



## MIGUEL LÓPEZ-QUESADA

*Communication & Institutional Affairs Director*

**Miguel López-Quesada** has devoted 15 years of his professional life to communication and advocacy at the largest PR firms in the world (Burson-Marsteller and Weber Shandwick) overseeing international programs aimed at building and protecting reputation for companies, NGOs, political institutions and trade bodies. He has served as Chairman of Weber Shandwick Latín América and CEO of WS Spain and Portugal.

In 2007 he became an in-house communicator at digital champion Zed Group, covering sectors like mobile content, videogames or animation in over 60 markets.

Since 2013, he is in charge of Corporate Communication and Institutional Affairs at Gestamp, the world leader in design, development and manufacturing of metal components for the automotive industry (chassis, body-in-white & mechanisms). With around 100 plants in 20 countries, € 7.000 MM turnover and 33.000 workers, Gestamp is the largest manufacturing company in Spain.

Over his career, he has always been engaged in sector associations, having served as a Board member of the UK based Mobile Entertainment Forum, the American Chamber of Commerce or the Spanish Association of PR Consultancies. Nowadays he is vicepresident of SERNAUTO, the Spanish Association of Automotive Equipments and Components Manufacturers, and he is member of the Governing Council of the British Chamber of Commerce in Spain. Moreover, he is teacher at business schools and universities and author of reference on crisis management.