

## CURRICULUM

*Joantxo Llantada Sacramento*

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### CV Resume

Professional with more than 30 years of experience in the marketing of services and the creation of leisure, hospitality and tourism products. Since 1989 he works collaborating with universities, institutions, companies and public entities in the development of projects related to innovation, marketing, digital marketing and social media.

He has participated as a strategist, director and author of Marketing Plans Strategic and Destination Positioning of the Valencian Region, Elche, Isla de la Palma and Isla de El Hierro. He was member of the Committee of Experts in the elaboration of the Spain Tourism Marketing Plan 2010-2011 associated to the brand "I need Spain" launched by the Spanish Government.

He was the Strategic Marketing Coordinator at the Valencia Region Tourism Board from 2015 to 2018