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## **Alfonso Rodés Vilà**

### **Board Member, Havas Group**

### **Chairman, Havas Group Spain**

### **Chairman, Havas Media Group**

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Previous to his move into Havas Group, Alfonso accrued over 15 years experience in the banking sector.

Alfonso's progress within the Havas Media Group team started over 20 years ago in 1996 with his appointment as Chief Corporate Development Officer of MPG. At that stage MPG was operational in Spain, Portugal and Mexico.

In 2001, with the group operating in over 13 markets, he also became Chief Executive Officer of MPG for Spain and Southern Europe. During this time, the Spanish office doubled in size in both revenue and client portfolio.

Alfonso became CEO of Havas Media Group, the global media network of Havas, in 2006. With over 8,000 employees and working with over 1,000 international clients including Danone, Orange, Grupo Carso, Hyundai Kia, Reckitt, Sears, Michelin, Swarovski, Philips, Telefónica, LG Electronics and Emirates.

In March 2011, Alfonso was appointed Deputy CEO, Havas Group and in 2016 was appointed Chairman of Havas Group Spain as the group moved forward with its integration strategy. In November 2017, Alfonso was appointed Chairman of Havas Media Group.

Alfonso is board member of a variety of different companies, foundations and NGO's. He has a passion for gastronomy, skiing, mountain biking and mountain walking and a strong fan of FC Barcelona. When he is not travelling, he lives in Barcelona with his wife and three children.