ANDRÉS PINA

COMMUNICATIONS & PUBLIC AFFAIRS LEADERSHIP

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Communications executive with **20 years** of experience across businesses, international organisations and public administration. I align **strategy, reputation and organisational goals**. Experienced in **advising senior leaders**, **crisis management**, brand positioning and team leadership in high-profile environments.

EXPERTISE

Communications strategy
Reputation and trust
Crisis management
Public affairs
Spokesperson and narrative
Brand and purpose
Sustainability and ESG
Digital communications

EDUCATION

Big Data & Business Intelligence
Master's degree · 2024
Next Educación / Isabel I University

International MBA
MBA · 2015
Bureau Veritas

Public, Corporate and Institutional Relations
Master's degree · 2014
Camilo José Cela University

Audiovisual Communication
Licenciatura degree · 2007
UCM / Vrije Universiteit Brussel

TEACHING EXPERIENCE

Communications and Public Affairs
Noaway
EAE Business School
IMF Smart Education
CESMA Business School

LANGUAGES

Spanish · English
French · Catalan

PROFESSIONAL EXPERIENCE

BASQUE GOVERNMENT | *2024 – present* · ***Vitoria-Gasteiz***

Chief of Staff and Director of Communications

Department of Housing and Urban Agenda. Communications strategy and advice to the Minister; coordination of messaging and spokespersons across vice-ministries and public bodies.
• Positioning housing policies and managing issues with high public and media sensitivity.
• Leading the team and integrating the public agenda, media, owned channels and social media: editorial planning, audiences and formats.
• Data-informed communications and preparation of speeches, interviews and public appearances to explain decisions and strengthen accountability.

UNIVERSIDAD ALFONSO X EL SABIO | *2023 – 2024* · ***Madrid***

Head of Brand and Communications

Brand identity and institutional value proposition. Corporate and association partnerships, media relations and events.

ELKARGI SGR | *2022 – 2023* · ***Donostia–San Sebastián***

Director of Communications and Marketing

Brand repositioning and corporate narrative. Leading strategic projects and developing stakeholder engagement in the B2B financial sector.

MUTUALIDAD DE LA ABOGACÍA | *2019 – 2022* · ***Madrid***

Head of Communications, Projects and Sustainability

Spokesperson duties, cross-functional projects, institutional and media relations. Leading the Foundation as a cornerstone of the reputation strategy.

UNIVERSIDAD EUROPEA / Laureate Education, Inc. (NASDAQ: LAUR) | *2010 – 2019* · ***Madrid / Lisbon***

Head of Communications and Sustainability

Institutional communications and CSR strategy in Spain and Portugal. Spokesperson duties, crisis management and international communications projects across the Laureate network.

AIR FRANCE – KLM SPAIN AND PORTUGAL | *2009 – 2010* · ***Madrid / Lisbon***

Communications Officer

L'ORÉAL SPAIN | *2008 – 2009* · ***Madrid***

Communications Officer

DESIGNERS AGAINST AIDS / H&M | *2007 – 2008* · ***Antwerp, Belgium***

PR Assistant