

PINSENT MASONS HIRES SERGIO REDONDO AS CORPORATE COUNSEL

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Pinsent Masons has reinforced its Commercial team in Spain with the hiring of Sergio Redondo



Sergio Redondo (pictured) joins the firm from SR Legal, a law firm that he founded together with Isabel Sierra, 4 years ago, which provides Legal advice to companies in the digital economy (start-ups, market places, e-commerce), M&A and investments in this sector, Distribution, Agency and Franchising, as well as providing Legal Project Management (LPM) services in various sectors such as telecommunications, health, food, tourism and transport.

With more than 25 years of professional experience, Sergio has previously held responsibilities as secretary-general of The Coca-Cola Company for Spain, Portugal and France, head of Legal of Airtel - Vodafone and lawyer at IBM.

On his incorporation, Sergio Redondo commented: "I am very excited about this stage which is beginning now and which, together with Pinsent Masons and its team of professionals, will allow us to offer clients a wider range of services, as well as to accompany them in all their business ventures in Spain and abroad. I believe that Pinsent Masons and its panel of excellent professionals have a proposal of advice and legal services very much in line with the needs of the companies of the new economy: they are agile, competitive and flexible and with a marked innovative character, where technology plays a very relevant role. Moreover, the client plays a predominant role in the relationship, which requires continuous adaptation to the client and anticipation of his needs."

Diego Lozano, Pinsent Masons Spain office managing partner, commented: "I am proud to have Sergio join our team, strengthening our commercial and technical capabilities in sectors that are at the heart of our strategy of approaching clients. Three and a half years after our opening in Madrid, and despite the current difficult market circumstances, we are continuing our growth project with the aim of positioning Pinsent Masons in Spain as a solid and leading competitor in the Business Law market."

Isabel Sierra has joined the team together with Sergio as an associate.