

# ELZABURU APPOINTS ALFONSO DIEZ DE RIVERA AS ITS NEW PRESIDENT

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Elzaburu has appointed the lawyer and industrial property agent, **Alfonso Diez de Rivera** (pictured centre), as the new president of the firm.

He and his predecessor are brothers and descendants of the family that founded the firm more than 150 years ago. The changeover is part of a planned process of alternation of functions and aims to continue the path of growth and internal strengthening of the firm.

The firm indicates that this area has generated important projects such as Elzacloud and has optimised the digitalisation of the firm in the management of processes and files. Through this appointment, they seek to continue promoting research in emerging areas, such as artificial intelligence, the metaverse and blockchain, among other innovative projects.

"I take on this responsibility with great enthusiasm and with the peace of mind of knowing that we have a great human capital that also has the excellence that we have been developing in our work methods and processes over the years," said the new president of Elzaburu.