

Izertis strengthens its management team to further its international expansion and specialisation

- The technology consultancy firm incorporates five new experienced professionals to strengthen strategic areas of the company.
- The new directors are Roberto Delgado Prieto, Chief International Officer; Carlos Gómez Castro, Director IA&DATA; Imma Haro Mata, Global Marketing Director; Isabel Iglesias Rodríguez, Director of Operations Office; y Carlos María Recasens, Director BU Midmarket

06 November 2024. International expansion, specialisation in strategic sectors and talent. These are the three main keys to the 2027 Strategic Plan, with which the Spanish technology consultancy Izertis expects to reach 250 million euros in revenue and 33 million euros in ebitda. Its consolidation as a global company is based on a solid strategy that focuses on the main markets in Europe and North America and on large multinational clients, and which requires continuing to add professional profiles with a proven track record. These are: **Roberto Delgado Prieto**, Chief International Officer; **Carlos Gómez Castro**, Director IA&DATA; **Imma Haro Mata**, Global Marketing Director; **Isabel Iglesias Rodríguez**, Director of Operations Office; and **Carlos María Recasens**, Director BU Midmarket.

The reinforcement of the company's management team comes with five people with long and consolidated professional careers who will not only bring to Izertis their experience, technical skills and leadership capacity, but will also enrich the corporate culture with innovative ideas that will favour the company's national and international growth line.

These are the new directors of Izertis:

- **Roberto Delgado Prieto. Chief International Officer and member of the management committee of Izertis.** Telecommunications Engineer from the Polytechnic University of Madrid (UPM), he has almost 30 years of international experience in different IT consulting companies. He started his professional career at Accenture and then joined Everis (NTT DATA), where he reached the position of partner. He then became an associate director at Axis Corporate, developing the Telecom and Utilities sector, before joining CA Technologies, where he was responsible for global business development for Telefónica. His last professional stage has been linked to Entelgy, as Country Manager of the Brazil office and Managing Director of the international business. His role at Izertis will be crucial in the expansion and management of the company globally, identifying opportunities, establishing strategic alliances and managing the operations that underpin this international development.
- **Carlos Gómez Castro. Director of the AI & data area at Izertis.** He comes from Deloitte where he was a director, leading the Data Analytics practice in Financial Advisory, and responsible for business development in advanced analytics services and internal process optimisation. Previously, he was Chief Data Officer of Gloval Group and CEO of Gloval Analytics, a subsidiary focused on real estate analytics using Big Data and Artificial Intelligence. Carlos created Gloval Analytics from scratch to facilitate the group's digital transformation, optimise internal processes and develop advanced products and services with in-house and external data. He was also head of Advanced Analytics at KPMG. At Izertis he will be responsible for defining, supervising and coordinating the business strategy in the field of artificial intelligence and data, leveraging its potential to drive growth and innovation in the technology consultancy.
- **Imma Haro Mata. General Manager Marketing.** Specialist in innovation, marketing and communication, with more than 20 years of experience in the sector. For most of her

career she has led the agency Havas Creative Barcelona, as Managing Director, and in the last 4 years she has been in charge, in the consulting firm LLYC (Llorente y Cuenca), among others, of the Senior Management of Marketing Services EU for the business development of the areas of Growth & transformation, IA/Deep Learning, Brand&Ad, Digital, Paid & Performance. At Izertis, she will take on the role of Chief Marketing Officer at a global level to help drive its national and international expansion.

- **Isabel Iglesias Rodríguez. Director of Operations Office.** With an extensive professional background and experience in process optimisation and multidisciplinary team management, she has played key roles in companies such as Knowmad mood, where he led the Delivery department ensuring excellence in service performance and strategic optimisation. In addition, she was PMO Manager at Goal Systems, driving large-scale international projects. His ability to manage complex operations and his focus on results have been key to his career. At Izertis, she will lead the Operations Office, in charge of strengthening operational efficiency and optimising the organisation's processes to achieve our strategic objectives.
- **Carlos María Recasens: Director BU Midmarket.** IT sales professional with 18 years of experience. After more than a decade as a multi-sector Key Account Manager at Anadat Technology, he prepared himself for the next step: commercial management. After completing higher programmes in sales management and marketing management, he obtained the GESCO postgraduate degree from ESIC. As Head of Sales, he led a team of 12 people achieving double digit growth year on year for the last 4 years. At Izertis, he will head the MidMarket Business Unit with the challenge of growing the client portfolio, identifying new opportunities within the mid-size segment, adapting strategies and driving the adoption of new innovative technologies.

Five profiles of professional excellence, whose training and commitment will be essential to continue driving the growth and technological innovation of the Spanish technology consultancy in compliance with its Strategic Plan 2027.

Progress in 2024

Throughout 2024, Izertis has strengthened its international position by closing two major operations in the UK and Switzerland and integrating two companies: the British company Projecting, which works with financial services organisations mainly in the UK, and the Swiss company Digiswit, which offers IT consultancy services, and whose experience extends to the luxury, sports and maritime transport sectors.

It has also strengthened its presence in the capital markets with the entry of the Anémona Group, an investment company chaired by Pablo Arnús, which made the largest investment in the capital of Izertis, acquiring 6% of the company's shares, and, subsequently, with the arrival of the investment fund Gay-Lussac Gestión, an independent asset management company present in France since 1995, dedicated to investing in small and medium-sized European companies, with an initial investment of 640,000 euros, which they plan to increase. On 25 November, Izertis will celebrate 5 years since its listing on BME Growth (formerly MAB).

About Izertis

Izertis is a technology consultancy that offers high added value solutions through a complete portfolio of technological and methodological capabilities, standing out in environments such as AI, Cybersecurity, Data & Intelligence, Customer Experience, DevOps, Cloud, Software Engineering, Quality Assurance, Hyper Automation, IT Sourcing, Business Solutions, Blockchain, Project & IT Governance and other enabling technologies for digital metamorphosis processes.

Founded in 1996, **Izertis** currently employs around 2,000 professionals in its offices in Europe and America. In November 2019, he joined BME Growth.

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