



SPECIAL REPORT

# PSOE after the Extraordinary Congress

Madrid, August 2014

**d+i** LLORENTE & CUENCA

1. INTRODUCTION
2. PRE-CONGRESS PROCESS
3. EXTRAORDINARY CONGRESS
4. CONCLUSIONS
5. ANNEX

AUTHORS

LLORENTE & CUENCA

## 1. INTRODUCTION

On July 26 and 27, PSOE held an Extraordinary Congress in which Pedro Sánchez, the new Secretary-General was ratified through a consultation among all party members and where the new Federal Executive Committee, the highest governing body within the political group, was approved. The Congress was held after the resignation of Alfredo Pérez Rubalcaba, who withdrew due to the aftermath of the European Elections of May 25, 2014.

The aforementioned Elections have completely changed the Spanish political scene. Although a causal relationship in relation to some of the decisions made after the elections cannot be established, several important events took place. The abdication of the King, the withdrawal of Josep Antoni Durán i Lleida as Secretary-General from CIU and the resignation of Alfredo Pérez Rubalcaba have been connected to the new political map that the aforementioned elections produced.

There are three main factors shaping the new electoral map, whose consequences are yet to be analyzed: PP and PSOE do not account for 49% of the votes together (a hard blow to bipartisanship), the electoral victory of ERC in Catalonia (for the first time since the Spanish Republic) and the great success of Podemos (questioning the very own bases of the system).

On Monday May 26, 2014, former Secretary-General of PSOE, Pérez Rubalcaba, announced his intention to resign and hold an Extraordinary Congress in which the new Secretary-General would be appointed in order to lead the strategy outlined in the 2012 PSOE Political Conference in Seville.

In that Political Conference, the party also agreed on holding primary elections to choose the candidates for all future election processes as well as open primary elections to designate the contestant who would run for President of Government. These elections were supposed to be held in November 2014. Eduardo Madina, Carme Chacón, Patxi López, Pedro Sánchez and Susana Díaz were among the potential aspirants.

However, the fact that an Extraordinary Congress to appoint a new Secretary-General was to be held in 2014 discouraged the outgoing management team from keeping to the schedule. Rubalcaba's team considered that questioning the election of a new leader appointed by Congress three months later through primary elections would not be positive.

“Susana Díaz, also seemed ready to fight for the position of Secretary-General”

## 2. PRE-CONGRESS PROCESS

Carme Chacón, Eduardo Madina and Pedro Sánchez had spent months preparing their respective candidacies for the primary elections planned for November. When the Congress was announced and the original option of holding primary elections was discarded, Madina demanded that the new Secretary-General be elected through direct, secret voting of all party members, yet the party regulations did not contemplate this option. The Secretary-General had always be designated by vote of the delegates at the Congress organized for that purpose.

Madina conditioned his candidacy for Secretary-General on all members being eligible to vote. Finally, despite the initial opposition, a consultation among all the members would be held in order to elect the successor to Alfredo Pérez Rubalcaba. This conference would be held on July 13, 2014 and its results would be ratified at the already convened Extraordinary Congress. José Antonio Pérez Tapias (Left Socialism movement) and Alberto Sotillos (Democratic Socialism movement) announced their intention to take part despite having minimal chances.

The President of the Junta de Andalucía, Susana Díaz, also seemed ready to fight for the position of Secretary-General, as PSOE had obtained very good results in the southern region of Spain in the European elections. Furthermore, with the exception of Jorge Fernández in Asturias, she

was the only politician heading a government with PSOE majority. The Andalusian President tried to obtain enough support as to avoid a battle between various candidates.

Carme Chacón and former President of the Basque Country, Patxi López, announced that they would not take part in the process. However, Eduardo Madina reaffirmed his intention of running for Secretary-General. On June 10, 2014, Díaz confirmed that she would not take part either. At the same time, the main regional leaders agreed on a strategy to support Pedro Sánchez. Andalusia, Valencian Community (Ximo Puig) and Madrid (Tomás Gómez) publicly supported him. Other leaders also showed their preference for Sánchez, such as José Blanco, Felipe González and José Bono.

On June 12, 2014, Sánchez confirmed his candidacy and, on the next day, Eduardo Madina did the same. Pérez Tapias and Sotillos declared that they would run for Secretary-General as well. Friday 27 June, 2014 was the established date to obtain a minimum of 9,874 votes of PSOE members supporting their candidacies. Those who met the aforementioned condition would be considered official candidates for Secretary-General.

