



# Miguel de Reina

Sales & Business Development Director, Expressive Media  
Projects & Former Manager of Google Spain



## CSA CELEBRITY SPEAKERS

Miguel de Reina was the first employee and Country Manager of Google sales office in Spain (2003-2006). He has also worked as an e-Commerce Sales Director of Terra. He is currently a member of the Board of Advisors, and independent director of Traffic4u Spain, and commercial director of Expressive Media Projects. He is Professor of Marketing at the Digital Enterprise Institute.

**"The important element are PEOPLE" Miguel de Reina**

### In detail

Miguel de Reina studied at the IESE Business School, University of Navarra, IE (Instituto de Empresa) and ESIC: Master Marketing, Sales and Mass Media. Previously he was Sales Director at Antevenio (Media Planning Group) and Deputy Director of Advertising at Hachette Filipacchi (Interdeco).

### What he offers you

Miguel de Reina believes that effort towards a transparent communication flow in all directions is crucial. In his invaluable presentations Miguel de Reina provides a unique perspective about the most important developments on e-commerce, marketing to those who want to improve the position of their business.

### How he presents

His savvy presentations are delivered in a clear and incisive manner.

### Languages

He presents in Spanish & English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Topics

New Technologies  
Digital Marketing  
Opening New Markets  
Technological Innovation  
Marketing  
Sales  
eBusiness  
Internet