

# NEW INCORPORATION AT PROA'S ADVISORY COUNCIL

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PROA, the Spanish communications consultancy firm, has incorporated lawyer **María Segimón** (pictured) to its Advisory Board.

Segimón is a lawyer of counsel at the Commercial Law Department of the firm Escalona & De Fuentes and specialises in Financial Markets, Capital Markets and Real Estate.

She is also a member of the Governing Board of the Madrid Bar Association. There, she chairs the Internal Audit Committee, is a member of the Appointments and Remuneration Committee and is responsible for International.

"I admire PROA's ability to innovate and offer a quality service adapted to the needs of each of its clients, as well as its vision to seek new communication strategies to position them in the areas where they seek to be. I hope to bring my knowledge of the business world to advise the consultancy both in relation to the needs of its current clients and in the search for new business and the adaptation of its corporate governance to its growth", said **María Segimón**.

PROA is a communications agency founded in 2009 that specialises in consultancy services for boards of directors and senior executives in the Spanish business sector.

"María Segimón has more than 25 years of experience, a profession that she has also practiced from within very important companies, which will provide us with valuable experience to help us

understand the needs of our clients and the consolidation of PROA as the strategic communication consultancy," concluded the Managing Partners of PROA, **Lucía Casanueva** and **Valvanuz Serna**.