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<https://www.programapublicidad.com/jesus-olivar-martinez-nuevo-director-regional-para-el-sur-de-europa-en-comvergence/>

Jesús Olivar Martínez, new Regional Director for Southern Europe at COMvergence

Olivar will be responsible for leading strategic and market research projects in Spain, Portugal and Italy, with the aim of strengthening the growth and expansion of COMvergence in these markets.



COMvergence, an international firm specializing in media analysis and consulting, has announced the appointment of **Jesús Olivar Martínez** as its new **Regional Director for Southern Europe** .

In his new position, Olivar will be responsible for leading strategic and market research projects in **Spain, Portugal and Italy**, with the aim of strengthening the growth and expansion of **COMvergence** in these key markets.

With over 25 years of experience in the sector, **Jesús Olivar** has worked in leadership roles in large companies such as **Head of Analytics and Insight** at **Wavemaker Spain** , where he led data analysis and strategic insight generation for the agency for almost 6 years, and previously at **MEC** , where he was **Director of MediaLab** and **Head of Analytics and Insight** for over 16 years.

In his role at COMvergence, Olivar will be responsible for conducting market research, data analysis and designing research projects for the Southern Europe region.

In addition to his professional experience in the field of media and research, **Jesús** also works as a professor at the **Spanish Association of Advertisers (AEA)**, teaching the session on **“Research: tools and sources”** within the **“Effectiveness and efficiency”** module in the **Marketing and Media Course** . His teaching work focuses on offering students a deep understanding of the research tools and sources available in the market and their application in the development of media strategies.

“It is an honour to join such an innovative and dynamic team as COMvergence ,” said **Jesús Olivar Martínez**. **“I am excited to face the new challenges and opportunities that this position offers me. My goal will be to provide strategic insights that help our clients effectively navigate the complex media and communications landscape in Southern Europe.”**

Outstanding professional career of Jesus Olivar Martinez:

- **Wavemaker Spain (2018 - 2023) : Head of Analytics and Insight** , leading data analysis teams and generating strategic insights.
- **MEC (2004 - 2018) : Head of Analytics and Insight and Director of MediaLab** , with a long career in research and strategic planning.
- **CIA Medianetwork (1995 - 2004) : Various roles, including Director of Planning and Research and Director of International and Research** , consolidating his experience in research and analysis of audiences at an international level.

Jesús Olivar Martínez has a **degree in Advertising and Public Relations** from the **Complutense University of Madrid** . He has also completed the **ThePowerDigitalMarketing Program** from **thePower** , specializing in digital marketing and the generation of effective strategies in digital media.