

MS. ANNA MARTÍNEZ BALAÑÁ
Member of the Board of Directors of Telefónica, S.A.

Born in Barcelona, on 31 March 1992.

She holds a degree in Business Administration from ESADE Business School. She also completed a Master's in Innovation and Entrepreneurship at ESADE Business School.

Currently, Ms. Martínez Balañá is the Founder and CEO of Marianna en viu, a company dedicated to the production of theatrical performances and entertainment formats, and General Manager of Balañá en viu, the live entertainment division of the family business Group Balañá, which has been involved in cinema and theater exhibition since 1943.

Previously, she held various positions, including: (i) Founder and CEO of Sheltair, a flexible workspace company with locations in Barcelona and Madrid (2015-2020), and (ii) Operations Department Assistant at Puig, a multinational company in the fashion and fragrance sector (2013-2014). She also worked in consulting in Barcelona and São Paulo during 2013.

She has experience in general management, team leadership, and business project development in the cultural and service sectors. Also specialized in optimizing operations, structuring processes, and launching new initiatives with a strategic vision.
