowledge in this area. The Corporate Reputation Forum is born in Madrid.



The RepTrak reputation measurement model is introduced to the international community

More organizations slowly join both institutions with the clear purpose of creating models and management tools. In particular, in 2005 Spanish companies supported an international research project that sought to develop Dr Fombrun's Reputation Quotient model towards the RepTrak model, the de facto standard for reputation measurement and management.



Corporate Excellence Centre for Reputation Leadership is born

In 2011, with the aim of achieving a more international scope, those companies that took part in the Corporate Reputation Forum and the Intangible Analysis Institute created the Corporate Excellence - Centre for Reputation Leadership foundation as a platform to generate knowledge and professionalize the management of intangible assets.



The biggest Spanish intangible management reference centre is born

In 2008, Corporate Excellence - Centre for Reputation Leadership launches its new platform, designed using GNOSS knowledge graphs and positions itself as the biggest Spanish reference centre in intangible asset management.