The process of collecting endorsements, which involved contestants travelling through several PSOE federations in order to obtain votes, showed the territorial support for each of the candidates. While Catalonia, Extremadura and Asturias supported Madina, the

**“Almost 130,000 PSOE members took part in the election process to choose a new Secretary-General”**

federations of Andalusia, Comunitat Valenciana, Castilla-La Mancha and Madrid supported Sánchez.

At the deadline, Sánchez had obtained 41,338 votes (54.04%), Madina 25,238 (32.99%) and Pérez Tapias 9,912 (12.95%). Alberto Sotillos did not reach the minimum mark. More than a third of the votes obtained by Sánchez (14,389) came from Andalusia. Madina merely obtained 2,698 in that region, followed by José Antonio Pérez Tapias with 2,129. On the last voting day, Pérez Tapias received a considerable number of votes in Andalusia and Valencia. Some analysts consider that his candidacy received some late support in order to divide the left-wing votes of the party between Eduardo Madina and himself.

On July 13, 2014, almost 130,000 PSOE members took part in the election process to choose a new Secretary-General. Pedro Sánchez emerged victorious with 62,477 votes (48.69%), followed by Madina with 46,439 (36.19%) and José Antonio Pérez Tapias (19,384, 15.2%).

On the following day, Sánchez announced his willingness to let the other candidates become part of the Executive that was to be elected by Congress. Madina refused to take part in the new governing team, while Pérez Tapias accepted the offer. Differently to what had happened until then, Pérez Tapias encountered difficulties to obtain support for Left Socialism members to gain access to the House of Representatives.

### 3. EXTRAORDINARY CONGRESS

The Extraordinary Congress was held in Madrid on 26 and 27 July, 2014, where the new Secretary-General was ratified and the new management team was appointed as well. Finally, José Antonio Pérez Tapias was not included and the federations and people who supported Pedro Sánchez the most were the ones who obtained the most significant revenues. Andalusian politician Micaela Navarro, César Luena (close to José Blanco) or Catalan Meritxell Batet (who supported Madina), are some of the people forming the hard core of the new political management team (see Annex).

Although the ideological and strategic lines of the party were not discussed during the Extraordinary Congress, the legitimacy of the Secretary-General thanks to his appointment through primary elections empowered him to make some proposals. During the primary elections and Congress, Sánchez outlined the views of PSOE regarding economy, employment, State model, EU, fight against climate change, transparency and democratic regeneration and equity for the future.

#### Proposals in the areas of employment and economy:

- **Repeal the Labor Reform Law.**
- **Promote policies to ensure that young people do not have to**

**“Transform Spain into a Federal Country, through a constitutional reform subject to vote”**

leave the country and establish a project for **unemployed people over 45 years.**

- Restore **household debts.**
- Conduct tax reforms in order to equate taxation of capital income to that of labor income, fight against tax fraud, end SICAV taxation and ensure welfare state as well as social policies.
- Sell **nationalized banks** for the same price at which they were rescued.
- Promote a technology plan to modernize the business park.
- Create an **Industrial and Energy Transition Council within PSOE** –chaired by the President of Asturias, Javier Fernández– aimed at analyzing national industry and energy sufficiency.

**State model proposals:**

- **Transform Spain into a Federal Country,** through a constitutional reform subject to vote. According to Sánchez, this would address the “desire for harmony and coexistence that most Spanish citizens are calling for, in a context of great tension and social fracture”.
- **End of the agreements with the Holy See,** advocating for a secular stance away from powers or benefits that do not emanate from the people.

**Proposals regarding the UE:**

Sánchez defends the idea of a united Europe, which eliminates the division between north and south, encourages the European Central Bank to depreciate the Euro to foster exports and graduates fiscal adjustment, puts an end to tax havens and boosts a real public investment plan to create jobs.

**Proposals to fight climate change:**

Sánchez calls for a shift in the energy model as it “hinders our competitiveness and causes social inequality”, based on bringing Spain back to foremost position in the field of renewable energy.

**Proposals regarding democratic regeneration:**

- Removal of any law protection benefits that public officers have.
- Stronger punishment for Criminal code offences related to political corruption.
- Limitation of two mandates for the President.
- Reorganization of political parties’ funding by businesses.
- Guaranteeing the independence of institutions, making sure that the Court of Auditors has no political representatives.
- Encourage citizen participation in institutions and the electoral reform.

