



LEIRE JIMÉNEZ
CEO of MAWDY

Personal data:

Full name: Leire Jiménez Ayesa.

Date and place of birth: August 7, 1980, Pamplona.

Education:

Undergraduate Degree in Business Administration & Humanities (Deusto University, Spain).

Masters Degree in International Relations (Flinders University, Australia)

Main positions:

CEO of MAWDY (since January 2023)

Other positions:

Group Chief Innovation Officer (since September 2024).

Advisory Board Member for Technology, Innovation and Transformation at MAPFRE (since November 2024).

Previous positions:

CEO of MAPFRE ASISTENCIA (January 2019 – December 2022)

CEO of INSUREANDGO (January 2018 - December 2018).

CEO of ABRAXAS (United Kingdom) (January 2018 - December 2018).

Regional Manager EURASIA MAPFRE ASISTENCIA and Assistant General Manager
MAPFRE ASISTENCIA (January 2018 - December 2018).

CEO of the APAC Regional Area (January 2014 – December 2017)

General Manager of MAPFRE ASISTENCIA in China (July 2012 - January 2014).

Manager of MAPFRE ASISTENCIA business development in France (February 2012 - July
2012).

Manager of Travel Insurance at MAPFRE ASISTENCIA UK (2010 - 2012).

Head of eCommerce and business development at MAPFRE ASISTENCIA UK (2008 - 2010).

Head of business development in the sales area for Travel Insurance and Warranty at
MAPFRE ASISTENCIA UK (2006 - 2008).

Intern at MAPFRE ASISTENCIA (March 2005 - December 2005).