

MEDIASET *españa.*

ALEJANDRO ECHEVARRIA

Born in Bilbao 1942, he holds a degree in Business Administration from the Technical College of San Sebastián (Deusto University).

As Chairman of the Board of Directors of Mediaset España (formerly Gestevisión Telecinco) a position he has held since May 1996, this professional stage also coincides with the most important development in the history of the channel: for being a pioneer in implementing digital technology in television (drafting the Telecinco News 1998), for being courageous to face the change and evolution of content in line with the preferences of the public, having been effective commercially managing it through its subsidiary Publiespaña, for having made the most successful launch of a stock company in the industry ... A combination of factors that have led to Telecinco being the most watched channel in Spain in the last five years and one of the most profitable networks across Europe.

Before making his brilliant entry into the field of mass media, he held various management positions in automotive and appliance companies and from 1980 when he was appointed CEO of the El Correo Español - El Pueblo Vasco, a newspaper which undertook a major technological renovation plan and publishing, becoming the first in Grupo Correo (afterwards known as Grupo Correo-Prensa Española) and currently Grupo Vocento, one of the three leading multimedia groups in Spain with interests in national press (ABC) regional, radio, Internet and audiovisual production. He is currently a board member of El Diario Vasco, El Diario Montañés and Diario El Correo newspapers and companies as Endesa, Consulnor, CVNE and Willis.

On the other hand, he has also been president of the Union of Commercial Television Partners (UTECA) until March 2011 and then since May 2016 to December 2018. He is Vice President of the Deusto Business School and patron of Fundaciones Novia Salcedo, and In Aid against Drug Addiction. He is also the Vice President of CONR (Forum for Socially Responsible Procurement).

Previously, he was a Board Member of the Office of Justification of Dissemination (OJD), president of SAPISA (Independent Press Auxiliary Services), Colpisa Agency and the Association of Newspaper Editors of Spain (AEDE). He had also been President of the Associate Editors for Independent Television SA (TEVISA) and was a Board member of Antena 3 Television (1898-1994). He was also a member of the Board of the University of Deusto.

His professional work has been recognized with several awards, among which are the Best Basque Businessman (1998), Best Business Management (Future magazine 1998), Company Value Award in Mass Media (Organizing Committee of Company Values, 2000), winner of Cordelles Jaume (ESADE, 2001), Miguel Moya (APM 2009) and Ilustre de Bilbao (Bilbao City

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Council 2009), the Aster Communication award in 2013 and Ramon Rubial outstanding career in 2014.