**“At the moment, the date for the primary elections to choose the PSOE candidate for the presidency of the Government is still unknown”**

#### Transparency proposals:

- Quarterly publication of the party accounts on Internet.
- Publication of the property and interests of PSOE public officers.

#### Proposals relative to equality and women’s rights:

Sánchez proposed the creation of an Equal Treatment Act, the recognition of the rights of disabled people and the integration of immigrants.

In relation to women’s rights, his proposals are based on the repeal of the law reform relative to the Voluntary Interruption of Pregnancy and the creation of a law on equal salaries for men and women.

#### 4. CONCLUSIONS

The Secretary-General direct election process, now appointed by political militants, has been a breakthrough for the democratic functioning of Spanish political parties. At the moment, the date for the primary elections to choose the PSOE candidate for the presidency of the Government is still unknown. That being said, it

does not seem as they will take place in November.

With the appointment of Pedro Sánchez and the new management team, the Socialist Party must face two main challenges.

Firstly, there is the question of whether the Center-Left wing parties can become a real alternative to the current Government. To a large extent, it will depend on the capability of the new management to slow down the rise of Podemos as a political force. In certain regions, PSOE risks becoming the third electoral option.

Secondly, there are some doubts about the role to be played by PSOE in order to find a solution for the institutional crisis taking place in Catalonia. It should be taken into account that PSC is at its worst in the northeastern region of Spain. After dropping to the third position in the last European and regional elections, the new first secretary, Miquel Iceta, is facing a key era to reposition the party in the Catalonian political axis. The risk is that a bad electoral result in Catalonia in the General Elections could make it impossible for PSOE to gain enough support to be part of the Government in the future.

## 5. ANNEX: PROMINENT MEMBERS OF THE FEDERAL EXECUTIVE COMMITTEE



**MICAELA NAVARRO GARZÓN**  
(Andujar, 1956)  
President

Pediatric nurse. She was a municipal councilor in Andujar, member of the PSOE Provincial Executive Committee in Jaen from 1994 to 1997 and part of the Federal Executive Committee from 1997 to 2004, directing the Secretariat for the Participation of Women (1997-2000) and the Secretariat of Equality (2000-2004).

She worked as senator from 1996 to 2000 and Congresswoman from 2000 to 2004, she also was spokeswoman of the Joint Committee for the Rights of Women. In 2004, she joined the Government of the Junta de Andalusia, where she headed the department of Equality and Social Welfare from 2004 to 2012.

She is the current President of PSOE in Andalusia (since 2013), as well as of PSOE in Jaen (since 2012) and a member of the Federal Executive Committee of PSOE, as well as a member of the Andalusian Parliament House.



**PEDRO SÁNCHEZ PÉREZ-CASTEJÓN**  
(Madrid, 1972)  
Secretary-General

Pedro Sánchez has a Bachelor in Business and Economics from the Complutense University of Madrid, a Master in EU Economic Politic from the Université Libre de Bruxelles and a Master in Public Leadership from IESE. He works as a professor of Economic Structure and History of Economic Thought at the University Camilo José

Cela in Madrid, he has combined his jobs as university professor and political congressman for Madrid since January 2013.

Previously, he worked as congressman from 2009 and 2011 and mayor deputy in Madrid from 2004 to 2009. He joined PSOE in 1993. Sánchez has worked as a consultant in the European Parliament with socialist politician Bárbara Dührkop and was chief of staff of the High Representative of UN in Bosnia, Carlos Westendorp, during the Kosovo War. In 2013 he published “The new Spanish economic diplomacy”, a book based on the contents of his doctorate thesis.

**CÉSAR LUENA**

(Bobadilla, La Rioja, 1980)

Secretary of Organization and Electoral Action

He has a Ph.D. from the University of La Rioja and a Degree in Arts and a Diploma in Advanced Studies and Research Competence. He has worked as Secretary-General of the Socialist Youth Organization of La Rioja (2002-2010) and Secretary of Organization of the Socialist Youth Organization of Spain (2007-2012).

He has been the Secretary-General for PSOE in La Rioja since 2012 and Member of the House of Representatives since 2008.

