



[Asociación para la Autorregulación de la Comunicación Comercial]

## JURADO DE LA PUBLICIDAD (2011) (Autocontrol Advertising Jury)

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**Mr. Alberto Bercovitz Rodríguez-Cano**

Head of the Commercial Law Department at the Universidad Nacional de Educación a Distancia (UNED). President of the General Codification Commission's Section of Commercial Law.

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Professor of Commercial Law at the Universidad de Santiago de Compostela.  
Ex Director at the Universidad de Santiago de Compostela's Industrial Law Institute.

Members: **Mr. Jordi Ventura Boleda**

Ex Director General of l'Associació Empresarial Catalana de Publicitat.  
Degree in Advertising & Public Relations.

**Mrs. Ángeles Heras Caballero\***

Ex Director General of Nacional Consumer Affairs Institute.  
Ph.D. in Chemistry by University of Córdoba.

**Mr. José Fernández Beaumont**

Coordinator at the Communication Department EL PAÍS.  
Ex Communication Managing Director at the CMT.  
Professor of Communication at the Universidad Carlos III.

Substitutes: **Mr. Amadeo Blasco Abadal**  
**Mr. Rafael Mazón Sánchez de Neyra**  
**Mr. Pedro Vallejo Vallejo**

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Administrative Law Professor (Catedrático) at the Universidad de Córdoba.

Members : **Mr. Domingo Vila Serra**

PhD in Communication Sciences (Advertising).  
Ex-Consultant at Consultores de Publicidad.  
Ex- Vice President of McCann-Erikson.

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\* Appointed under agreement signed by Autocontrol with the National Consumer Institute on January 13th 1999.



**Mr. Amadeo Blasco Abadal**

Technical Engineer and Master in Business Administration E.A.E. and ESADE.  
Ex Marketing Director of Nutrexpa.

**Mr. Francisco González Romero**

Ex- Deputy General Direction of the Advertising Agency Publicis.  
Member of INTROL's Board of Directors.

Substitutes: **Mrs. Ángeles Heras Caballero**  
**Mr. Jordi Ventura Boleda**  
**Mrs. Francisca Sauquillo Pérez del Arco**

### THIRD SECTION

President: **Mr. Eduardo Galán Corona**  
Professor of Commercial Law at University of Salamanca.

Members: **Mr. Rafael Mazón Sánchez de Neyra**  
Ex Marketing Services Director at PROCTER&GAMBLE.

**Mrs. Francisca Sauquillo Pérez Del Arco\***  
Law Degree at the Universidad Complutense de Madrid.  
President of the Consumers' Council of Spain.

**Mr. Josep Borrell Vilarrasa**  
Degree in Psychology. Ex- Marketing Services Director at Henkel Ibérica.

Substitutes: **Mr. Arturo Isern Costa**  
**Mr. Carlos Sánchez Reyes de Palacio**  
**Mr. Francisco González Romero**

### FOURTH SECTION

President: **Mr. Luis Antonio Velasco San Pedro**  
Professor of Commercial Law at the University of Valladolid.  
Law Faculty Dean at the University of Valladolid.  
Magazine Director: "Competition Law & Distribution".

Members: **Mr. Arturo Isern Costa**  
Economics Science Degree by the University Autónoma of Barcelona.  
Ex Marketing Director and Ex Director at Gallina Blanca.

**Mr. Javier Fernández Del Moral**  
Professor of Specialized Journalism Information at the University Complutense-Madrid.

**Mr. Manuel Izquierdo Carrasco\***  
Administrative Law Professor at the Universidad de Córdoba.

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Substitutes: **Mr. Manuel Ignacio Feliu Rey**  
**Mr. Josep Borrell Vilarrasa**  
**Mrs. Juana Farfán Montero**

## FIFTH SECTION

President: **Mr. José Luis Piñar Mañas**  
 Professor of Administrative Law at University CEU-San Pablo of Madrid.  
 Ex Director at the Spanish Data Protection Agency (AEPD).

Members: **Mr. Fidel Berlinches Rodríguez**  
 Law Degree. Ex-Secretary at the RTVE.Advertising Advisory Commission.

**Mr. Manuel Ignacio Feliu Rey\***  
 Professor of Civil Law at University Carlos III.  
 Chair Director ASGECO.

**Mr. Pedro Vallejo Vallejo**  
 Ex TVE's Director Commercial Manager

Substitutes: **Mr. Domingo Vila Serra**  
**Mr. Javier Fernández del Moral**  
**Mr. Enrique Carrero López**

## SIXTH SECTION

President: **Mr. Rafael Illescas Ortiz**  
 Professor of Comercial Law at University Carlos III of Madrid.

Members: **Mr. Carlos Sánchez-Reyes De Palacio\***  
 Economics Science Degree. Consultant.  
 Chairman at the Organisation of Consumers and Users (OCU).

**Mr. Enrique Carrero López**  
 Ex Technical Director and Vicepresident of Mindshare Spain, S.A.  
 Ex President at Association for Media Research.

**Mrs. Juana Farfán Montero**  
 Professor of Communication of University Rey Juan Carlos.

Substitutes: **Mr. Manuel Izquierdo Carrasco**  
**Mr. José Fernández Beaumont**  
**Mr. Fidel Berlinches Rodríguez**

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## SECRETARY

**Mr. José Domingo Gómez Castallo.**

Autocontrol General Director.

## TECHNICAL SECRETARY

**Mr. Anxo Tato Plaza.**

Head of the Commercial Law Department at University of Vigo and Arbitrator of the World Intellectual Property Organization (OMPI).