



Mr. Pablo Aranguren de Milicua
Chief Marketing Officer

Born in Madrid en 1963. He holds a degree in Economics, specialized in Commercialization, from Universidad Complutense from Madrid and a PDD from IESE.

He joined ADVEO in February 2016 as Chief Marketing Officer. He is member of the Management Committee and, among his areas of responsibility, he is in charge of contributing to the design and implementation of the Strategic Plan 2016-2019 and to the Group transformation project.

Previously he was Brand Corporate Director for Telefónica, Consultant Director of LAMBIE-NAIRN, British Brand and Comms agency from WPP Group. He was also Corporate Director of Marketing, Brand and Sponsorship of Terra and Business Department Director of THE SAKURA BANK LTD in Spain.