**MERITXELL BATET LAMAÑA**

(Barcelona, 1973)

Secretary of Studies and Programs

She graduated in Law from the University Pompeu Fabra, obtained research competence in Public Law and is currently working on her doctoral thesis on “The control of subsidiarity in Spanish law”. She obtained her Master’s degree in Real Estate and Urban Law (1998), worked as a professor of Administrative Law from 1995 to

1998 and was a research scholar in the FPI program. Since then, she has been working as associate professor of constitutional law in the University Pompeu Fabra in Barcelona. She has also directed the Pi i Sunyer Foundation on Autonomic and Local Studies (2001-2004).

She is congresswoman for Barcelona and socialist spokeswoman of the Finance and Public Administration Committee.

**ANTONIO PRADAS TORRES**

(El Rubio, Sevilla, 1963)

Secretary for Federal Policy

He has a Degree in Law, worked as a legal counsellor in the Local Development Agency of the Council of Estepa, was Vice-President of Opaef, Sevilla Siglo XXI Society, Chief of Staff of the Presidency of the Council of Seville and mayor of El Rubio from 1995 to 2004.

He is currently working as congressman for Seville and Secretary of Sustainability and Environment of the Regional Executive Committee of PSOE in Andalusia.



**PATXI LÓPEZ**

(Portugalete, Vizcaya, 1959).

Secretary of Political Action and Citizenship

He studied Industrial Engineering at the University of the Basque Country. López joined PSOE Euskadi in 1977 and has been part of its Executive Commission since 1988. He was Member of Parliament for Bizkaia from 1987 to 1989. He has been member of the Federal Committee of PSOE and member

of the Basque Parliament since 1991. Until 2009, he headed the Parliamentary Group of Basque Socialists - Euskal Sozialistak.

He was the president of the Basque Government from March 2009 to November 2012 and is the current Secretary for Political Relations of PSOE since the 38th Congress of Seville.



**MANUEL DE LA ROCHA VÁZQUEZ**

(Madrid, 1972)

Secretary for Economy

He has a Bachelor in Business Administration from the Autonomous University of Madrid (1995), MA in Latin American Higher Education from the Complutense University of Madrid (1996) and a Master in Economic Politics from the Columbia University New York (2000).

De la Rocha has worked for several international organizations, such as the Mexican Office of the European Commission (1997-1999), the World Bank (2000-2007) and the African Development Bank.

From 2007 to 2011 he worked as multilateral policies counsellor in the Directorate-General for Development Policies of the Ministry of Foreign Affairs and Cooperation and the Spanish Agency of International Collaboration for Development (AECID). Since 2011, he has been working as a Senior Finance Analyst in the company España Expansión Exterior.



**MARÍA JOSÉ SÁNCHEZ RUBIO**  
(Casarabonela, Málaga, 1954)  
Secretary for Health

She has a Degree in Psychology and a Diploma in Social Work and Gerontology. She has worked as a public officer since 1978, being part of the Body of General Directors of the Andalusian Government. She is the current Secretary for Health, Equality and Social Policies, a position she obtained after working as a government delegate in the Board of the Government of Granada since April 2010.

She was a delegate of Social Affairs in Granada (1997-2003) and Head of the Management Service of Social Services of the Delegation of Equality and Social Welfare. She was member of the Council of Granada (2003-2004) and a member of the House of Representatives (2004-2010).



**MARÍA GONZÁLEZ VERACRUZ**  
(Murcia, 1979)  
Secretary for Science, Participation and Network Politics

She has a Degree in Biochemistry from the University of Murcia and spent part of her studies carrying out research activities in Molecular Genetics in Leipzig (Germany).

She has been a congresswoman for Murcia since 2011, was appointed as Regional Member of PSRM-PSOE in May 2007, heading the areas of Housing and Youth and is the current spokeswoman of Youth, Research, Innovation and New Technologies.

Since July 2008, she has worked as Secretary for Innovation and New Technologies in the Federal Executive of PSOE, coordinating fields such as e-Government, network activism, telecommunications, development of information society and innovation policies.



**CARME CHACÓN PIQUERAS**

(Esplugues de Llobregat, Barcelona, 1971)  
Secretary for International Relations

She has a Degree in Law from the Autonomous University of Barcelona. She was first appointed as a Member of the Spanish Parliament for Barcelona in March 2000 and worked as First Vice-President of Congress from 2004 to 2007. Chacón was Minister of Housing of the Spanish Government (2007-2008) and Minister of Defense (April 2007-December 2012). Chacón was also Member of Congress and Vice-President of the Development Commission and candidate for Secretary-General of PSOE in the 38th Congress, held in February 2012.



