



DIBEST

Digital Innovation for
Blue Enterprises & Social Tourism

Interreg
Atlantic Area



Co-funded by
the European Union

Supporting tourism
microenterprises in the
Atlantic coastal region
by adopting digital
innovations

DIBEST Mentors Catalogue

Stay in touch

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Alejandro Soler Gordillo

Organisation Blocdeesbozos

in Alejandro Soler Gordillo

 **Andalusia**

Areas of expertise

Online Marketing

SEO

Community Management

Digital Marketing Strategy

Web Design

Online Advertising

AI & Innovation

Professional Background

Founder of the digital marketing agency Blocdesbozos and specialist in online marketing, SEO, and community management. With more than 20 years of experience in online environments and digital communities, he has developed digital communication and marketing strategies for companies and organisations from different sectors, including tourism, media, retail, and corporate services.



Antonio Guerrero

Organisation AG Consultores

in Antonio Guerrero

 **Andalusia**

Areas of expertise

Strategic Management

Business Growth

Operational Reorganisation

Executive Mentoring

Organisational Development

Sales Operations

Commercial Development

Professional Background

Professional with 30 years of executive experience in commercial and general management across multiple sectors.

He specialises in strategic planning, business reorganisation, family business professionalisation, management control, business plans, entrepreneurship, and mentoring. He advises family businesses, serves on company and startup boards, and teaches Strategic Management and Entrepreneurship.

He holds a Law degree from the University of Málaga, an MBA from IE Business School, and executive education diplomas from San Telmo Business School and EOI.



Antonio Monteagudo

Organisation Estratexia Plus

in Antonio Monteagudo

 **Galicia**

Areas of expertise

Business Strategy

Innovation Management

Internationalisation

Market Research

Data Analysis

Entrepreneurship Support

Project Management

Professional Background

Business consultant and Associate Professor at the University of Vigo with experience in business strategy, organisational development, territorial planning, innovation management, and market research. Specialist in business clusters, information systems, data analysis, entrepreneurship support, and project management.



Javier Ortiz Sánchez

Organisation Sextaplanta

in Javier Ortiz Sánchez

 **Andalusia**

Areas of expertise

Digital Marketing

Digital Innovation

Revenue Management

Data Analytics

AI & Innovation

External Communications

Sales Operations

Professional Background

Tourism marketing and innovation specialist with extensive experience in digital tourism strategies, hotel distribution, and data-driven tourism management. Former Head of Tourism Innovation at Turismo Andaluz and former Director of Responsible Hotels at Grupo Fuerte, with previous experience in companies such as Booking.com and lastminute.com. Lecturer at the Faculty of Tourism of the University of Málaga and recognised among the most influential tourism professionals in Spain.



Mar Recuna

Organisation Clúster Marítimo Marino de Andalucía

in Mar Recuna

 **Andalusia**

Areas of expertise

Blue Economy

Blue Growth

Blue Innovation

Tourism Innovation

Business Development

Sales Operations

Professional Background

Manager of the Maritime and Marine Cluster of Andalusia with more than 20 years of experience in the management and coordination of business organisations. Specialist in blue economy, blue growth strategies, and innovation linked to maritime and coastal sectors.



Zoraida Rando

Organisation University of Málaga

in Zoraida Rando

 **Andalusia**

Areas of expertise

Tourism Innovation

Digital Innovation

Revenue Management

Pricing Strategies

Business Growth

External Communications

Sales Operations

Professional Background

Expert in hotel distribution marketing and revenue management, with experience in 4- and 5-star hotels, resorts, and vacation rentals. Her background as a hotelier, trainer, and Expedia Group professional provides a 360-degree perspective on hotel distribution, revenue strategy, hospitality technology, and online sales across Europe and the Middle East. She has been with Expedia for eight years and currently combines this role with teaching, consultancy, coaching, training, and higher education in tourism and hotel management.



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