



## **JOSÉ MARÍA ROMERO LORA**

**CEO of the LATAM NORTH Regional Area**

### **Personal information:**

Name: José María Romero Lora

Date and place of birth: August 25, 1967 in Seville.

### **Education and training:**

Business Sciences. University of Seville

Masters in Business Management and Marketing. King Juan Carlos University, Madrid

Management Development Program. Esade Business School

### **Main roles:**

CEO of MAPFRE's LATAM NORTH Regional Area (as of January 2021)

CEO of MAPFRE MEXICO (as of January 2021)

### **Previous roles:**

CEO of MAPFRE's Central America Subregion and Dominican Republic (2020)

Sales Manager, MAPFRE Mexico (2016–2019)

MAPFRE Territorial Manager in Extremadura (2009–2015)

Manager of the Cadiz-Ceuta Sub-center (2005–2009)