**MARÍA LUZ RODRÍGUEZ FERNÁNDEZ**

(Valladolid, 1964)  
Secretary for Employment

Doctor of Law from the University of Valladolid and Professor of Labor Law and Social Security at the University of Castilla-La Mancha.

From June 2005 to June 2007, she worked as an adviser for the Ministry of Labor and Social Affairs. She was Head of Employment, Equality and Youth in the Government of Castilla-La Mancha from July 2007 to October 2010, and from May 2010 to October 2010, she worked as Head of Employment, Equality and Youth of the aforementioned Government. She was Secretary of State for Employment for the Government of Spain from November 2010 to January 2012.

She was awarded the Distinguished First Class Cross of the Order of St. Raimundo de Peñafort thanks to her participation in the drafting of the Labor Procedure Act of 1990.



**PILAR LUCIO CARRASCO**

(Plasencia, Cáceres, 1972).

Secretary for Climate Change and Sustainability

She has a BA in Political Science and Sociology from the Complutense University of Madrid, a Master in Strategic Consulting Organizations from the aforementioned university and a PhD in Government and Public Administration. She was the Head of Equality and Employment in the Government of Extremadura from 2007 to 2011. She has been a national congresswoman for Cáceres since 2011 and has coordinated the Federal Sectorial Organization of Entrepreneurship, Self-Employment and Social Economy of PSOE.



**SUSANA SUMELZO**

(Ejea de los Caballeros, Zaragoza, 1969)

Secretary for Public Administrations

She has a Degree in Law from the University of Zaragoza and a Master's Degree in Local Economic Development from the Autonomous University of Madrid. She specialized in Aragon Law in the University of Zaragoza.

She is Secretary-General of the Local PSOE group in Ejea de los Caballeros and Secretary for Institutional Policies of the party in Zaragoza. She has been a member of congress since 2011 and deputy spokeswoman of the Congress Constitutional Commission.



**IRATXE GARCÍA**

(Barakaldo, Bizkaia, 1974)

Secretary for European Union

She has a Diploma in Social Work from the University of Valladolid and has worked as a Socialist MEP in the European Parliament since 2004, where she heads the Commission on Women's Rights and Gender Equality. She is Deputy Secretary-General of PSOE in Valladolid and member of the Regional Executive Committee of PSCyL-PSOE.



**JOSÉ MIGUEL PÉREZ**  
(Las Palmas de Gran Canaria, 1957).  
Secretary for Education

He has a BA in Philosophy and Arts, a Doctorate in History from the University of La Laguna and works as Professor of History at the University of Las Palmas de Gran Canaria.

He has been Vice-President and Head of Education, Universities and Sustainability of the Government of Canarias since July 2011 and was appointed as Secretary-General of the Socialist Party of Canarias (PSC-PSOE) in 2010.

He has also been Insular Secretary of PSC-PSOE in Gran Canaria, Member of the Council of Gran Canaria and President of the Council of Gran Canaria.



**IBÁN GARCÍA DEL BLANCO**  
(León, 1977)  
Secretary for Culture

He has been senator since March 2012 and provincial member of Congress for Leon, as well as spokesman of PSOE. He worked as Secretary for Organization of PSCL-PSOE from 2008 to 2011.

Currently, he is the second Vice-President of the Senate in the Health and Social Services Commission and member of the Special Commission for the Development of the Internalization and Innovation of the Spanish Industry and development world as well as member of the Joint Commission of Parliamentary Control of the RTVE Corporation and its Societies.



**CARMEN MONTÓN**  
(Burjasot, Valencia, 1976)  
Secretary for Equality

She has a Degree in Medicine and is a member of Congress for Valencia. She has been spokeswoman of the Socialist Group in the Commission for Equality, as well as a member of the Federal Committee of the Socialist Party and Federal Coordinator for the Sector of Citizen Participation of PSOE.

In 2004, she was appointed as member of Congress in the region of Valencia and was reelected in 2008 and 2011. She promoted the law that allowed marriage between people of the same sex and recognized gender identity.



**XIMO PUIG**  
(Castellón, 1959)  
Secretary for Democratic Reforms

He has been a candidate for the Government Presidency in Comunitat Valencia and Secretary-General of PSPV-PSOE since April 1, 2012. He was appointed as a Member of the Congress of the Valencian Government for Castellon in 1983. In 1995, he was appointed as mayor of Morella and has obtained absolute majorities in 1999, 2003 and 2007.

