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.

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

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.

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.

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.

In 2018, 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.