

ISPD Strengthens Its Governance with the Appointment of Albert Llorens as Chief Executive Officer

Barcelona, May 29th, 2026. ISPD (ES0109429037, EPA:ALISP), a global communications and marketing services company, announces the appointment, by the Board of Directors and upon the recommendation of Fernando Rodés, the company's founder and Executive Chairman, of Albert Llorens as Chief Executive Officer (CEO). This decision aims to accelerate the company's strategic evolution and strengthen its growth ambitions and presence in the various markets where it operates. This appointment takes effect on June 1, 2026.

Albert, who has served as Chief Product & Strategy Officer at ISPD since October 2025, has over sixteen years of experience in the marketing and technology sectors. Before joining ISPD, he held leadership roles at several leading companies in the sector, including Semrush (Director of Growth), the fintech firm BNC10 (Founder and CEO), Parlem Telecom (Director of Growth), and CaixaBank Digital Business (Head of Business Development and Growth, and Head of Media during the launch of ImaginBank).

Albert holds a Master's degree in Business Administration from IESE Business School and a Master's degree in Strategic Communication from Ramon Llull University. He also holds a bachelor's degree in Advertising and Public Relations and a bachelor's degree in Market Research (both from University of Barcelona).

This appointment marks the culmination of a rigorous selection process, involving both internal and external candidates, as well as the transition to a management team now led by Albert, which began over a year ago.

Regarding this appointment, Fernando Rodés stated: *"This is a very important and exciting moment for ISPD, which, after a phase of consolidating all its business sectors and markets, is embarking on a new stage. I have had the pleasure of working closely with Albert over the past nine months, and I have witnessed his outstanding qualities, both personally and professionally. He is an enthusiastic, intelligent, and competent individual who always places people—the foundation of our company—at the heart of decision-making. The Board of Directors of ISP (ISPD's majority shareholder) and that of ISPD, as well as all members of its Executive Committee, are convinced that Albert is the ideal person to lead ISPD into this promising new phase, which will begin next Monday, June 1."*

Fernando Rodés retains the position and duties of Executive Chairman, which he will continue to share on the Board with Jordi Ustrell (Chief Financial Officer) and Andrea Monge (CEO North America), and from now on, with Albert Llorens.

For his part, Albert Llorens stated: *"We operate with various leading brands in Europe, the United States, and Latin America, with an extraordinary team. I've had the privilege of working with the various executives on ISPD's 2026–2029 strategic plan, and now comes the most exciting part: bringing that plan to life."*



The starting point is our recent recognition as the top independent agency in Spain, and we now aim to expand that leadership by accelerating our growth in other markets.

Looking ahead, we will maintain a strong focus on our proprietary technology and strategic partnerships, while accelerating the adoption of an "AI First" culture to further strengthen the capabilities of our team.

We are an active driver of the industry's transformation, and we will continue to help more clients and brands around the world generate the best possible return on investment from their media and marketing spend."

Next dates:

Annual General Meeting	29 June 2026
H1 2026 revenues	29 July 2026
H1 2026 results	13 October 2026

About ISPD

ISPD is a leader in strategic communication, marketing and advanced AI solutions, reshaping the relationship between people and brands. With a clear vision for digital transformation, we work alongside our clients to co-create value, driven by a deep commitment to sustainability and generating a positive impact on people and the planet.

Our multidisciplinary team, comprising over 500 experts in research, data science, storytelling, shopper marketing, gaming, media, technology and consultancy, comes together to deliver comprehensive and innovative solutions. We are listed on Euronext Growth, Paris (ALISP). Find out more at ispd.com or on our [LinkedIn page](#).

Contact

ISPD

Jordi Ustrell

jordi.ustrell@ispd.com

shareholders@ispd.com accionistas@ispd.com

ACTUS

Mathieu CALLEUX / Darius DINU

Tél. : +33 1 53 65 68 68

ispd@actus.fr