He has been member of Congress since 2011 and spokesman of the Commission of Industry, Energy and Tourism.

#### OTHERS

- PERE NAVARRO
- TOMÁS GÓMEZ FRANCO
- EMILIANO GARCÍA PAGE
- PEDRO ZEROLO
- MARÍA LUISA FANCA
- ADRIANA LASTRA

- ESTEFANÍA MARTÍN
- JUAN PABLO DURAN
- FRANCISCO PIZARRO
- JAVIER ABREU
- MARÍA ASCENSIÓN MURILLO
- CARLOS PÉREZ
- FRANCINA ARMENGOL
- JOSÉ RAMÓN GÓMEZ
- ROSA EVA DÍAZ
- EVA MATARÍN
- MANUELA GALIANO
- NOEMÍ CRUZ
- JOSÉ MIGUEL PÉREZ
- MARÍA LUISA CARCEDO
- ROBERTO JIMÉNEZ

## AUTHORS



**Joan Navarro** is a Partner and Vice-President of Public Affairs in LLORENTE & CUENCA. He is a sociologist and PDG in IESE. He was the Director and Spokesman of Coalición de Creadores e Industrias de Contenidos Audiovisuales and has held public positions within the Public Administration, such as Head of Staff for Minister of Public Administrations (2004-2006) and Head of Institutional Relations in Sociedad Estatal Aguas de las Cuencas Mediterráneas (2006-2008).

[jnavarro@llorenteycuenca.com](mailto:jnavarro@llorenteycuenca.com)



**Cristóbal Herrera** is the Manager of Public Affairs in LLORENTE & CUENCA Spain. He is a graduate in Political Studies in the Universidad Complutense of Madrid, specialization in Public Affairs in the University of Hull (United Kingdom) and Master's Degree in International Trade in CESMA-Business School. In LLORENTE & CUENCA, his main task is to coordinate intelligence and political analysis activities. He has over 5 years' experience working for parliamentary groups in the Spanish Parliament.

[cherrera@llorenteycuenca.com](mailto:cherrera@llorenteycuenca.com)

# LLORENTE & CUENCA

CONSULTORES DE COMUNICACIÓN

## Leading Communications Consultancy in Spain, Portugal and Latin America

LLORENTE & CUENCA is the leading Reputation Management, Communication, and Public Affairs consultancy in Spain, Portugal, and Latin America. It has **17 partners and more than 300 professionals** who provide strategic consultancy services to companies in all business sectors with operations aimed at the Spanish and Portuguese speaking countries.

It currently has offices in **Argentina, Brazil, Colombia, Chile, Ecuador, Spain, Mexico, Panama, Peru, Portugal and the Dominican Republic**. It also offers its services through affiliates in **the United States, Bolivia, Paraguay, Uruguay and Venezuela**.

Its international development has meant that in 2014 LLORENTE & CUENCA is 55th in the Global ranking of **the most important communication companies in the world**, as reflected in the annual Ranking published by The Holmes Report.

## Organisation

### CORPORATE MANAGEMENT

José Antonio Llorente  
Founding partner and Chairman  
jalloriente@llorenteycuenca.com

Enrique González  
Partner and CFO  
egonzalez@llorenteycuenca.com

Jorge Cachinero  
Corporate Director for Innovation  
jcachinero@llorenteycuenca.com

### SPAIN AND PORTUGAL

Arturo Pinedo  
Partner and Managing Director  
apinedo@llorenteycuenca.com

Adolfo Corujo  
Partner and Managing Director  
acorujo@llorenteycuenca.com

#### Madrid

Joan Navarro  
Partner and Vice-President of Public Affairs  
jnavarro@llorenteycuenca.com

Amalio Moratalla  
Partner and Senior Director  
amoratalla@llorenteycuenca.com

Juan Castellero  
Financial Director  
jcastillero@llorenteycuenca.com

Lagasca, 88 – planta 3  
28001 Madrid (Spain)  
Tel. +34 91 563 77 22

#### Barcelona

María Cura  
Partner and Managing Director  
mcura@llorenteycuenca.com

Muntaner, 240-242, 1º-1ª  
08021 Barcelona (Spain)  
Tel. +34 93 217 22 17

#### Lisbon

Carlos Matos  
Founding Partner and Managing Director  
cmatos@llorenteycuenca.com

