

BELÉN MARRÓN REIGOSA

BOARD MEMBER | GLOBAL EXECUTIVE LEADER IN GEOPOLITICS, GOVERNANCE, HEALTH & ESG

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EXECUTIVE PROFILE

Board member and senior global executive with more than 25 years of experience in corporate governance, geopolitics, ESG, and international public affairs, with deep expertise in both the Health & Wellbeing and Security & Defense sectors. Operates across Europe, Middle East (GCC), Latin America, and Asia-linked markets.

Recognized for providing strategic oversight to boards, governments and multinational organizations in highly regulated and geopolitically sensitive environments.

Proven ability to bridge public and private sectors, align corporate strategy with geopolitical realities, and build trusted institutional relationships.

Strong background in corporate diplomacy, risk oversight, and reputational governance, with a human-centered approach to driving transformational change and social impact.

KEY COMPETENCES

Health, Wellbeing & Sustainability Innovation

Leads the creation of luxury wellness destinations in Saudi Arabia and consults on integrative medicine and longevity projects across Europe and the Middle East. Drove the entry of Europe's largest hospital group into the UN Global Compact and led the establishment of the first City of Health and Wellbeing in Southern Europe.

Security & Defense Governance

Founder and lead of the Security & Defense vertical at the GCC Board of Directors Institute, integrating geopolitics, corporate governance, and board oversight for security-related sectors across the Gulf region.

Strategic Transformation Projects

Senior executive role at NEOM (Saudi Arabia), contributing to state-led transformation projects. Leads strategic initiatives shaping NEOM's masterplan, including THE LINE and luxury wellness islands like Susha and Sindalah.

Government & Institutional Advisory

Trusted advisor to the Spanish Government, European institutions, and Saudi entities on governance, sustainability, health systems, and institutional strategy.

Board & Advisory Experience

Extensive experience across foundations, think tanks, and multinational environments, including health councils, UNESCO, and bilateral committees.

RESUME

- Specialized in Corporate Governance, Geopolitics, ESG, Health & Wellbeing, and International Public Affairs.
- Member of Boards where expertise in Health, Security, Corporate Governance, and Public Affairs is required.
- Leads strategic initiatives bridging Europe, Middle East, and international markets.
- TEDx Speaker on leadership, governance, health, and wellbeing.

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BOARD & ADVISORY EXPERIENCE

2025-Present	Member of the Mental Health Committee – NEOM
2025-Present	Board Member & Founder – Security and Defense Vertical at GCC Board of Directors Institute (GCC BDI)
2024-Present	Value Ambassador Member Committee – NEOM
2023-Present	Member – Saudi-Spanish Bilateral Committee, Spanish Embassy, Riyadh (Saudi Arabia)
2023-Present	Board Member – UNESCO Chair, Social & Solidarity Economy
2022-Present	Founder Member – Juno House (First private club for entrepreneur women in Barcelona)
2019-2023	PortAventura Foundation Trustee – Investindustrial Group
2018-2023	Health Council of the Ministry of Health of the Government of Spain
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 – First Women Gourmet Entity of Spain

EXECUTIVE EXPERIENCE – NEOM (SAUDI ARABIA)

2023-PRESENT | Senior Executive | Strategic & Institutional Affairs | Urban Planning

NEOM – PIF (Saudi Arabia)

Member of the executive team supporting large-scale territorial, infrastructure, and urban development projects with global strategic and geopolitical relevance. Contributes to flagship megaprojects, including THE LINE, the Gulf of Aqaba, Tiran, museums, and over 20 luxury islands such as Susha and Sindalah, designed as international hubs for wellness, prevention, and longevity. Leads internal stakeholder relations as a member of the NEOM Value Ambassador program. Member of the Mental Health Committee.

EXECUTIVE EXPERIENCE – HEALTHCARE SECTOR

2015-2019 QUIRÓNSALUD – FRESENIUS GROUP

Corporate Director – ESG & Foundation. A company with 35,000 employees, 47 hospitals and €2.7 billion turnover.

- Led group-wide ESG, compliance, and governance frameworks for a multinational healthcare group. Established CSR and compliance structures, chaired governance committees.
- Delivered Spain's first GRI report in the healthcare sector, aligned the group with international standards. First woman to secure the entry of Europe's largest hospital group into the UN Global Compact.
- As General Manager of the Foundation, defined clinical trials strategy, built partnerships with pharmaceutical companies, led high-impact social initiatives.

2019-2023 ATHENA HEALTHCARE GROUP | Founder & Partner

Strategic advisory to companies and public institutions on governance, ESG, institutional relations, and international positioning. Led cross-border projects across Europe and Latin America, including COVID-19 crisis management and international healthcare initiatives. The group's work during the pandemic was recognized by Stanford University.

EXPERIENCE IN THE COMMUNICATION AND INSTITUTIONAL SECTOR

2005-2010 CEU FOUNDATION – Abat Oliba University | Director of Communication & External Relations

Led institutional positioning and reputation management, developed international academic agreements between the USA and Spain, drove high-level media strategy and institutional growth, and served as a columnist and opinion leader in Spanish and international media on geopolitics, governance, and public affairs.

2007-2010 OSTOS & SOLA AGENCY (Spain & Latin America) | Director of Strategic Planning Political Campaigns

Senior leadership roles in national and international election campaigns across Spain, Mexico, and Ecuador, with executive responsibility for strategy, messaging, and stakeholder engagement in complex political environments.

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EXPERIENCE IN THE LEGAL SECTOR AND PUBLIC ADMINISTRATION

2000-2007 PARLAMENT OF CATALONIA – GOVERNMENT OF CATALONIA | Member of the legal team

Led legislative drafting and review, advising parliamentary groups and MPs across committees and plenary sessions. Drove legislative strategy, institutional negotiation, and political governance, coordinating with communication teams to translate policy decisions into effective public positioning.

ACADEMIC & THOUGHT LEADERSHIP

- Associate Lecturer in Master's and Bachelor's degree courses (EAE, URV, CEU and Arkansa Universities)
- Lecturer on Geopolitics, ESG, Corporate Diplomacy and Health (UNIR, Fundación Liderar con Sentido Común)
- TEDx Speaker on leadership, governance, health, and wellbeing

EDUCATION & EXECUTIVE TRAINING

Nebrija University

Geopolitics and Global Security

PWC Spain

Women to Watch Programme – Boards of Directors

IESE

Sustainability and ESG Program Degree

IESE

Advanced Negotiation Strategies Program Degree

ESADE Business School

Master's degree in Health Management

UAO CEU- Abat Oliba University CEU

Master's Degree in Management and Communication of Social Entities

Barcelona Bar Association (ICAB)

Master in Corporate Law

ESPRI

Degree in Protocol and Institutional Relations

UAO CEU- Abat Oliba University

Bachelor's Degree in Law

Escuela de Criminología de Catalunya

Criminology

LANGUAGES

Spanish/Catalan: Native

English: Fluent / Professional

Arabic: Basic level – institutional (GCC)