

MARRÓN REIGOSA, Belén

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EDUCATION

2018 – Present: “Women to Watch PwC” program. Training women to gain for a board position.

2016-2017 “Being a leader at Quirónsalud”; Advanced Program in hospital management, ESADE Business School.

2013-2014 Official Master's Degree in Management and Communication in Social and Solidarity Entities; UAO CEU- Doctoral Student in Social Communication. Master's thesis on “**Environment and Health**”.

2005-2009 Degree in Protocol and Public Relations; ESPRI- Universitat Pompeu Fabra (Barcelona).

2004-2005 Master's Degree in Company and Business Law; Il·lustre Col·legi d'Advocats de Barcelona (ICAB).

2003 Summer School in Political Science; University of Berkeley, U.S.A.

1998-2000 3rd year student of criminology; Escola de Criminologia de Catalunya (Barcelona).

1995.2000 Bachelor of Law; C.D.E.S. ABAT OLIBA (Barcelona).

1993-1994 12th Grade; Shelton Public School (Nebraska, U.S.A.).

1980-1993 Sagrat Cor school (Tarragona).

PROFESSIONAL EXPERIENCE

2019- Outreach Membership Manager in SohoHouse

2019- Member of the board in Transmaber, family company

2018- Present: Advisor at BM. Public Affairs, Communication and CSR

2018- Present: Member of the Health Advisory Council of the Ministry of Health, Consumption and Social Welfare of the Government of Spain

The Advisory Board of Health and Social Services provides support and advice in formulating health and social welfare policies. The Board is chaired by Dr. Valentí Fuster and its members include renowned professionals in the area of health. Our work focuses on four key areas: development of strategies for public health promotion and disease prevention, creation of a national-level body for measuring and evaluating public health outcomes, development of strategies against chronic diseases, and the digital transformation of the Spanish national health system.

2015- 2019 Corporate director in CSR, Grupo Quirónsalud

Since joining the Quirónsalud Group, I have been responsible for implementing CSR management under the umbrella of the Group's HR department, teaching and PRL directorate. My milestones include creating, developing and implementing the “NEXT Strategic Plan 2017-2020”; creating and following up the company's CSR; implementing non-financial reports; and promoting transversal diversity and inclusion-based policies with a budget of €1 million. Since November 2017, I have also been a member of the company’s compliance committee, which is developing the risk map and all the necessary actions for its implementation.

2015- 2019: General Director of Quirónsalud Foundation

I have coordinated the merging of the legal, economic and human resources of the Teknon, Quirón, and IDC Salud foundations to create the Quirónsalud Foundation, which is dedicated to training, teaching, promoting research and social action, and has an average turnover of €5 million, in which the management of clinical trials has most weight. Currently, I am responsible for the transfer of the EECC management to hospitals. In addition, and in line with the corporate board’s proposals, I am redirecting the Foundation’s activities and projects towards international cooperation, knowledge creation, support to patients and their families, and the promotion of a healthy life style. In this context, we are developing high-impact innovative health and environmental for business sectors in which the health sector has no former experience.

2010-2015: Director of the Communications Department of the Universitat Abat Oliba CEU

- Manager and coordinator of the communication team during 2007-2010.
- Creation of a strategic communication plan for the University as well as the Loreto and Cardenal Spínola schools in Barcelona.
- Creation of a crisis communication plan.
- In charge of training spokespersons.
- Daily management of external and online communication.
- Liaison with media (directors and editors).
- Copywriting content for the Punto CEU review.
- Organizing seminars, conferences and/or lectures.
- Promoting events to disseminate the UAO CEU brand.
- Maintenance and promotion of public relations with collaborating entities, sponsors, as well as institutions and leading figures in business and academia.
- Preparation and management of the department budget.
- Signing partnership agreements with the media.
- Weekly reporting on media impact and media clippings on institutional or external events.

2010- 2013 Participant in Radio Chat Shows

- Participant on the “Pòlemos”, radio program on political and economic current events.
- Participant in the “Intradia”, radio program on current events.

2010-2011 Intereconomia Radio and Television in Barcelona

- Producer and contributor on the second season of the regional radio chat show “Pòlemos”, aired four days a week.
- Participant on the TV chat show “Más se perdió en Cuba”, on Catalan politics, aired nationally.

- Follow-up alongside the director on the contact agenda with politicians and businesspersons. Public relations and lobbying actions.
- Promotion and creation of new professional relations: pro-active search for added brand value at the company and institutional level.
- Creation, production and co-ordination of the first nationwide television debate for a private TV channel, with all political candidates for the 2010 Catalan elections.

