

MR. CÉSAR MASCARAQUE ALONSO
Member of the Board of Directors of Telefónica, S.A.

He holds a degree in Industrial Engineering from the School of Industrial Engineering at the Technical University of Barcelona. He also completed a Master of Business Administration (MBA) at Harvard Business School.

Since January 2012, Mr. Mascaraque has been the Founder and Partner of BPM Marketing Ltd, a leading company in the development and commercialization of artificial intelligence tools for digital marketing.

He began his professional career in the plastic packaging industry at Polipropileno de Galicia S.A. in Ferrol. After completing his studies at Harvard, he founded Finexia Ltd in June 2000, an online financing platform for SMEs.

Following the sale of Finexia Ltd in October 2003, he joined Google Inc. in January 2004 as Head of Business Development for Southern Europe and emerging markets. During his four years at Google, he witnessed the company's growth and its IPO.

Subsequently, from January 2008 to August 2011, he served as Managing Director of European Operations at IAC Search & Media Ltd, a subsidiary of the IAC Group, a publicly traded holding company with over 150 technology, media, and internet businesses.

Additionally, he has held various positions: (i) Non-Executive Chairman of Media Response Group in Spain and Brazil, (ii) member of the Advisory Board of Seaya Ventures in Spain, and (iii) member of the Board of Directors of MedicAnimal Ltd and Geocast Ltd in the United Kingdom.

Mr. Mascaraque has extensive experience in the technology sector.
