

## Kreab strengthens its team with two new additions

- ✦ Xavier Cima, *Digital Policy Director*, reinforces the firm's capacity in the area of public affairs
- ✦ Miguel Alba, *Data and Media Director*, will undertake a cross-sectional role, enhancing the advice given to clients in terms of positioning and reputation

**Madrid, 30th November 2018**-Kreab, international communication, reputation and public affairs consultancy founded in Sweden in 1970, strengthens its team in Spain with the additions of Xavi Cima as *Digital Policy Director* and Miguel Alba as *Data and Media Director*.

Xavier Cima replaces Miguel Ferrer, who becomes part of the Kreab Advisory Board, and brings his experience in corporate diplomacy to the consulting firm, as well as an in-depth knowledge of the regulation of the digital sector.

According to Jaime Olmos, Deputy Managing Partner of Kreab in Spain and Partner of Public Affairs, "the commitment to talent has been key to consolidating Kreab as the leading consultant in Public Affairs in Spain. The incorporation of Xavier Cima reinforces the firm's capacity to continue being a reference in the digital economy sector. His role will be fundamental to respond to the needs of clients in this field, who demand solid and qualified professionals with the objective of responding to the regulatory and reputational challenges posed by technological development."

On the other hand, Miguel Alba, as Data and Media Director, will have a cross-sectional role in Kreab. He will contribute to the advice given to Kreab's clients in their positioning and reputation strategies and will bring his experience in managing digital headers, as well as his recognized prestige in the media.

Kreab's incorporations in recent months have been several and very prominent. From Carmen Basagoiti, Managing Partner of Kreab Spain: "Having the best team to be able to provide a high added value service to our customers is among our top priorities. In a market as dynamic as the current one, the response capacity required by our customers is key: both in immediacy and in quality. The incorporation of Xavier and Miguel will help Kreab to consolidate our leadership in such outstanding areas as Communication and Public Affairs, consolidating the excellent growth in revenues and clients seen so far in 2018."

From Eugenio Martinez Bravo, Executive Vice President of Kreab Worldwide and President and CEO of Kreab Spain: "Worldwide, Spain has positioned itself as a benchmark among Kreab's offices. The combination of an international network with the experience of the Spanish team makes Kreab a consultancy that is in the head of companies that are committed to the so-called "glocal management": locally implement global strategies of corporate communication and public affairs.

## Background

**Xavier Cima** graduated in Business Management and Administration from the Open University of Catalonia. In the professional field, he has experience in corporate diplomacy consulting, after being co-founder and director of Diplolicy and Diplodat Technologies. He also has experience in senior management, serving as Chairman of the Board of Directors of Somasrsa, between 2011 and 2016. He is a member of the Association of Economists of Catalonia and member of the Board of Directors of Foment del Treball Nacional, partner of the Círculo de Economía, Barcelona Tech City, ACCID and Twenty50.

At the international level, he is a member of the Royal Institute of International Affairs, Chatham House, London. He has collaborated as a speaker in the "Leadership Conferences" of the International Master in Business and Public Policies organized by the Menéndez Pelayo International University, the College of Civil Engineers, and the Ecole de Ponts Paris Tech. In the political sphere, he was a deputy in the Parliament of Catalonia during the X<sup>a</sup> Legislature, in addition to other elected positions that he undertook locally between 2007 and 2016. "

**Miguel Alba** has a degree in Journalism from the Complutense University of Madrid and a Master in Radio Communication by Onda Cero. He has 24 years of experience in the media - Servimedia, Marca, DT, Esquire, Público - where he held different positions of responsibility. More than eight years of extensive experience in financial and business information. In the last two and a half years, as a director, he has led the growth of the digital newspaper Vozpópuli to one of the leading media of economic information in Spain.

## About Kreab

Kreab is a global Communication, Reputation and Public Affairs consulting firm. It was founded in Sweden in 1970 and has a presence in markets in Europe, Asia, the US, Africa and Latin America. With a portfolio of approximately 500 clients spread across 25 countries, the firm advises its clients on positioning, notoriety and corporate reputation, increasing their ability to influence and generate business.

[www.kreab.com](http://www.kreab.com)

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