Organizational Chart

Last update: May 16, 2025

Ayuda en Acción

Board of Trustees

- Executive Committee
- Audit Committee

General Management

Jorge Cattaneo

Marketing & Communication

Mónica Román

- **Acquisition & Digital** — Enrique García
- **Communication** — Mª Esther Alvarado
- **Loyalty** — Eva Mª Sobrino
- **Marketing Collaborations B2B2C** — María Díez
- **Knowledge Communication** — Laura López
- **Content** — Maxence Defointaine
- **Product Management** — Paco Puebla

Strategic Partnerships and Innovation

Jaime Díaz

Operations

- **Digital Transformation** — Jonás Álvaro Candaosa
- **Controlling** — Marisol Trillo
- **Compliance** — Jimena Ganzo
- **Delegations**
- **Finance & General Services** — Marta Ramírez
- **Legal** — Asunción Bellver
- **Human Resources** — Raquel Campos
- **Technology** — Carlos Martín

Programs

Alejandro Serrano

- **Regional Management South America** — Carlos Hernández
- **Regional Management Mesoamerica** — Araceli Sanz
- **Regional Management Africa** — Marta Tietz
- **Program Management Spain & Portugal** — Matías Figueroa
- **Institutional Financing** — Pablo Uribe
- **Financial Project Management** — Álvaro Prieto
- **Humanitarian Aid** — Giulia Tieni
- **Knowledge and Sectoral Management** — Matías Figueroa

Institutional Relations

Alberto Casado