

ALEJANDRO ECHEVARRIA

As Chairman of the Board of Directors of Telecinco (a position he has held since May 1996) Alejandro Echevarria is the epitome of the institutional representation of the company and that this professional stage of his also coincides with the most important development in the history of the channel: for being a pioneer in implementing digital technology in television (drafting the Telecinco News 1998), for being courageous to face the change and evolution of content in line with the preferences of the public, having been effective commercially managing it through its subsidiary Publiespaña, for having made the most successful launch of a stock company in the industry ... A combination of factors that has led to Telecinco in being the most watched channel in Spain in the last five years and one of the most profitable network across Europe.

Born in Bilbao 1942, he holds a degree in Business Administration from the Technical College of San Sebastián (Deusto University).

Before making his brilliant foray into the field of mass media, he held various management positions in automotive and appliance companies and from 1980 when he was appointed CEO of the El Correo Español - El Pueblo Vasco, a newspaper which undertook a major technological renovation plan and publishing, becoming the first in Grupo Correo (afterwards known as Grupo Correo-Prensa Española) and currently Grupo Vocento, one of the three leading multimedia groups in Spain with interests in national press (ABC) regional, radio, Internet and audiovisual production. He is currently a board member of El Diario Vasco, El Diario Montañés and Diario El Correo newspapers and companies as Endesa, Consulnor, CVNE and Willis.

On the other hand, he has also been president of the Union of Commercial Television Partners (UTECA) until March 2011 and then again since 2016. Is Vice President of the Deusto Business School and member of the jury for the Prince of Asturias Award for Communication and Humanities and patron of Plan Foundations Spain, Novia Salcedo, and In Aid against Drug Addiction. He is also the Vice President of CONR (Forum for Socially Responsible Procurement).

Previously, he was the director of the Office of Justification of Dissemination (OJD), president of SAPISA (Independent Press Auxiliary Services), Colpisa Agency and the Association of Newspaper Editors of Spain (AEDE). He had also been President of the Associate Editors for Independent Television SA (TEVISA) and was a member of the Board of Directors of Antena 3 Television (1898-1994). He was also a member of the Board of the University of Deusto.

His professional work has been recognized with several awards, among which are the Best Basque Businessman (1998), Best Business Management (Future magazine 1998), Company Value Award in Mass Media (Organizing Committee of Company Values , 2000), winner of Cordelles Jaume (ESADE, 2001), Miguel Moya (APM 2009) and Ilustre de Bilbao (Bilbao City Council 2009), the Aster Communication award in 2013 and Ramon Rubial outstanding career in 2014.