

BIOGRAFÍA

JUAN RIVA DE ALDAMA

Juan is founder and CEO of Multiplatform Content (MPC), which is content a production and Distribution Company for Cinema, TV and Social Media. That works with major international brands such as Telefonica, Pernod Ricard, FNAC... developing and executing their online strategy and digital transformation. With offices in Spain and Latin America.

He is also member of the board of several entertainment and finance companies. He is also a frequent conference speaker of the digital and innovation arena, and serial investor in technology related companies.

Previously he founded and managed Alegria Comunicación, a marketing Solutions company which he sold to a group of private investors.

From 1999 to 2002 he was managing director for New Media of Telefónica Media, where he worked in the creation of the largest Spanish speaking audio visual consortium in the world, being part of the executive committee. At the same time, since 1997 he was member of the executive committee of Antena 3 TV, managing Corporate Development and New Media. He was also member of the board of several companies such as ST Hilo, Mediapark, Movierecord, Rodven or BBVA Tickets among others.

Before joining the media sector, he developed his career in investment banking, working for Credit Suisse and Bankers Trust in London and New York.

On the personal side, Juan tries to return to society contributing with the Foundation Nantik Lum which he founded and chairs, an NGO which focuses on microcredits for women with projects in Central America and Spain.

BA in business administration cum laude by EBS (European Business School) and EMP by Stanford Graduate School of Business and Entrepreneurship program at Harvard Business School.

He is very happily married and has 3 young sons.