



Luisa García

Partner & Global CEO of
Corporate Affairs

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BIOGRAFÍA

Luisa is a Partner and CEO of Corporate Affairs at LLYC, the only Spanish-origin firm ranked among the world's top 40 communications companies. Corporate Affairs accounts for over half of LLYC's revenue and is its most profitable division. She serves on the boards of LLYC S.A. and LLYC Partners, the main shareholder group. With over 20 years at LLYC, she has held key leadership roles across Europe and Latin America, including Global COO and CEO for Europe. Recognized by Forbes as one of Spain's 100 Most Influential Women and among Yo Dona's 500 Most Influential Spaniards, Luisa advocates for female visibility and gender equality. She co-authors reports and participates in organizations such as Eje&Con, IWF, Women Forward, and YPO's women's network.



Miguel Lucas

Global Innovation Head
at LLYC

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BIO

Miguel Lucas is a Telecommunications Engineer from the Polytechnic University of Madrid (UPM) and has more than 25 years of experience dedicated to the design and deployment of natural language processing and artificial intelligence solutions for large volumes of data across different projects and sectors at an international level. He has been recognized as the Best Public Relations Professional in Europe at the 2024 PRWeek Global Awards. Currently, he leads the Data Intelligence specialty at LLYC and serves as the Global Innovation Head.

LLORENTE Y CUENCA

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