

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

Born in São Paulo on 30 October 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) and its controlling company Metalúrgica Gerdau, S.A. (since 2021); Director of Amigos do Bem (since 2017), a Brazilian NGO dedicated to the eradication of poverty in the Northwest of Brazil and Director of Embraer, Empresa Brasileira de Aeronáutica, S.A. (since 2021). 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 Yduqs University, formerly known as Estácio (2019-2021); (ii) Latam Airlines Group: Vice President, Chief Customer Officer (2017-2019), CEO of LATAM Brazil (2013-2017), Vice President LATAM Brazil (2011-2013); (iii) at Whirlpool, S.A.: Vice President of Marketing (2009-2011), Divisional Director of Marketing (2007-2009), and Manager of Strategic Planning (2005-2007); and (iv) at Bain & Company Brazil: Consultant specialising in Strategy (1998-2005).
