

Lluís Alsina Álvarez

CEO

Lluís Alsina Álvarez was appointed as CEO in September 2024 after ten years at MoraBanc. He joined the bank as strategy director in 2014 to lead its digital transformation and strategic transformation and growth plan. In 2018 he was appointed as CEO to lead the second strategic plan. In 2020 this enabled the company to achieve its fourth consecutive year of profit growth.

He is currently a member of MoraBanc's Board of Directors and Executive Committee, the boards of directors of the Boreal Capital Management subsidiaries in Miami and Zurich, and a member and chairman of the Board of Directors of Mora Wealth Management España AV, SAU.

Before he joined MoraBanc, Lluís Alsina started his career as a consultant at Arthur Andersen Business Consulting. He has experience in the communication and marketing sector as managing director of In-Store Media.

Alsina has a degree in Higher Industrial Engineering from Universitat Politècnica de Catalunya and a master's degree in Economics and Business Administration from IESE. He is a CEFA diploma holder and underwent the Advanced Management Program (AMP) at Harvard Business School.

