

Ms. CLAUDIA SENDER RAMÍREZ
Member of the Board of Directors of Telefónica, S.A.

Born in São Paulo on October 30, 1974.

She has a degree in Chemical Engineering from the Polytechnic School of the University of São Paulo, and an MBA from Harvard Business School in Boston.

Currently, Ms Sender is a Director of Holcim Ltd (since 2019); Director of Gerdau, S.A. (since 2019), Director of Embraer, Empresa Brasileira de Aeronáutica, S.A. (since 2021) and Director of several ONG, including Amigos do Bem (since 2017), a Brazilian NGO dedicated to the eradication of poverty in the Northwest of Brazil, Albert Einstein Israeli Hospital and Ensina Brasil. Likewise, she is member of the Advisory Boards of Telefónica Tech and of Telefónica Hispanoamérica.

Previously, she has held various positions in, among others, the following companies: (i) Director of Metalúrgica Gerdau, S.A. (2021-2023); (ii) Director of Yduqs University, formerly known as Estácio (2019-2021); (iii) Latam Airlines Group: Vice President, Chief Customer Officer (2017-2019), CEO of LATAM Brazil (2013-2017), Vice President LATAM Brazil (2011-2013); (iv) at Whirlpool, S.A.: Vice President of Marketing (2009-2011), Divisional Director of Marketing (2007-2009), and Manager of Strategic Planning (2005-2007); and (v) at Bain & Company Brazil: Consultant specialising in Strategy (1998-2005).
