



Efrén del Pino

Head of Division Insulation and Product Platform

Efrén holds a degree from the University of Heidelberg in conference interpreting and economics and has completed management programmes at prestigious business schools in Madrid and Barcelona, Spain and Pennsylvania, United States.

Career

- Efrén's career spans almost 20 years, during which he has demonstrated leadership, initiative and expertise in strategy, sales and pricing, market and competitive intelligence, branding, and more recently ESG and circularity, alongside mergers and acquisitions (M&A).
- Efrén kick-started his career as a Consultant at Homburg & Partner, where he focused on strategy, sales and pricing, before joining URSA in 2006 as International Product Manager XPS, following their headquarters relocation from Germany to Spain. This role saw him widen his scope to glass mineral wool in 2007 and expand his responsibilities to include market and competitive intelligence and training concepts.
- In 2011, he moved into a Strategic Marketing Manager role, adding branding, communication and public affairs to his portfolio, with responsibility for several long-term projects and assignments in local units and markets, and eventually leading international marketing teams where his attention turned to innovation and commercial excellence.
- By 2017, Efrén had become fully focused on international projects in his new role as International Marketing & Sales Performance Director, taking charge of sales performance and pricing, and launching a companywide pricing programme followed by a sales force effectiveness project.
- Since the end of 2020, he has been in charge of implementing the ESG and circularity strategy at URSA and played a pivotal role in URSA's strategy definition work. He has also been closely involved in M&A activities, including the current integration of Superglass, a UK-based glass mineral wool manufacturer.
- Starting 1 September 2023, he takes up the position of Head of Division Insulation and Product Platform and became a member of Etex's Executive Committee.