

RÉSUMÉ

PERSONAL DATA

NAME: Asier Vallejo Itsaso

BIRTH: 1972 Tolosa (Spain)

PROFESSIONAL EXPERIENCE

ARARTEKO - Ombudsman of the Basque Country, Vitoria-Gasteiz (Spain). 2006-2011

High commissioner designated by the Basque Parliament, with the mission of protecting human rights, for which it has to supervise the activity of public administration. As **Chief of Staff and Director of International Relations**, and under the direct command of the institution's highest authority, I guided and coordinated the following activities: preparation and assistance to institutional meetings, elaboration of speeches for different scenarios and institutional documents, management of relations with various public administrations, analysis and implementation of improvements in the quality of internal working processes, optimization of communication channels with the citizens, improvement of the corporate image, building up the institution's presence in society and in mass media, design and implementation of strategic plans, together with the coordination of action plans elaborated by the institution's advisers, as well as management of international relations.

ELKARGI, S.G.R., San Sebastian (Spain). 2001-2006

Leading financial company that provides guarantees, consulting and financial services to small and medium-sized businesses. As **Marketing and Communications Director**, and under the direct command of the company's Chief Executive Officer, I coordinated, guided and evaluated every Marketing and Communications action, internal and external, such as: management of advertising and documentation for the sales force, preparation and attendance to trade fairs, organization of events, presence in the media, management of different brands and corporate image, writing of publications, as well as generation of contents and permanent updating of the company's website and Intranet.

Shandwick International, Washington, D.C. (U.S.A.). 2000

Leading international public relations and public affairs firm, part of **The Interpublic Group of Companies, Inc. (IPG)**, the world's largest Marketing and Communications services group. Integrated in the **International Division**, I implemented multiple reputation and corporate image projects in the field of **government relations (lobbying)**.

Democratic National Committee (D.N.C.), Washington, D.C. (U.S.A.). 1999

Democratic Party's headquarters. As a member of the **Communications Division**, I handled the relations with the media. Moreover, integrated in the **Interactive Communications Group**, I generated contents for the D.N.C.'s website.

Hill & Knowlton, New York (U.S.A.). 1997-1998

International public relations firm, part of **WPP Group plc**, one of the leading multinational groups in the field of Marketing and Communications. Integrated in the **Financial Communications Division**, I developed different projects of **financial Marketing and Communications strategies** for big North American and Latin American corporations.

EDGE Center, Reading (U.S.A.). 1996

Participated in a team-oriented project assisting with the development of a **Marketing Plan** for a public market involving Latino businesses for the Berks County area in Reading, Pennsylvania. The public market was a major community initiative sponsored by area Fortune 500 corporations and the city and county governments.

EDUCATION

POSTGRADUATE STUDIES:

- **U.S. Foreign Policy Summer Program. George Washington University**, Elliott School of International Affairs. Washington, D.C. (U.S.A.). 2011
- **MBA Executive. University of Deusto**, College of Business (ESTE). San Sebastian (Spain). 2003
- **Master in Marketing and Commercial Management**. Gipuzkoa's Marketing Club. San Sebastian (Spain). 2001-2002
- **Master in International Relations, specialized in the European Union. University of the Basque Country (UPV)**. Bilbao (Spain). 2000-2001
- **Advanced Studies in American-European Relations. C.I.F.E.** (Centre International de Formation Européenne). Schloss Hofen (Austria). 1997

GRADUATE STUDIES: Economics and Business Management, specialized in Financial Management. University of Deusto, College of Business (ESTE). San Sebastian (Spain). 1990-1995

EXCHANGE PROGRAM: Kutztown University (U.S.A.). 1996

SEMINARS (SPEAKER)

"An approximation to the U.S. elections 2012". Euzko Gaztedi of Irun (Spain). 2012

"Four days to the U.S. presidential election 2012". Getxo City Hall (Spain). 2012

"An approximation to the U.S. presidential election 2012". Rotary Club Bilbao (Spain). 2012

"Globalization versus National Cultural Heritage". IED. Liberec (Czech Republic). 2012

SEMINARS (ATTENDEE)

"Basque International Conference". BSU. 2010

"One year of Obama: Have transatlantic differences narrowed?". FRIDE - CEPS. 2010

"Obama, one year later". Ideas Found. 2009

"Obama's foreign policy: Towards a new strategy?". FRIDE. 2009

"Energy, democracy and development: the case of Africa". FRIDE. 2009

"EU's concerted financial policy". European Movement. 2009

"Globalization in the 21st century". UPV. 2008

"Dialogs for a new Europe". UPV. 2008

"International journalism: Europe's role in a polarized world". UPV. 2008

"Energy, a reinforced obstacle to democracy". FRIDE - German Marshall Fund. 2008

"Foreign policy priorities for USA's next president". Elcano Royal Institute - CSIS. 2008

"Human rights' challenges in international conflicts". Gipuzkoa Provincial Council. 2008

"Energy policies' challenges for the year 2020". Eurobask - EVE. 2008

"EU's 50 years: success & challenge" UPV. 07

"Human capital & development". UPV. 2006

"Social capital and values". UPV. 2006

"Europe in the 21st century". Basque Gov. 06

"EU and Latin America: common challenges for social cohesion". Alternativas Found. 2006

"Trends in US policy for the next four years". Elcano Royal Institute. 2005

"Intensive course on practical protocol". Royal Institute of Protocol. 1998

LANGUAGES

BASQUE & SPANISH: Mother tongue.

Certificate: EGA in 1990.

ENGLISH:

Excellent knowledge.

Certificate: **Proficiency** in 1991.

COMPUTING

Working knowledge of Windows & related software applications - Word, Excel, Access, Powerpoint.

OTHER ACTIVITIES

Member of the Foreign Relations Committee of the **Basque National Party** (EAJ-BNP). 2012-2013

Member of the Executive Commission on Internationalization and the working group of International Projection of the **Basque Innovation Agency** (Innobasque). 2009-2011

Member of the Board of the **Basque Economists' Association**, its Gipuzkoa section, the Communications Commission, and the editorial board of the journal "Nuevas". 2002-2006

Collaborator with the **Institute for Democratic Governance** (Globernance). 2011-2012

Collaborator with different news media (television, radio).