Inditex names Raúl Estradera as communications director

By Triana Alonso  3 April 2022

Inditex announced its first strategic move coinciding with Marta Ortega’s first day as president of the group succeeding Pablo Isla, who dedicated 17 years of his career to the Spanish company. The fashion giant named Raúl Estradera the group’s new communications director on Friday, April 1.

Estradera, one of the Ortega family’s most trusted confidants, has up until now been in charge of corporate communications and public relations for the Pontegadea group (patrimony of the Ortega family) and for the Amancio Ortega Foundation. The executive is no stranger to the fashion conglomerate based in Arteixo. Estradera is a company-veteran, having developed his career in its communications department between 2000 and 2015.

His appointment implies the replacement of Jesús Echevarría, who served as communications director of Inditex since 2005, the same year that marked the arrival of former CEO Pablo Isla to the fashion company. According to Inditex, Echevarría will continue to be involved in the company, developing new projects and reporting directly to new CEO, Óscar García Maceiras.

On the other hand, Estradera will report directly to non-executive president, Marta Ortega. As detailed by the company in the latest documents submitted to the Spanish Securities and Exchange Commission (CNMV), the chairwoman will have under her direct responsibility the areas of internal audit, general and board secretary and communications. These tasks will grant Ortega an annual salary of one million euros.

In fiscal year 2021, the last under Pablo Isla’s 17-year tenure, the Galician conglomerate increased its sales by 36% to 27 716 million euros, which lagged 2% behind turnover recorded before the pandemic in 2019. Net profit stood at 3423 million, 193% higher than in 2020. Inditex currently employs more than 165 people and operates 6477 physical stores worldwide.