



GRUPO PIÑERO

Encarna Piñero

CEO Chief Executive Officer Grupo Piñero

Encarna Piñero is passionate about the tourism sector and convinced of the need for **transformational leadership** that develops people's skills and talent, which makes her committed to **diversity, innovation and business sustainability**. Based on her own experience of running a family business, she knows how important it is for values and learning to be passed on from generation to generation, which is why she believes in the need to bring the sector closer to the new generations in order to leave a **legacy of passion and professional excellence** that will continue to build the tourism sector.

Woman, mother of four, entrepreneur and runner.



Encarna Piñero

Training

Degree in Economics from San Pablo CEU University.
Master in Business Administration (MBA) from Instituto de Empresa.
Otto Walter International Executive In Leadership and People Management.
Women to Watch Program: “From female executive to CEO” given by PwC España.



Professional Background

- Currently CEO and Co-owner of Grupo Piñero.
- President of Inverotel.
- Member of BBVA's Regional Advisory Board.
- Advisor for the Balearic Islands of the Association for Management Progress (APD).
- Member of the Territorial Advisory Board of CaixaBank Baleares.
- 27 years performing executive duties in Grupo Piñero, a family-owned tourism group and one of the leading companies in the sun & sand segment in the Caribbean.
- Member of Conestur (Spanish Tourism Council of the Ministry of Tourism of Spain) from 2017 to 2019.
- Executive Vice President of Grupo Piñero in 2007.

More than 20 years working in the tourism sector.

Notable presence as a spokesperson in lectures and presentations at national and international forums.

Spokesperson in the media with more than 300 appearances in the last year.

Member of important organizations and institutions in the tourism industry.

Industry Forums and Events

2023

- Roundtable “ESG Strategy in the Tourism Sector. The CEO’s Vision” at the ESG Forum, organized by PWC together with Expansión (March 2023).
- Participation in the Tourism Roundtable “Tourism in Ibero-America: The great driver for recovery”. At the Ibero-American Summit of Heads of State and Government, held in Santo Domingo, Dominican Republic (March 2023).
- Participation in Fitur Woman sharing “ The vision of inclusion in tourism” (January 2023).
- The challenges of tourism in 2023: a talk with Encarna Piñero and Gabriel Escarrer, at the Soltour Travel Partners Summit, held during Fitur (January 2023).

2022

- Participation in “Financing of multilateral organizations in tourism assets” at the Asonahores Tourism Investment FORUM 2022 in the Dominican Republic (November 2022).
- Intervention in Samana Cluster under the theme “Samana, a destination of experiences - Cayo Levantado” in the Dominican Republic (November 2022).
- “Governance in Tourism” panel at the II Turespaña Convention held in Barcelona, together with the Spanish Minister of Industry, Trade and Tourism, Reyes Maroto, and Javier Sánchez-Prieto, CEO of Iberia (October 2022).
- Speech at the Annual Conference on risk management in the tourism sector organized by the consulting firm WTW under the title “New times, new challenges: The keys to transformation” (September 2022).
- Attendance and excellent promotional work at

INTERNATIONAL FRENCH TRAVEL MARKET-TOP RESA 2022 (September 2022).

- Presentation on Grupo Piñero’s success story at the IX Benidorm Tourism Conference, organized by AVE-Asoc Valenciana de empresarios (June 2022).
- Endorsement of CEOs for Diversity, a pioneering alliance in Europe, promoted by the Adecco Foundation and the CEOE Foundation, to contribute to business excellence, the competitiveness of talent and the reduction of inequality and exclusion in Spain (June 2022).
- Participation in HIP, organized by Deloitte: “The tourism sector and its contribution to the 2030 Agenda and EU sustainability goals” (March 2022).
- Press conference at Casa de America, Madrid, to present the strategic alliance for the development and sustainability of destinations together with BID Invest and Banco Popular Dominicano (January 2022).
- Chat with Luis Abinader, President of the Dominican Republic: A country that is a benchmark for the internationalization of Spanish tourism. At the 10th Exceltur Tourism Leadership Forum “Rethinking Tourism Post Covid: New Challenges, New Perspectives”. (January 2022)



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- Debate on “Sustainability in the CEO’s Agenda”.- HIP – Horeca Professional Expo.

2021

- Working table “The Metamorphosis of the Hotel Industry” - Foro Preferente Tourism Summit.
- Round table on “Tourism in the Post-Covid World: Security and Sustainability” at the Circular Economy Forum.

- Round table on “Adaptation and Transformation of the Family Business, Engine of the Economy” in the framework of the ABEF General Assembly of members.

- Round table “Ibero-America Facing the Challenge of Tourism Recovery”, at the XIII Ibero-American Business Meeting, which took place in Andorra la Vella as part of the XXVII Ibero-American Summit of Heads of State and Government.

2020 and 2019

- Round table CEO Interview Conference “Purpose and Values”. Organized by APD PwC and Aon (June 2019).

- Round table “The Role of Women in the Family Business”. ABEF and TFAB (March 2020).

- Panel: “Boosting the Image and Regional Competitiveness of Tourism in Spain” at the 10th Exceltur Tourism Leadership Forum “Tourism, Creating Value, Building the Future” (January 2020).

Awards and recognitions 2022

- Capital Radio Award for Excellence in Women’s Leadership in Technology. For her innovative development in the implementation of technology throughout the company’s value chain.

- Business Lifetime Achievement Award 2022 granted by HIP - Horeca Professional Expo. For the modernization of the sector, as well as its contribution to the positioning of Spain as a world tourism power.

- CaixaBank Businesswoman Awards 2022 in territorial phase in the Balearic Islands. Recognition of the talent and professional excellence of women entrepreneurs in Spain.

Spokeswoman and Communicator

- Around fifty interviews in national and international media in the last year.

- More than 300 media appearances in the last year.



Appendix

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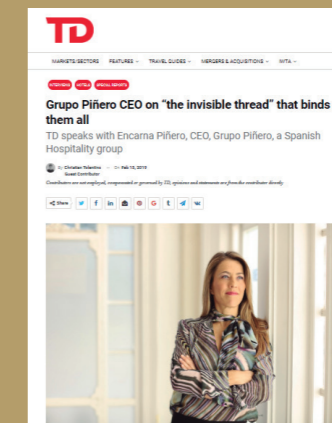
A 100% family-run and -oriented Spanish multinational tourism group founded in 1977 by Pablo Piñero. Led by Isabel García (President) and her three daughters, Lydia, Isabel and Encarna Piñero (CEO and Executive Vice-President since 2007), its mission is to provide exciting experiences to its clients and employees.

The company, which has a team of 14,000 professionals, structures its activity in three business units: Living Resorts, for its hotel business, with 27 establishments and more than 14,000 rooms in the Dominican Republic, Mexico, Jamaica and Spain, residential complexes and golf courses; Travel, with its tour operating activities under the Soltour and Smytravel brand names, through Soltour Travel Partners, and reception under the Coming2 and Services brand, which groups other at-destination services, most notably its commitment to developing sustainable mobility. These three

business units allow the group to expand its activity beyond the tourism sector, maximizing synergies among its companies and guaranteeing consistency in the quality and innovation of its products and services.

Over the course of twenty-seven years, Encarna Piñero has held various executive positions in the group's different divisions, where she acquired a global vision of the group.

During the last five years at the head of the group, she has undertaken important projects like the strategic alliance reached with PGA of America in 2020 and with Logitravel Group, from which Soltour Travel Partners was born, or the recent agreement with BID Invest and Banco Popular Dominicano for the development and growth of tourism in the Dominican Republic and Jamaica.





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