

Press Release

Telefónica Tech sets up its Advisory Board to boost growth

- The advisory body, chaired by José Cerdán (CEO of Telefónica Tech), is made up of twelve professionals of recognised prestige and experience in the technological world.

Madrid, 3 February 2022. [Telefónica Tech](#) reinforces its organisational structure with the creation of an Advisory Board, chaired by José Cerdán (CEO of Telefónica Tech), which will help to boost the company's organic and inorganic growth and drive the leadership of its value propositions for digital transformation.

This new advisory body is chaired by **José Cerdán**, CEO of Telefónica Tech, and has a total of twelve professionals of recognised prestige and experience in the field of technology. The Telefónica Tech Advisory Board is made up of four [members of Telefónica's Board of Directors](#): **Ángel Vilá**, CEO of Telefónica; **Verónica Pascual**, CEO of Asti Technologies Group; **Juan Ignacio Cirac**, Director at the Max Planck Institute for Quantum Optics; and **Claudia Sender**.

Also joining the Board are **Chema Alonso**, Chief Digital Officer at Telefónica; **María García-Legaz**, Chief of Staff at Telefónica; **María Jesús Almazor**, CEO of Cyber Security & Cloud at Telefónica Tech; and **Gonzalo Martín-Villa**, CEO of IoT & Big Data at Telefónica Tech. **Luis Prendes**, Telefónica's Chief Legal Officer, assumes the role of Secretary of the Board.

They are joined by **Alejandro Romero**, founder and CEO of Alto Analytics and now Chief Operations Officer of Constella Intelligence, which is the result of the merger between Alto Analytics and 4iQ; and **Isabel Fernández**, PhD in Computer Science and Artificial Intelligence with expertise in Big Data, IoT and Digital Ethics, and currently Rector at Alfonso X El Sabio University.

The advisory councils are a support mechanism for the governing and management bodies of commercial companies, whose objective is, among others, to accelerate growth and improve the competitiveness of the business sector, to facilitate the presentation of trends, help shape value propositions, contribute innovative ideas, enrich the strategic debate, contribute to the continuous search for reputational improvements and, in any case, contribute to the generation of debates that include the sustainable and profitable transformation of commercial companies.

According to José Cerdán, CEO of Telefónica Tech, "the creation of this high-level Advisory Board confirms the Telefónica Group's firm commitment to digital business as a driver for the company's strategic growth and is a fundamental step in continuing to accompany our customers in their digital transformation with the best services".

Telefónica Tech was born in November 2019 as one of the [five pillars of the Telefónica Group's strategic plan](#) to drive the company's transformation. Currently comprising two divisions (one for the Cloud and Cyber Security businesses and the other focused on IoT, Big Data, Artificial Intelligence and Blockchain), Telefónica Tech closed the first nine months of the year with a 25.5% increase in revenues and expects to continue with double-digit growth thanks to the opportunity represented by the Telefónica Group's more than 5.5 million B2B customers.

President

- **José Cerdán**, CEO (Telefónica Tech)

Advisors

- **Ángel Vilá**, CEO (Telefónica) and Board member of Telefónica.
- **Verónica Pascual**, CEO at Asti Technologies Group and Board member of Telefónica
- **Claudia Sender**, Board member of Telefónica
- **Juan Ignacio Cirac**, Director at Max Planck Institute for Quantum Optics and Board member of Telefónica
- **Chema Alonso**, Chief Digital Officer (Telefónica)
- **María García-Legaz**, Chief of Staff (Telefónica)
- **María Jesús Almazor**, CEO Cyber Security & Cloud (Telefónica Tech)
- **Gonzalo Martín-Villa**, CEO IoT & Big Data (Telefónica Tech)
- **Alejandro Romero**, Chief Operations Officer at Constella Intelligence
- **Isabel Fernández**, Rector at University Alfonso X El Sabio

Secretary

- **Luis Prendes**, Chief Legal Officer (Telefónica)

About Telefónica Tech

Telefónica Tech is the next generation services integrator, and leader in digital transformation. The company has a wide range of services and integrated technological solutions for Cyber Security, Cloud, IoT, Big Data, Artificial Intelligence and Blockchain. For more information, please visit: <https://telefonicatech.com/>
