



### *Curriculum vitae*

## **Constantí Serrallonga**

### **General Manager of Fira de Barcelona**

Constantí Constantí Serrallonga was appointed General Manager of Fira de Barcelona, one of the most important trade fair institutions in Europe, in November 2015.

Born in Barcelona in 1965, Serrallonga graduated in Economics at the University of Barcelona (UB) as well as studying Health Economics and Health Services Management at the UB, the IESE Executive Development Program (PDD) and Advanced Management Program, and the ESADE International Finance Program.

In 1989 he started working at Manresa General Hospital where he held several management positions, including his appointment as Managing Director in January 1998.

In 2002 he became Chief Executive Officer of Transports Metropolitans de Barcelona (TMB), the business group of Àrea Metropolitana de Barcelona (AMB) responsible for managing the public bus and metro services in the city and the metropolitan area. In 2008 he was appointed Chief Executive Officer of Grupo Ágora - Invest - Tradisa, the international logistics operator with companies in Spain, France, Italy, Belgium, Germany, Romania and Poland.

In June 2011 he was appointed Municipal Manager of Barcelona City Council, a position he held until June 2015, where he was the senior executive in charge of municipal departments as well as being responsible for the execution and supervision of the council's budget, investments and compliance with municipal plans.

As Manager of the City Council he was also a member of the Board of Directors of Fira 2000, the holding company responsible for managing the construction and financing of the Gran Via venue and he has held other positions at organisations involved primarily in healthcare and transport, such as the UITP and the Hospital Consortium of Catalonia, amongst others, and has also served as a member of the Advisory Committee of Foment de Treball.

In his capacity as General Manager of Fira, in December 2015, Constantí Serrallonga was appointed as Vice President of Mobile World Capital Barcelona (MWCB).