



Cristina de Parias Halcón

External director

Appointed director of BBVA on 15 March 2024.

Born in 1965. Spanish nationality.

Education

- Degree in Law from the Universidad de Sevilla, Spain.
- Master of Business Administration (MBA) at IESE Business School, Spain.

Professional background

1988-1989	Banesto Commercial Department in Paris office (France).
1991-1998	Citibank (Spain) Deputy Head of Marketing Department. Head of Marketing & Multichannel for retail clients. Head of Personal Banking business unit (CitiGold).
1998-2019	BBVA (Spain) Commercial Manager of Personal Banking and Banco Directo. Head of Payments (credit cards, merchants and ATMs). Head of BBVA's consumer finance subsidiary (Finanzia) and CEO of Uno-e Bank. Head of New Digital Businesses. Territorial Head of the Central Region.
2014-2019	Country Manager for Spain and Portugal.

Other positions

2020-2024	Non-executive director of Grupo Financiero BBVA, S.A. de C.V. Non-executive director of BBVA México, S.A., Institución de Banca Múltiple, Grupo Financiero BBVA México.
2022-2026	Independent director of Endesa, S.A.
Desde 2021	Independent director of Sanitas Seguros.

She is currently a member of the Board of Trustees of the BBVA Microfinance Foundation and the Profesor Uría Foundation, as well as a member of the IESE Alumni Executive Committee and the Advisory Board of BUPA Europe & Latin America.

She was a founding director of Iberia Cards, a member of the board of directors of Servired and Sermepa (now Redsys) and a member of the General Council of the AEB (Banking Spanish Association) and of the Management Committee of the Fondo de Garantía de Depósitos (Spain's deposit guarantee scheme). She has also served as a director of the portfolio of digital start-ups in which BBVA has a stake, such as Strands, Adquira, Blue Indico Investments, Solium, Rent&Tech, Globalnet and Econta.

In addition, she has been a director of BBVA Finanzia and BBVA Portugal, Chair of the board of directors of Catalunya Caixa until its merger with BBVA in 2016, and Chair of BBVA Seguros.