


BELÉN MARRÓN REIGOSA

EXECUTIVE DIRECTOR LEVEL IN CORPORATE GOVERNANCE, ESG & PUBLIC AFFAIRS

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PROFESSIONAL GOALS

First woman to achieve the entrance of the **largest hospital group in Europe** into the **Global Compact Organization** with the recognition of the ESG and Compliance strategy.

Leading and promoting the first **City of Health** and **Wellbeing** in the South of Europe.

Set up the first corporate University in Health (medicine, research and management) in Europe.

Founder of the **first consultancy company specialized in Health in Spain**.

Leading and promoting fundraising for health foundations.

Part of the team to delivery **Sindalah, the opening of the first tourist island at NEOM** (Saudi Arabia).

KEY COMPETENCES

Project leadership

In the public and private sector.

Management of large teams (37.000 employees) with a turnover of €3.600 Million EURO in Europe.

Management of one of the core departments for NEOM in Saudi Arabia, overseeing projects supported by approximately 320 billion USD in investment.

Communication and Institutional Relations

High potential and development in the social, business and political sectors.

Management and Strategy

Development of strategic policies and business positioning in the field of CSR, IR and Corporate Governance. Public recognition and media impact.

Experience in international environments

Management of cooperation networks between public authorities and private companies in projects with a social impact.

RESUME

- Specialized in Corporate Governance, Compliance, ESG & Public Affairs in Public and Private sector.
- Member of Boards of Directors where expertise in Health, Corporate Governance and Public Affairs is required.
- Leads the health private and public policies in Europe.

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GOVERNANCE, ESG & PUBLIC AFFAIRS

EXPERIENCE IN THE FIELD OF BOARDS OF DIRECTORS AND ADVISORY BOARDS

2023- Present Value Ambassador of NEOM

2023- Present Member of the Saudi/Spanish Committee from the Spanish Embassy in Riyadh (Saudi Arabia)

2023- Present Member of the board Catedra Economia Social y Solidaria UNESCO

2022- Founder member of the first private club for entrepreneur women's in Barcelona (Juno House)

2019- 2023 PortAventura Foundation Trustee – Invest Industrial Group

2018- 2023 Health Council of the Ministry of Health of the Government of Spain

2018- Present Board of Directors of Transmaber S.L., a family business.

2019- Present Member of the Think Tank of Foment del Treball (Job Creation Board)

2016- 2023 Advisory Board of the Spanish Association of Foundations (AEF)

2002-2009 Founder of the first Women Gourmet Entity of Spain

EXPERIENCE IN THE PRIVATE AND PUBLIC DESIGN AND ARCHITECTURAL SECTOR

2023- PRESENT Member of the Executive team at Urban Planning Department in NEOM (Arabia Saudi)

I am a member of the Urban Planning department that is the responsible to develop the land of NEOM including THE LINE, Golf of Aqaba, Tiran, Museum and special projects and more than 20 Islands.

Also, we are leading the review of the founding law, and we are implementing the new legislation to regulate the urban planning for the land, the marinas and the coast at NEOM.

I am leading the external and internal relationship with communication, HR, finance and procurement and also with investors, suppliers and the VIP visits to the site with the international architect firms that collaborate with UP.

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EXPERIENCE IN THE PRIVATE HEALTHCARE AND MANAGEMENT SECTOR

2019- 2023 Founder and Partner of the Athenea Healthcare Group

Consultant specialising in health. We help companies to achieve success and sustainable business growth. My contribution focuses on the development and expansion of the business and the coordination of the areas of corporate governance, diversity, CSR, Communication, Reputation and Institutional and Corporate Relations

Specific COVID-19 and post-COVID-19 consultancy and product development for the health and non-health sector.

Advice and strategy in the development of hospital projects and in the management of international patients.

2015- 2019 QUIRON SALUD

Corporate CSR Director and Director of the Quironsalud Foundation. A company with 35,000 employees, 45 hospitals and a turnover of approximately €2.7 billion.

- Creation of the CSR department and promoter of the company's first strategic plan, the NEXT 2017-2020 Plan. Preparation of the group's first GRI report in Spain. Promoter of the creation of the Compliance Committee.
- Integration and merger of the group's foundations and creation of the QS Foundation, increasing average turnover by €3 million.
- Drafting and development of the new corporate foundation plan. Positioning and opening of new lines of business.

EXPERIENCE IN THE COMMUNICATION AND MARKETING SECTOR

2007- present | Opinion leader in several Spanish and international Media. High Reputation in social and politics: Unidad Editorial Group, RTVE, Intereconomía and Prensa Ibérica Group.

2010-2015 Director of Communication of the largest education company in Spain CEU Abat Oliba

- Established the First International Agreement between IONA College (USA) and CEU (Spain), facilitating exchange programs for social degree studies such as Journalism and Law.
- Achieved Record Media Visibility and Institutional Growth for CEU Abat Oliba, resulting in increased reputation, higher student applications, and revenue growth.
- Organizer of the Last Bullfighting Event in Catalonia and Producer of the First Televised Political Debate on a private TV channel in Catalonia for an election campaign.

2007-2010 Director of the Strategic political in Ostos and Sola Company

- Director of Strategic Planning for National and International Election Campaigns, overseeing campaign strategies, messaging, and stakeholder engagement.

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EXECUTIVE DIRECTOR LEVEL IN HEALTH - ESG,
CORPORATE GOVERNANCE & PUBLIC AFFAIRS

EXPERIENCE IN THE LEGAL SECTOR AND PUBLIC ADMINISTRATION

2003-2006 INTER AB ABOGADAS SL.

Founding partner of the firm in Spain. Legal Services. Project Manager.

2000-2007 Lawyer at the Catalanian Government (Spain)

- Parliamentary Group Legal Adviser
- Justice department

EXPERIENCE IN THE ACADEMIC SECTOR

- Associate lecturer in Master's and Bachelor's degree courses (EAE, URV, CEU and Arkansa Universities)
- PhD at UNIR (Spain) about a The High Impact of Corporate Diplomacy and Communication ESG on Business Success in the Health private sector.

ACADEMIC QUALIFICATIONS

UNIR

Currently enrolled in the PhD program in Economics and Business

PWC Spain

Women to Watch Programme. Training for participation in Boards of Directors

IESE

Sustainability and ESG Program Degree

IESE

Advanced Negotiation Strategies Program Degree

ESADE Business School

Higher Programme in Hospital Management

UAO CEU- Abat Oliba University CEU

Official Master's Degree in Management and Communication of Social and Solidarity Organisations

Barcelona Bar Association (ICAB)

Master's Degree in Company Law

ESPRI -Escuela Superior de Protocolo y Organización de Eventos (Protocol and Event Organisation School)

Diploma in Protocol and Institutional Relations

UAO CEU- Abat Oliba University

Bachelor's Degree in Law

Escuela de Criminología de Catalunya

Criminology