

Sergio Arranz Sanfeliz

'91 BSBA, St. Louis, MO

Sergio received his BSBA from Saint Louis University, MO in 1991 and an MBA from the University of Houston in 1994. He later studied Marketing and Communications at IEDE.

He started his professional career at DIA Carrefour as a Business Analyst Manager, and then moved on to Philips Ibérica to work marketing, first as the Senior Marketing Manager, and later as the Key Account Manager. He transitioned to sales and was hired as the Sales Manager and Trade Marketing Manager at 20th Century Fox H.E. Spain.

He has been working with Universal Pictures Iberia and their partner companies in various contexts since 2006. He started as the Sales Director for NBC Universal Spain, and was later promoted to General Director and Sales Director for Spain for Paramount Home Media Distribution Spain in 2011. He recently became Managing Director for Sony Pictures Home Entertainment Spain and is managing a distribution deal with Paramount and Universal.

He is the President of FAP (Association for the Protection of Intellectual Property) and is an active member of UVE (Video Association Spain).

He likes to spend time with his children and enjoys sports, movies, new technology and enology.

