



Astrid Santana

Marketing Director at Royo Group

Curriculum vitae

My personal, formative and professional orientation has been aimed to work in international markets. In addition to formal learning, marketing and languages, I understand as values to be highlighted for business internationalization: always being aware of the value of empathy, versatility, resilience and perseverance, with an open mind for the cultural differences that arise in this type of negotiations. In my job, I offer a courageous vision, without fears and open to the new challenges that appear in all sectors where I have performed my functions, valuing as a success the continuous learning and adaptation to the new circumstances that this work environment has offered me.

On a personal level, my work and personal experiences during a decade in Shanghai have helped me develop a great capacity for analysis, tolerance and decisiveness to face the always new situations, which I have also incorporated as professional skills.

Since January 2017 I work as Marketing Director at Royo Group, where I was previously in charge of the International Business Development area.