

# NOTA DE PRENSA

## TELEFÓNICA STRENGTHENS ITS COMMUNICATIONS, BRAND, PUBLIC AFFAIRS AND SUSTAINABILITY AREA

- Eva Fernandez, current COO of online newspaper El Español, joins Telefónica as Global Communications Director

**Madrid, 19 June 2019.-** Eduardo Navarro, Telefónica's Chief Comms, Brand, Public Affairs and Sustainability Officer since January, will strengthen this area with the appointment of Eva Fernández as Global Communications Director. Eva, current COO of El Español, will report to Eduardo Navarro and among her functions she will integrate the internal and external communications functions of the Group led by Aitor Goyenechea (Internal and Digital Communications), Fiona Maharg Bravo (International & Financial Communications) and Juan Emilio Maíllo (Spain Communications).

Eva Fernández was co-founder of El Español and its COO since 2015. Previously she was Deputy General Manager of Unidad Editorial (editor of El Mundo, Expansión and Marca), General Manager of El Mundo and Chief Digital Officer of the RCS Group. She holds a PhD cum laude from San Pablo CEU University, a Master's degree in e-business from the Polytechnic University and is the author of books and articles on business technology management. She was elected one of the Women Leaders in 2016. She received the distinction of "best professional" by the AEEPP in 2018, Woman to Watch 2019 and the prize for the best teaching work in 2000. She is a member of the Board of Directors of the Association of Press Editors.

Ignacio Jiménez Soler, current director of Corporate Communication Development, will take on the new role of director of Strategic Coordination of Communications, Brand and Reputation within Eduardo Navarro's team. The Global Brand and Sponsorships team, led by Rafael Fernández de Alarcón, the Global Public Affairs Strategy led by Trinidad Jiménez, and the Corporate Ethics and Sustainability led by Elena Valderrabano will remain in place.

These changes have been approved today and will be effective from September 1, 2019.