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Joaquín Moreno Marchal belongs to the Engineering Systems Department of the University of Cádiz (Spain).

He graduated in Industrial Engineering at the University of Seville. He obtained his PhD in 1993 with a thesis about qualitative reasoning. He then was working in expert systems, knowledge representation and case based reasoning.

He has also coordinated European projects related to training and education, as OPTIMAT (distance learning) and CREA (creativity and ICT in secondary schools).

Regarding management activities, from 2003 to 2007 he was the Director of the Knowledge Transfer Office at the University of Cádiz. He specially devoted his work to spin-off creation and knowledge transfer in Humanities and Culture through the projects HUMAN and T-CULTURA.

At present, his research interest is in Creativity and Innovation training and learning.