

## PROFILE

# Adriana Domínguez González

Adriana Domínguez González (Ourense, 1976). CEO, Adolfo Domínguez Group. Before her appointment as head of the firm, she was a board member, perfume brand manager and head of communication.

International education. Fluent in five languages. Degree in international business studies (ICADE and CESEM, France) and studies at The Lee Strasberg Theatre & Film Institute, New York. Master in Thought (Escuela Contemporánea de Humanidades, Madrid).

In-depth knowledge of the company. Over a 17-year period, she has been in charge of projects in different business areas: design of the firm's concept stores; creation of five fashion capsule collections for women; and the launch of a line of pet wear.

Since 2010, Adriana has been in charge of the management, creation, renewal and launch of the firm's fragrances. In the perfume division she has managed brand image projects such as *Viaje a Ceylán*; the overhaul of *Agua Fresca de Rosas*; the launch of *Rosas Blanca*; and the launch of *Única*.

As an actress, she has taken part in five film productions and is a life member of The Actors Studio, a non-profit association for professional actors, directors and playwrights.