



# DIEGO ANTOÑANZAS

REALITY – EXPECTATIONS =  
HAPPINESS

Wide professional experience as a Marketing and communications leader in multinational environments . Large Professional and institutional network in the FMCG area and in public Organizations. Digital Transformation and Marketing 3.0 expert.

## EDUCATION

### UNIVERSIDAD COMPLUTENSE

1990-1994 | DEGREE IN BUSINESS ADMINISTRATION AND MARKETING

### ESCUELA EUROPEA DE COACHING

2020 - EXECUTIVE COACHING DEGREE BY INTERNATIONAL COACH FEDERATION

## SKILLS

- Complex communication
- Business Strategy
- Emotional intelligence
- Flexibility and adaptability
- Digital Transformation
- Creativity
- Customer focus / People oriented

## A PASSION

- Leading Strategic Cross-functional transformation projects

## EXPERIENCE

2013-  
Today

### DIEGOANTONANZAS.COM TRANSFORMATION LEADER

- Public Speaking ( Digital Transformation , Leadership)
- Executive mentoring / coaching
- Convinced Knowmad
- Madrid and You Entrepreneurship

2005-  
2013

### HEINEKEN ESPAÑA PUBLIC AFFAIRS AND COMMUNICATIONS DIRECTOR

- Worked closed to CEO and marketing team to build the Communications strategy, Company Vision, Sustainability strategy and Marketing plans

1999-  
2005

### SIEMENS ESPAÑA MARKETING DEPUTY MANAGER

1997-  
1999

### COMUNICA MAS A ACCOUNT EXECUTIVE