Gestamp appoints Mireia Arroyo as Communication, Marketing & Public Affairs Corporate Director

Madrid. June 15, 2023. Gestamp, the Spanish multinational company specialized in the design, development and manufacture of highly engineered metal components for the automotive industry, has appointed Mireia Arroyo de la Parte, until now head of Institutional Relations of the company, as Corporate Director of Communication, Marketing and Public Affairs. In her new position, she will lead the relationship with the different public-private entities in the countries where Gestamp operates, coordinate the integral management with the media, as well as corporate communication, reputation and brand development, essentials for the achievement of the company's business objectives. Arroyo will report directly to the executive chairman.

Mireia began her journey in Gestamp in 2018, after an extensive career in the field of communications and public affairs. After some early years in teaching, she developed an intense career in television coordinating the News and Debate Services of the Promecal Group and participating in several editorial tribunes. Later, in the public sector, she worked for nine years as advisor to the president of the Junta de Castilla y León.

"I take on this new challenge with enthusiasm for the opportunity to lead a team of extraordinary professionals, precisely at a time when communication must be, more than ever, at the service of the company's strategy", Mireia says about her appointment. "The automotive industry is in full transformation towards the new mobility, which means great opportunities for Gestamp Therefore, generating new alliances, and continuing integrating concepts such as reputation, culture, transparency, sustainability, innovation, purpose, regulatory changes or technology, is an extraordinary challenge for those responsible for communication and public affairs".

In addition to her responsibilities at Gestamp, Mireia is Vice President of the Automotive Cluster of Catalonia (CIAC), and member of the Boards of Dircom, Sernauto, ASEPA, Spanish Association of Managers, Spanish Exporters and Investors Club, as well as part of the Advisory Board of Faconauto Woman.

Mireia holds a degree in Education Sciences from Ramón Llull University and a Master's Degree in Educational Center Management from the University of Barcelona. She also has a diploma in Public Affairs from the International School of Protocol, and has completed the Executive Programs in Public Leadership at IE Business School, IESE, ICADE-MAS Consulting, and the University of Deusto; as well as the Senior Executive Program in ESG Management at LLYC.

Corporate Communication, Marketing and Institutional Affairs

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About Gestamp

Gestamp is a multinational specialized in the design, development and manufacture of highly engineered metal components for the main vehicle manufacturers. It develops products with an innovative design to produce lighter and safer vehicles, which offer lower energy consumption and a lower environmental impact. Its products cover the areas of BiW, chassis and mechanisms.

The company is present in 24 countries with more than 100 production plants, 13 R&D centers and a workforce of nearly 43,000 employees worldwide. Its turnover in 2022 was €10,726 million. Gestamp is listed on the Spanish stock exchange under the ticker GEST.

For more information about Gestamp:

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