



Mr. Manuel López Antón
Chief Financial Officer

Born in Madrid in 1979. He holds a Bachelor in Business Administration from Universidad Autónoma from Madrid, Master of Arts: Banking and Finance from Hochschule für Bankwirtschaft (Frankfurt School of Finance and Management, Germany) and PhD Corporate Finance from Universidad Autónoma of Madrid.

He joined ADVEO in December 2015 as Chief Financial Officer.

Since 2001 he has worked in several roles for Telefónica, mainly in the finance and controlling areas, with Germany and Argentina stages. As well, among other positions, he has been active and key role in Telefónica Global IT transformation strategy and in charge of the integration of BellSouth in Telefónica. Since 2013 he has been Chief Operations Officer and Chief Financial Officer of Yaap Digital Services, joint venture of CaixaBank, Santander and Telefónica, focused on digital marketing and payment methods.