

## **Alejandro J. Lorenzo, Protecmedia's new CEO**

The Board of Directors of Protecmedia, in light of the current CEO's approaching retirement, has appointed **Alejandro J. Lorenzo** as the company's new **CEO**. He will replace Manuel Fernando Gómez-Carpintero, who as of this month will start delegating his executive tasks as well the strategic direction of the business, with the aim of making a progressive transition. Manuel Fernando Gómez-Carpintero will continue as president of the company.

Alejandro J. Lorenzo, who up until now filled the position of Director of the Advertisement and Circulation Business Unit, will now be responsible for leading the technological evolution of Protecmedia and the opening of new markets and new customers, firmly betting on new technologies as a basis for achieving profitability in the future of media and editorial companies. Protecmedia's new CEO has a 17-year history within the company, obtaining extensive experience leading deployment teams and, more recently, as director of the Advertisement and Circulation Business Unit. During his period as director of this business unit, its solutions for the comprehensive management of advertising, circulation and digital & print subscriptions were significantly optimized adding a creative and innovative vision and developing successful projects worldwide. He has a higher degree in computer science from the Polytechnic University of Madrid, with a master's degree in Télécom Bretagne (ENST - France).

**Fernando Gómez** has been part of Protecmedia since the company was founded in 1979, dedicating his career to software development up until his appointment as CEO in 2000. Since then, Protecmedia has been able to understand and adapt the rapid process of digital transformation that has involved the journalistic business, designing innovative solutions tailored to our customers' and the industry's needs, and facing the challenge of internationalization of the company.

**Protecmedia** was founded in 1979 in Madrid (Spain). Since then it has deepened its vision of technology as a vital element for the media and press business, today as well as for the future. Currently it has commercial activity in 29 countries and more than 500 customers. With this appointment, the Board of Directors continues to favor the in-house promotion of a professional with knowledge of the company's philosophy, products and market needs.