Madalena Martins  
Founding Partner  
mmartins@llorenteycuenca.com

Rua do Fetal, 18  
2714-504 S. Pedro de Sintra (Portugal)  
Tel. + 351 21 923 97 00

### LATIN AMERICA

Alejandro Romero  
Partner and Latin American CEO  
aromero@llorenteycuenca.com

José Luis Di Girolamo  
Partner and Latin American CFO  
jldgirolamo@llorenteycuenca.com

Antonio Lois  
Regional Director of Human Resources  
alois@llorenteycuenca.com

#### Bogota

María Esteve  
Managing Director  
mesteve@llorenteycuenca.com

Germán Jaramillo  
Chief Executive  
gjaramillo@llorenteycuenca.com

Carrera 14, # 94-44. Torre B – of. 501  
Bogota (Colombia)  
Tel. +57 1 7438000

#### Buenos Aires

Pablo Abiad  
Partner and Managing Director  
pabiad@llorenteycuenca.com

Enrique Morad  
Chief Executive for the Southern Cone  
emorad@llorenteycuenca.com

Av. Corrientes 222, piso 8. C1043AAP  
Ciudad de Buenos Aires (Argentina)  
Tel. +54 11 5556 0700

#### Lima

Luisa García  
Partner and CEO of the Andean Region  
lgarcia@llorenteycuenca.com

Cayetana Aljovín  
General Manager  
caljovin@llorenteycuenca.com

Av. Andrés Reyes 420, piso 7  
San Isidro. Lima (Peru)  
Tel. +51 1 2229491

#### Mexico

Juan Rivera  
Partner and Managing Director  
jrivera@llorenteycuenca.com

Bosque de Radiatas # 22 – PH7  
05120 Bosques las Lomas (México D.F.)  
Tel. +52 55 52571084

#### Panama

Javier Rosado  
Partner and Managing Director  
jrosado@llorenteycuenca.com

Avda. Samuel Lewis. Edificio Omega, piso 6  
Panama City (Panama)  
Tel. +507 206 5200

#### Quito

Catherine Buelvas  
Managing Director  
cbuelvas@llorenteycuenca.com

Av. 12 de Octubre 1830 y Cordero.  
Edificio World Trade Center, Torre B, piso 11  
Distrito Metropolitano de Quito (Ecuador)  
Tel. +593 2 2565820

#### Rio de Janeiro

Yeray Carretero  
Director  
ycarretero@llorenteycuenca.com

Rua da Assembleia, 10 – sala 1801  
Rio de Janeiro – RJ (Brazil)  
Tel. +55 21 3797 6400

#### São Paulo

Juan Carlos Gozzer  
Managing Director  
jcgozzer@llorenteycuenca.com

Rua Oscar Freire, 379, CJ 111, Cerqueira César  
CEP 01426-001 São Paulo SP (Brazil)  
Tel. +55 11 3082 3390

#### Santiago de Chile

Claudio Ramírez  
Partner and General Manager  
cramirez@llorenteycuenca.com

Avenida Vitacura 2939 Piso 10. Las Condes  
Santiago de Chile (Chile)  
Tel. +56 2 24315441

#### Santo Domingo

Alejandra Pellerano  
Managing Director  
apellerano@llorenteycuenca.com

Avda. Abraham Lincoln  
Torre Ejecutiva Sonora, planta 7  
Santo Domingo (Dominican Republic)  
Tel. +1 8096161975



AMO is the leading global network of strategic and financial communications consultancies, with over 940 professional consultants and offices in more than 20 countries.

The network brings together local market leaders with unrivalled knowledge of financial markets and cross-border transactions in the key financial centers of Europe, Asia and the Americas.

Providing sophisticated communications counsel for M&A and capital market transactions, media relations, investor relations and corporate crises, our member firms have established relationships with many S&P 500, FTSE 100, DAX 30, SMI, CAC 40 and IBEX 35 companies.

[www.amo-global.com](http://www.amo-global.com)



d+i is a hub by LLORENTE & CUENCA, for Ideas, Analysis and Trends.

We live in a new macroeconomic and social context, and communication has to evolve.

d+i is a global combination of partnership and knowledge exchange, identifying, focusing and communicating new information models, from an independent perspective.

d+i is a constant ideas flow, looking to the future information and management trends.

Because nothing is black or white, there is something like d+i LLORENTE & CUENCA.

[www.dmasillorenteycuenca.com](http://www.dmasillorenteycuenca.com)

