



## Mango appoints Doris Casares as its new External Communications, Institutional Relations and Public Affairs Director

- Casares, who will join the company on 2 September from the Iberostar Group, has more than 20 years' experience in building and managing corporate reputation for national and international organisations.
- The new director, who will be member of the executive committee of the company and report directly to the CEO, Toni Ruiz, will enable Mango to strengthen its corporate communications and public affairs strategy on a global level and will contribute to the attainment of the objectives set out in its Strategic Plan 2024-2026.

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Mango, one of Europe's leading fashion groups, has announced the appointment of Doris Casares as its new Director of External Communications, Institutional Relations and Public Affairs, reporting directly to the CEO Toni Ruiz.

Casares, who will join the company on 2 September from the Iberostar Group, has more than 20 years' experience in building and managing corporate reputation for national and international organisations. In her new role, she will be part of the company's executive committee, will develop and implement the global strategy for corporate communications, institutional relations, public affairs and social action in the more than 115 markets in which Mango is present and will contribute to the attainment of the objectives set out in its Strategic Plan 2024-2026.

For the CEO of Mango, Toni Ruiz, "the incorporation of Doris to the Mango management team is a reflection of our commitment to strategic communication when it comes to elevating our value proposition, designed in Barcelona, sustainable, differential and high-quality. quality. We are convinced that her incorporation will reinforce our 4E plan, contributing to business excellence and the positioning of the brand internationally."

With a degree in Communication from the University of Navarra and training at prestigious national and international business schools in the areas of Sustainability, Marketing and Communication, Casares has a solid track record of more than two decades in international companies, where she has held management positions in countries such as Spain, Belgium and the USA, leading global teams and developing communication strategies in very diverse sectors (pharma, hospitality, innovation, banking, consumer goods, etc.). Likewise, Casares has received the Global Alliance and University of Nebrija Award for Best Communication Management in Spain 2023.

Her recent projects include the development of the Iberostar Group's Communication and Public Affairs strategy at international level, including the design and communication plan for the strategic alliance with Intercontinental Hotels Group in 2022; the creation and implementation of the Global Marketing and Communication department of the innovation firm Opinno; and the management of the AstraZeneca Foundation in Spain, where she was also Director of Communication and External Relations, coordinating the international Nobel Prize Inspiration Initiative with the Nobel Academy in Sweden.

# MANGO

Member of the ESADE Promociona Programme DE and with a Master's Degree in Marketing and Commercial Management from ESIC, Casares also holds a PDD in Public Affairs from ICADE and in Digital Transformation from ISDI and Harvard University. She is currently part of the LEAP programme of World Business Council for Sustainable Development (WBCSD) in partnership with ESADE, the Yale School of Management and the Singapore School of Management.

She is also a mentor for the Promociona Project at ESADE and CEOE for the acceleration of women in senior management positions. She has been a member of the Board of Directors and Member of the Board of Commitment of the Association of Communication Managers in Spain (DIRCOM), and President of the Association of Communicators of the Pharmaceutical Industry (ACOIF).

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*Mango, one of Europe's leading fashion groups, is a global company with design and creativity at the heart of its model and a strategy based on constant innovation, the pursuit of sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2023 with a turnover of 3.1 billion euros, with 33% of its business coming from the online channel, and a presence in more than 115 markets. More information at [mangofashiongroup.com](http://mangofashiongroup.com)*