2009 Direction and organization of the “Catalunya-Platja d’Aro- Girona Formula I Exhibition”

- Directly responsible for all planning, organization, dissemination and public relations for both the public event and the private event held at Hotel La Gavina de S'Agar, for 500 people.
- Management of a team of over 50 people (security, stewardesses, assembly, press and communication, artists, guest personalities, transportation, etc.)

2008 Director de Communication, Marketing and Public Relations of the Travi restaurant group - Ostos & Sola, Asesores de Comunicación S.L.

- Preparation and follow-up of external communication strategic plans.
- Organization and management of promotional parties for the "Last Monday" Fishop Restaurant in Barcelona. Public Relations actions.
- Undertaking of changes to the corporate image of the company and all its restaurants.
- Creation and management of marketing campaigns.
- Planning external promotion of business conferences in the company's sector.
- In charge of hiring and selecting in-house personnel.
- In charge of contracting service providers.

2008 Participant on the TV CanalCatalà “Catalunya Opina” chat show

- Participant as a political analyst and lawyer.

2007-2010 Asesores de Comunicación Ostos&Sola S.L. (Communication Firm) Catalonia representative

- Directly responsible for the communication and marketing management team for clients in Catalonia (director of the communications department at the **CEU Group in Catalonia**, director of communications and marketing at **Grup Travi**, director of communications and marketing at **Apsis Hotels**, together with Gerard Gràcia and Jordi Roche. Representative for specific lines of **Emerge** (sports events communications) and **Participa** (political communications and marketing) companies.
- Manager and agent for generating the company client base.
- Organization, control and daily running of the Catalonia office.
- Preparation of international projects with associate Antonio Sola, for Mexico, including *Proyecto de cambio de imagen de la ciudad de Tijuana*.
- Promoter and organizer of the *México: El Plan nacional de Infraestructuras 2007-2012 y las nuevas oportunidades de inversión* session in May 2008, in Madrid, organized in conjunction carried out with Cuatrecasas, Gonçalves Pereira, and the Mexican Embassy in Spain.
- Coordinator for **Participa** in Catalonia during the 2008 Spanish general election campaign for the PPC. Image consultancy for politicians.
- Creation of spokesperson courses.

2006-2007 Department of Justice. Legal Aid Commission. Government of Catalonia

- A-21 temporary civil servant. Creation of follow-up and control process for legal aid application files.

2003-2006 Association of Catalan Gourmets

- Chairperson, founder and organizer of events.
- Organization of quarterly dinners hosting public figures related to Catalan culinary culture.
- Organization of training courses in the field of cuisine and winery.
- Organization of the Association's annual award: the *Premis Gourmet*.
- Accounting and financial management of the organization.
- Media spokesperson and drafting of all online content and publications.

2003-2006 Inter AB Abogadas S.L. (Law Firm)

- Founding partner of law firm specializing in setting up foreign companies in Catalonia.
- Accounting and financial managing of the law firm.

2003 Barcelona Mayoral Election Campaign

- In-house election campaign team member in Barcelona.
- Support to the press department and events organization. Prospecting and localizing campaign events, press conferences, contacting journalists. Drafting reports and supporting candidate Alberto Fernández Díaz.

2003 Catalan Parliamentary Election Campaign

- Non-judicial spokesperson on the electoral commission of the La Bisbal d'Empordà Area.
- In-house member of the election campaign team in Girona.
- Support to candidate Alicia Sánchez-Camacho as a part of her legal department: drafting of electoral program for the province of Girona, statistics, reports, preparing speeches and media participation preparing daily campaign agendas for the candidate, contacting institutions, companies and/or professionals throughout the campaign.

2004 Spanish General Election Campaign

- In-house member of the election campaign team.
- Support to candidate Jordi de Juan i Casadevall as a part of his legal department: drafting of electoral program, statistics, reports, preparing speeches and media participation, preparing daily campaign agendas for the candidate (meetings, lunches and dinners, sector meetings, rallies, etc.), organizing events, public contacts and public relations with institutions, companies and/or professionals throughout the campaign.

2000-2004 Catalan Parliament

- Contractor in the legal counselling department and supporting the legal department during national, regional and European-level election campaigns.
- Preparing reports, studies, draft bills, green papers, parliamentary questions and amendments to draft bills, under the supervision of the head of the legal department and the members of the parliamentary party.

- Legal and organizational support for sector meetings, mainly with the president and spokesperson of the parliamentary party, and the vice-president, speaker and deputy speaker of the Catalan parliament. Drafting reports and/or specific work in those fields required to fulfil parliamentary work.

