

Ms VERÓNICA PASCUAL BOÉ
Member of the Board of Directors of Telefónica, S.A.

Born in Barcelona on January 17, 1979.

She has a degree in Aeronautical Engineering from the Polytechnic University of Madrid, a Master in Business Administration (MBA) from the *Collège des Ingénieurs de Paris* and an *Executive Master in Positive Leadership and Strategy* (EXMPLS) from IE Business School.

She also has several postgraduate qualifications from INSEAD, Stanford, Harvard Business School and she is Global Eisenhower Fellow 2024.

She is an entrepreneur who has led for 18 years a Group of companies involved in digital transformation headed by ASTI Mobile Robotics Group, a company with affiliates in Spain, France, Germany, and the United States, engaged in the supply of autonomous vehicle systems for the automation of industrial processes in sectors such as automotive, food, cosmetics, pharmaceuticals, and retail. Since August 2021, ASTI Mobile Robotics has been integrated into ABB Robotics and Ms. Pascual has moved to the position of Global Manager of Robótica Móvil Autónoma until January 2023. She currently leads her family office, ALBP Corp, one of whose main objectives is the investment in technology-based projects.

Likewise, Ms. Pascual chairs the ASTI Technology and Talent Foundation, a foundation created for the development of STEM talent for young people from an early age. Likewise, she is Chairwoman of Endeavor Spain, member of the Advisory Board of Telefónica Tech, and Director of the companies GAM and Telefónica Audiovisual Digital, Marsi Bionics and Viscofan. Ms. Pascual is member of Eisenhower Fellowship the global network of leadership (Global Eisenhower Fellow 2024).

She began her professional career at the international level in the Strategic Management Department of Human Resources of the multinational industrial Group Bouygues. In 2004, she joined the family firm ASTI, and held different management positions at this company (Technical Management and Sales Management). At the end of 2006, she was appointed General Manager, and in 2008, she concluded the acquisition of the company.

She has previously held various positions, including: Promoter and Founder of Burgos Digital Innovation Hub, of DIHBU (2018); Chairwoman of the Industry Working Group 4.0 of the Castile and Leon Government (2016-2018); Chairwoman of the Industry Committee 4.0 and Vice Chairwoman of Talent Development of AMETIC (2016-2018); Member of the Advisory Board of the Quality Agency of the University System (2015-2016); Member of the Advisory Board of the EAE Business School (2015-2016); Member of the Governing Board of APD Castile and Leon (2014-2015); Member of the Board of Directors of Empresa Familiar Castilla y León (2001-2013).
