

Madrid, 24th May 2016

Mediaset España creates a Digital Media Business Management and appoints Quico Alum Deputy General Manager to CEO Paolo Vasile in Publiespaña

- A mirror structure of the Contents General Management led by Manuel Villanueva in Mediaset España has been created in Publiespaña
- Yago Castillo joined as commercial director of Digital Media

We are about to reach the two year mark of the merger of content and commercial management in Mediaset España under the maximum responsibility of Paolo Vasile, the company has decided to create a mirror structure for Publiespaña analogous to that of the content production led by Manuel Villanueva, with the appointment of Quico Alum as deputy general manager to the CEO, being responsible for managing the sale of advertising. It also creates a Digital Media Business Management for which the company incorporates Yago Castillo as head.

Thus, the organizational structure of Mediaset España is configured with four General Managers dependent on the Group's CEO:

- General Management and Operations, with Massimo Musolino as director.
- General Management of Content, whose maximum responsibility lies with Manuel Villanueva.
- General Management of Advertising, with Quico Alum as Deputy General Manager to the CEO (within the Publiespaña Structure).
- Corporate General Management, dependent on Mario Rodríguez.

Quico Alum holds a degree in Business Administration and his career has been tied to this company since it began in 1989. He has held various roles, always in Publiespaña, he has been promoted since his initial position as an accounts executive until 2006 when he took on the position of General Manager of Marketing and Sales Services.

Yago Castillo He holds a degree in Economics and Business from the University of Granada and has an MBA from Instituto de Empresa. He has extensive experience in the commercial field after working in companies such as Telefonica, Vocento, Terra, Microsoft and Jobandtalent.

- Photographic material of Quico Alum and Yago Castillo is sent by email

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