



PEDRO RUBIO

Commercial Senior Head Iberia, Greece, France & Benelux

Pedro Rubio Hidalgo (born in Toledo in 1975), has been Commercial Senior Head Iberia, Greece, France & Benelux for Safilo since 2024 and was previously, since 2019, Commercial Head IBERIA and Greece and, since 2014, Country Manager IBERIA. He is, furthermore, the President of AEO, the Spanish Eyewear Association which represents the lenses, sunglasses, ophthalmic frames, contact lenses and eyecare product companies in Spain in order to maximize sustainable market growth while safeguarding, at the same time, patients and consumers.

He gained a Bachelor in Business Administration and Market Research from ICADE-Comillas University of Madrid, and an Executive MBA and Official BBA Master at IE Business School and IE University of Madrid. He has very diverse business knowledge and experience and a career spanning over 15 years in various FMCG sectors, having held several executive positions of increasing responsibility in companies such as Monbake-Berlys, Deoleo, Mondelez International, Kantar Worldpanel and Philips Consumer Electronics.

His background is strongly linked to the commercial sector, personally driving top accounts (as Key Account Manager), sales teams (as Commercial Director) and full organizations (as General Manager), with a customer-centric approach. His analytical thinking, active fast-learning, creativity and innovation mindset are thanks to his first professional work experience as Marketing Consultant for Kantar Worldpanel, which established the basis for his business approach through continuous problem solving, supported by fact-based decision making.

Pedro has combined his professional career with an academic one since 2003, and he is currently Professor at ICADE-Comillas University of Madrid of Negotiation, Sales and Team Management. He has a PhD from ICADE-Comillas University of Madrid with a specialization in this professional field of expertise: Key Account and Customer Portfolio Management.

He speaks Spanish (mother tongue) and English (fluent).