ACADEMIC EXPERIENCE

- 2019** Member of the Board in Portaventura Foundation
- 2019** Member of the advisor Board in Foment del Treball
- 2017** Member of the Expert Committee of the Intergenerational Health and Wellbeing Project - Generation & Talent Observatory.
- 2017** Member of the Advisory Board of the Health and Personal Foundation.
- 2017** Associate Professor in EAE in the Master of Management in Human Resources.
- 2016** Member of the AEF Chair (Association of Spanish Foundations).
- 2015** Member of the SERES Foundation Chair.
- 2015** Member of the Solidarity Economics Chair and collaborator with the Family Businesses Chair of the UAO CEU.
- 2013-2015** Permanent member of the Scientific Committee in the Technical Seminars on Funding for Science and Social Innovation (FCIS) in Barcelona (second event).
- 2012-2013** Teacher of post-graduate course on local Government (ICPS-UAB).
- 2010-2011** Professor of *Técnicas de Organización de Actos (TOA)*, Event Organization Techniques in the Protocol Specialization Course, organized by ESPRI and the URV(Tarragona).
- 2009-2015** Mentor and consultant for event work groups. Training courses suited to the needs of companies.
- 2007-2009** Trainer in Public Image and Spokesperson Courses. Ostos&Sola Agency.
- 2003-2006** Course in Table Manners and Protocol for members of the *Associació de Gourmets de Catalunya*.
- 2004-2005** Lecturer in a number of courses on Parliamentary Law and its functioning; new regulations on the status of foreigners and work/life personal balance.

PUBLISHED ARTICLES

- 2018-** Writer at the opinion Seccion in **El Mundo**, once a month.
- 2017** – *The revolution of the white coats*; Women360°.
- 2013** – *Mujer y gastronomía*; PUNTOCEU Review /July 2013, Number 26.
- 2013** - *Nuevo impulso al Mediterráneo* as the Managing Director of TRANSMABER; ABC Newspaper/National and Catalonia Edition. <http://www.abc.es/local-cataluna/20130826/abci-nuevo-impulso-mediterraneo-201308261248.html>
- 2013-** *Nuevo impulso al Mediterráneo*; Revista Catalunya Empresarial, Number 242 Sept/Oct
- 2014-** *Talante y Talento* as the director of Communications of the UAO CEU, commemorating the passing of Emilio Botín; El Periodico de Catalunya. Op-Ed. <http://www.elperiodico.com/es/noticias/economia/talante-talento-por-belen-marron-3509689>
- 2014-** *Un nuevo paradigma de la riqueza*; “+ Valor”, El Periodico de Catalunya supplement (Catalan/Spanish edition dated 29/10/2014).

DISTINCTIONS

- 2018-** III Ocare Awards. Acknowledgment for my workteam at Quirónsalud in CSR Policies.
- 2017** – Acknowledgment for my work at Quirónsalud, in Spain’s Top 30 companies committed to the best practice in gender diversity.
- 2015-** Acknowledgement or my work in promoting diversity at Quirónsalud.
- 2004-** Appointed “Jove Cofrere de Mèrit of the Cofraria del Cava of Sant Sadurní” (Barcelona), in recognition of promoting Catalan and Spanish cuisine.

2002- Founder and president of the Association of Catalan Gourmets of Catalonia (AGC). First national organization to raise awareness of Catalan culinary art and to enhance the role of women in *haute cuisine*.

LANGUAGES

SPANISH	Native speaker.
CATALAN	Native speaker. Nivell C
ENGLISH	Advanced conversational level, good reading comprehension.

ADDITIONAL INFORMATION

2019 Speaker in Metropolitan Program in RNE in catalonia

2019 Writter in El Mundo and Participant as analyst and lawyer in “Converses” de la COPE Radio

2019 Member of the advisor Board in Foment del Treball

2018 Member of the committee of experts in intergenerational health and welfare at Generation & Talent Observatory.

2017 Community Member for Climate.

2017 Member of the Association Council 50x50.

2016 Member of Forética- Climate Change Cluster.

2016 Counselor of Transmaber S.L.

2016 Member of the Advisory Board of the Spanish Association of Foundations (AEF) and member of the Health and Welfare group.

2016 Member of the Advisory Board of the Health and Personal Foundation.

2015 Member of the SERES Foundation.

2015 Member of the **Signis Catalunya** management firm. Recently founded company linked to the World Catholic Association for Communication (SIGNIS).

2013- Present **F4R (Funds for Research)**. Active collaboration in organizing events, sponsoring and directing research projects in collaboration with other institutions in the field of science.

2012- Organization of the “**Trobades amb sentit**” events.

2010- Member of the **Círculo de Economía**.

2004- Named **Jove Cofrere de Mèrit de la Cofraria del Cava de Sant Sadurní** (Barcelona), in recognition of my promoting the achievements of Catalan and Spanish cuisine.

2002- **Founder and president of the Association of Catalan Gourmets (AGC)**. The first nationwide institution that strives to promote the art of Catalan cuisine and further the role of women in the field of *haute cuisine*.

2005- Chairwoman of the board of directors of TRANSMABER S.L.