



José "Pepe" Olalla

Head of Business Development

Professional Experience and Responsibilities

José "Pepe" Olalla serves as the Head of Business Development at BBVA Compass. His responsibilities include marketing, consumer and business banking, payments, customer experience, channel development and business strategy. He is a member of the BBVA Compass Management Committee.

Olalla has worked for BBVA for more than 24 years, initially serving in executive roles at Argentaria before it merged with BBV to form BBVA. He most recently served as the group's Chief Information Officer of Digital Banking and has held a variety of positions in digital banking, technology and operations, commercial development and marketing, innovation and more.

Olalla, who began his career at Andersen Consulting (now Accenture) in 1989, has been cited on both sides of the Atlantic for his innovative work in banking technology.

Education

Olalla holds a degree in engineer telecommunications from the Universidad Politécnica de Madrid and a post-graduate degree in finance from the Universidad Nacional de Educación a Distancia. He completed the General Management Program at IESE Business School in Madrid and earned a Master in Business Administration from the University of Chicago Booth School of Business. He was certified as a financial advisor and financial planner by the European Financial Planning Association.