

BIOGRAPHY

Alicia is Executive advisor in the Minister Cabinet, Ministry of Industry, Energy and Tourism. She's leading the Telecommunications, Information Society and Digital Contents.

She holds a Master's Degree in Finance (September 2010) and is currently working on PhD related to Corporate Governance. Alicia was awarded with Beta Gamma Sigma (a world's highest recognition a business student can receive)

MBA, Part-time at ESADE Business School (awarded best student in the class 2005)

Bachelor's and MSc in Chemical Engineering (1999)

After graduating from "Institut Quimic de Sarria", Alicia joined the French oil company "TOTALFINAELF" as a process engineer. She got international assignments related to Plant Operations (Lyon, Philadelphia, Barcelona and Canton). She left "TotalfinaElf" as an Industrial Manager in a Petrochemical Business Unit, in Brussels.

She joined Accenture in the management consulting area as a senior experienced project manager where spent 7 years leading the operations improvement and management projects.

On January 2012, Alicia decided to leave Accenture to join the public sector and use her knowledge and experience to help her country. The main drivers were:

- Strong commitment with her country: she wants to give Spain back what Spain gave her: education, strong professional career, international background
- To introduce technology in the General Administration process to provide effectiveness to society and also improve quality of life of citizens, which is a principle of the European Constitution.
- To transmit why technology improves democracy is mainly because it:
 - allows participation of new channels: blogs, twitter, chats...
 - reduces education barriers, so everyone can have access to the culture.
 - generates more opinions on political topics and brings new political actions

Alicia has worked in 3 continents that will shape our future (USA, Europe and Asia).

She has always been very responsible in using her influential and motivational skills to initiate and implement changes. From small petrochemicals plants to entire business transformation programs, Alicia was chosen to be a role model of positive behaviors, and pave the way for smooth transitions.

Alicia supports philanthropic causes. She is involved in community services, in "Caritas" ("Charity"), helping in the dining hall and also in cultural services, as a MOMA's friend and Museo del Prado friend, that gives her the opportunity to participate and support modern and contemporary art programs.

SHORT STATEMENT AS A DIGITAL CHAMPION

Alicia is highly committed to become useful as Digital Champion. She was involved in the development of the Digital Agenda for Spain.

This initiative is based on the Digital Agenda for Europe that pretends to be the Government's strategy to develop digital economy and society in Spain.

This strategy is thought as the umbrella of all the Government's actions in terms of Telecommunications and Information Society. The Agenda is jointly managed by the Ministry of Industry, Energy and Tourism and the Ministry of Finance and Public Administration Bodies.

The major six goals of the Agenda are as follows:

- 1. Foster the deployment of ultra-fast networks**
- 2. Develop digital economy**
- 3. Improve electronic administration and digital public services**
- 4. Reinforce confidence in the digital sector**
- 5. Boost R+D+i in future industries**
- 6. Support digital inclusion and training of new ICT professionals**

As a Digital Champion, Alicia would focus on:

- Digital Single Market in Spain and Europe to retrieve competitiveness**
- Digital inclusion to increase the on-line participation of the citizens in companies, especially SME's.**
- Digital Jobs initiative since it will improve or provide better jobs to the Spanish citizens**
- She also considers a priority the national broadband deployment plan that is being prepared. This plan will set a good infrastructure network to support and to develop the digital economy.**