



Gloria Couceiro, new Executive President of BBVA in Colombia

The BBVA Group has appointed Gloria Couceiro as the new Executive President of BBVA in Colombia. Gloria will succeed Mario Pardo, who has led a period of growth and business transformation over the past six and a half years and will assume new responsibilities within the Group.

Gloria Couceiro has been Global Head of Financial Planning and Cost and Investment Management at BBVA since 2021. With a 27-year career at BBVA, she joined the Group in 1999 as an equity analyst. Subsequently, she held various positions of responsibility within the Finance department, including roles in strategy, budgetary control, and the Investor Relations team. Between 2016 and 2021, she served as Head of Investor and Shareholder Relations for the Group. She began her career as an auditor at Arthur Andersen (now Deloitte).

The new Executive President of BBVA in Colombia was born in Madrid, Spain, and holds a Degree in Economics and Business Administration from ICADE.

Subject to approval by the entity's governing bodies in Colombia and the relevant regulatory authorizations, the change will become effective on September 1.

Mario Pardo will become Global Head of Institutional Engagement for the BBVA Group. Since Mario Pardo's appointment as Country Manager in February 2020, BBVA in Colombia has consolidated its position as the largest international investor in the financial sector, growing and expanding its presence across all 32 departments of Colombia.