



Born: 28 August 1972 (54)

Israel GARCIA

BACKGROUND

Israel Garcia began his career at Accenture, where he built a strong foundation in consulting.

He then moved into the building materials industry, serving as Managing Director of an international company for over a decade, working across various European countries. He went on to co-found Altabox, a leading Spanish company specialising in the design and implementation of omnichannel marketing strategies. Altabox became part of the Group in 2018. Since joining Econocom, Israel has held several senior leadership roles with full P&L responsibility.

As of July 2024, he combines his responsibilities as Managing Director of Business Development & Strategic Plan with his role as Country Manager for the United Kingdom and Ireland.

Israel holds a degree in engineering and several Master's degrees in finance, business administration and marketing.
