

## PRESS RELEASE

### TELEFÓNICA'S NEW CHIEF DIGITAL CONSUMER OFFICE WILL FOSTER THE TRANSFORMATION OF SALES PROCESSES AND INNOVATION

- The unit, led by Chema Alonso, aims to make sales processes and customer relations more digital, faster and simpler.
- It will promote innovation in new digital products and services, with a special focus on the digital home, as well as innovation in networks and the relationship with the entrepreneurial community.

**Madrid, January 30, 2020.-** Telefónica today announced the organisation of its Chief Digital Consumer Office (CDCO), a new global unit part of the [action plan](#) it announced last November as a catalyst for the company's transformation. Led by Chema Alonso, until now responsible for Telefónica's data strategy and cognitive intelligence project, the unit's main objectives will be to transform and accelerate product and services sales processes and customer relations by making them more digital, faster and simpler.

The unit will also be responsible for driving innovation at all levels within the company. On the one hand, promoting the development and launch of new digital products and services, especially in the digital home space, supported by the technological capabilities of the fourth platform where all the data generated in the company are homogenized and processed. One of Telefónica's major technological projects in recent years, the fourth platform will also enable the company to continue innovating in new customer relationship models through Aura, its virtual assistant with artificial intelligence. On the other hand, the unit will also promote innovation in core areas such as networks in collaboration with other units of the company and will strengthen its relationship with the entrepreneurial community through its open innovation program.

In addition to Chema Alonso as Chief Digital Consumer Officer, the unit will have a management team made up of a group of Telefónica professionals with extensive experience in the telecommunications sector.

Francisco José Montalvo, as Chief Data Officer, has the mission to deploy and exploit the common capabilities of databased products and maximize synergies between Telefónica's different operations worldwide. He will remain responsible of the fourth platform project, which is allowing not only the launch and integration of new products and services such as Aura, but also great internal efficiencies in processes such as the personalisation of the offer or the integration of contact center technologies in the platform.

David del Val, director of Core Innovation, will be responsible for innovation in platforms; the promotion of innovation in networks such as edge computing; and initiatives such as Internet para Todos, which in Peru has already brought mobile internet connectivity to more than one million people in remote areas thanks to an innovative management and network deployment model.

Antonio Guzmán, director of Digital Home, will be responsible for developing new products and services for the home under a model that integrates in the same platform the entire ecosystem of home devices and services such as Smart WiFi to manage connectivity; Movistar Home, Telefónica's smart home device; or the Movistar Living Apps, exclusive applications developed by third parties for customers to enjoy comfortably from their living room. He will also be responsible of Aura.

For his part, Fabio Bruggioni, as digital consumer director, will supervise the transformation and digitalization of commercial processes to generate efficiencies in sales processes, homogenize and personalize the customer experience across all channels. He will also be responsible of developing products such as Movistar Money or Movistar Car.

The new Connected Open Innovation network will now be integrated into the CDCO and led by Irene Gómez, until now director of Aura. This network will continue to promote collaboration with the entrepreneurial community and find new digital services and technologies to be integrated in Telefonica. Among other initiatives, the network includes initiatives such as Wayra and Open Future that Miguel Arias will keep leading as entrepreneurship director.

Rubén Mellado, director of technology & entertainment services operations will be responsible for increasing the catalogue of services such as video.

Finally, José Palazón, chief technology officer (CTO); José Parada, chief information security officer (CISO); and Olvido Nicolás, digital consumer marketing director; María Garzón, control director; and Gabriela Gross, head of people, complete the organizational structure of Telefonica's new Chief Digital Consumer Office announced today as a part of the new [action plan](#) recently announced by Telefonica.

The plan envisages the implementation of five strategic decisions: a focus on key markets (Spain, Brazil, United Kingdom and Germany); the creation of [Telefonica Tech](#) to drive the growth of IoT/Big Data digital services, cloud and cybersecurity and attract investors; the creation of Telefonica Infra to increase the value of telecoms assets and accelerate growth; the operational spin-off of [Hispania division](#) to capture operational synergies and attract investment; and, finally, the redefinition of the corporate centre to adapt it to the new Telefonica.

