

**Leire Jiménez Ayesa**  
**CEO of MAWDY**

**Personal details**

**Full name:** Leire Jiménez Ayesa

**Place and date of birth:** August 7, 1980, Pamplona

**Education:**

- Undergraduate Degree in Business Administration & Humanities (Deusto University, Spain).
- Masters Degree in International Relations (Flinders University, Australia).

**Main positions:**

- CEO of MAWDY (since January 2023).

**Other positions:**

- Group Chief Innovation Officer (since September 2024).
- Secretary and advisory Board Member for Technology, Innovation and Transformation at Mapfre (since November 2024).

**Previous positions:**

- CEO of Mapfre Asistencia (January 2019 – December 2022)
- CEO of Insureandgo (January 2018 - December 2018).
- CEO of Abraxas (United Kingdom) (January 2018 - December 2018).
- Regional Manager Eurasia Mapfre Asistencia and Assistant General Manager Mapfre Asistencia (January 2018 - December 2018).
- CEO of the APAC Regional Area (January 2014 – December 2017)
- General Manager of Mapfre Asistencia in China (July 2012 - January 2014).
- Manager of Mapfre Asistencia business development in France (February 2012 - July 2012).
- Manager of Travel Insurance at Mapfre Asistencia UK (2010 - 2012).
- Head of eCommerce and business development at Mapfre Asistencia UK (2008 - 2010).
- Head of business development in the sales area for Travel Insurance and Warranty at Mapfre Asistencia UK (2006 - 2008).