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03/02/1984

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#### Languages

- Spanish
- English
- French
- Catalan

#### Areas of expertise

- Strategic thinking
- Influence
- Leadership
- Innovation
- Excellence
- Interpersonal skills
- Conflict management
- Decision making

\*Hold European driving license

# Andrés Pina

**Senior Manager:** Corporate Communication, Reputation, CSR, Engagement, Diversity and Crisis Management.

## Experience

### Communications, Operations & Social Innovation Manager (since 2019)

#### Mutualidad de la Abogacía / Foundation (Madrid)

- Launch of the repositioning of the Mutualidad Abogacía Foundation as a key project in the reputational strategy of the Mutualidad de la Abogacía, with a direct report to the Steering Committee
- Management of strategic projects and the Institutional Relations plan
- Content management and coordination of academic-scientific publications
- Spokesperson for the organization regarding social impact and the UN 2030 Agenda
- Media relations and organize corporate events
- Budget management and team coordination (up to 8 people)

### Corporate Communications & CSR Manager (2010-2019)

#### Laureate Education / Universidad Europea (Madrid. Lisbon, Portugal)

- Leadership of the communication area reporting to a member of the Steering Committee for Spain and Portugal
- Definition, coordination and development of international communication projects within the multinational Laureate Education (+20 countries)
- Definition of the institutional communication and CSR strategy for both Spanish and Portuguese markets, crisis management, media relations and spokesperson in forums related to reputation and social impact
- Development of the external relations and influence plan through the public projection of the management team and the faculty
- Planned events with politicians and several business and institutional leaders
- Coordination of internal communication activities and engagement initiatives
- Budget management, team coordination and management of the agency's supporting team (up to 10 people)
- Key projects: leadership of the *Young Social Entrepreneurs Awards* (11 editions), production and original idea of the *Inspirados* documentary, editorial coordination of the book *Be Social* and edition of *ValUE* magazine, both online and offline, as a tool for building trust and reputation

### Press Officer (2009-2010)

#### Air France – KLM Royal Dutch Airlines (Madrid)

- Coordinate media relations and organize corporate events
- Planned press trips to new and consolidated flight destinations

### Corporate Communications Specialist (2008-2009)

#### L'Oréal España (Madrid)

- Coordinate media relations and organize corporate events
- Web content management

## Education

### 2015 International Executive MBA in Business Administration

Bureau Veritas Centro Universitario

### 2014 Master's Degree in Strategic, Corporate and Institutional PR

Universidad Camilo José Cela

### 2007 Bachelor's Degree in Communication

Universidad Complutense de Madrid

+ Teaching Certificate in Spanish Language and Literature