Jose Maria Cuende – CEO y co-founder

José Maria co-founded CUENDE Infometrics in 1991 after 22 years of experience in multinational technology and automotive companies.

He started his career in TELESINCRO, developing the first computers for business accounting. José María was in charge of launching SECOINSA and held different positions in the area of Advertising and Corporate Development at FUJITSU and ITT/ALCATEL. He joined RENAULT as Director of Advertising and Communication. In this position José María created and implemented innovative control and efficiency systems for advertising campaigns, at a time when Renault was the leading advertiser in the country.

Due to his interest in advertising efficiency he co-founded CUENDE Infometrics in 1991, with the vision of creating a market research company focused on the creation, innovation and development of cutting-edge research systems. His inspirational leadership drove the development of GEOMEX, the audience measurement system for Out-of-Home advertising in Spain, and the international expansion of CUENDE.

José María hold a bachelor's degree in business administration by the University of Barcelona and he graduated from Spain's first graduating class in Computer Science. He is a member of Insights+Analytics (market research association) and has been a columnist for the magazine *Investigación y Marketing*.

CUENDE

Daniel Cuende – Co-Founder & Expansion Director

Daniel is one of the world's leading experts in Out-of-Home audience measurement advertising. He studied Industrial Engineering at Alfonso X el Sabio University. In 1991, he co-founded CUENDE Infometrics with the aim of creating innovative and effective measurement systems.

He is the creator and technical director of GEOMEX, the Out-of-Home audience system of Spain. He has led or participated in Out-of-Home research projects in 14 countries from the UK to South Africa and from Australia to Mexico.

ESOMAR, the International Market Research Association, selected him as its representative in Spain, a position he held from 2005 to 2013. He is currently member of ESOMAR's Ethics and Disciplinary Committee.

MRC (Media Rating Council) demanded his participation in the definition of the Digital Outdoor Advertising Measurement Standards that apply in the United States and, currently, he is working on the Data Quality and Attribution standards.

Daniel is a regular speaker at international conferences on market research and Out-of-Home advertising, highlighting his participation in conferences organized by ESOMAR, ARF (Advertising Research Foundation), OOH (Out of Home) Congress, FEPE (Federación de Empresas de Publicidad Exterior) International, ALOOH (Asociación Latinoamericana de Out-of-Home), etc.

On several occasions his interventions have been recognized with the award for best paper (PAMRO 2016, ARF 2006). In 2017 he gathered the FEPE International award for Technological Innovation in audience measurement for the application of satellite imagery to Out-of-Home research. He was also the winner of the International Hackathon Challenge of Big Data in Market Research organized by MICROSOFT and ESOMAR.

Daniel has been post-graduate lecturer in Complutense University, Antonio de Nebrija Univerity and IE.

As result or their research activity he has published several *papers*, among them *Loohcal media, gloohbal measurement* (2019*), From ground up to the sky!* (2016), *Reach, medienreichweite, cobertura or couverture?* (2010) *See you at Long: 18° 3' 0 E Lat: 59° 19' 30 N* (2009) y *Something is moving in OOH audiences* (2005).