



Andrea Monge named CEO of the US subsidiary, Fernando Rodés replaces her as Group CEO

Madrid, 18 December 2024 – 5:45pm - ISPD (ISIN ES0109429037), a global cognitive marketing group, announces the appointment of Andrea Monge, who has been CEO of the Group since October 2019, as CEO of the US subsidiary Digilant to dedicate all her leadership talent to the activities in the US zone, which is of major importance to the Group. She will remain a member of the Board of Directors.

Fernando Rodés replaces her as Group Chief Executive Officer (CEO) with effect from 16 December 2024. He retains his position as Executive Chairman and therefore becomes Chairman and Chief Executive Officer.

"The US market is a key market for the Group: the opportunities are huge and the challenges are numerous. We have therefore asked Andrea, who is based in New York, to focus her leadership on the US business. Her efforts are already bearing fruit and I am taking over the role of Group CEO to enable her to focus fully on the development and management of Digilant," says Fernando Rodés, Chairman and CEO of ISPD.

About ISPD

ISPD is a marketing and communications services group that reshapes the relationship between people and brands. Our agencies combine cognitive science and creativity to offer comprehensive solutions to our clients. We have a multidisciplinary team of over 500 experts in research, data science, storytelling, shopper marketing, gaming, media, technology solutions and consulting to deliver innovative results for our clients. The group is listed on Euronext Growth, Paris (ALISP).

If you want to know more, visit us at ispd.com

Contact

ISPD

Jordi Ustrell

jordi.ustrell@ispd.com

shareholders@ispd.com accionistas@ispd.com

CALYPTUS

Mathieu CALLEUX / Darius DINU

Tél. : +33 1 53 65 68 68

ispd@calyptus.net