

## Luis García San Luis joins the Management Committee of Línea Directa Aseguradora as the new Director of Technology and Cybersecurity

- Luis García San Luis joins Línea Directa Aseguradora to lead the Technology and Cybersecurity Area during the company's current phase of growth and transformation.
- García San Luis will report directly to Patricia Ayuela, CEO of Línea Directa, and will become a member of the Management Committee.
- With this appointment, Línea Directa strengthens its commitment to technology as a key driver of its growth and transformation strategy.
- In his new role, he will lead the technological transformation project announced by the CEO at the latest Annual General Shareholders' Meeting.

**Madrid, 15 September 2025.** The Board of Directors of Línea Directa Aseguradora has approved the appointment of **Luis García San Luis** as the **new Director of Technology and Cybersecurity**. He will join the company's Management Committee and report directly to CEO Patricia Ayuela. With a strong background in the technology sector, García San Luis will take up his new role on September 19 to lead the company's technological transformation, aimed at driving its strategy, operational efficiency, and growth.

Luis García San Luis previously served as Head of Technology at Deutsche Bank for Spain, Italy, and Belgium. He has extensive experience in the financial, pharmaceutical, and consulting sectors, having led major technology projects. He also held the same position at Banco Sabadell and at Standard Chartered Bank in Singapore. Academically, he holds a degree in Computer Science from the Polytechnic University of Madrid and an Executive MBA from IE Business School.

With his appointment, Línea Directa reinforces **its commitment to technology as a key lever in its growth and transformation strategy**. In his new role, he will lead the **technological transformation project** announced by the CEO at the latest Annual General Shareholders' Meeting.

According to **Patricia Ayuela, CEO of Línea Directa Aseguradora**: "With the arrival of Luis García San Luis, we are entering an exciting new phase full of promise, where technology will play—more than ever before—a crucial role. His technological expertise and vision will be key to strengthening our leadership in innovation and operational efficiency."

For **Luis García San Luis, the new Director of Technology and Cybersecurity at Línea Directa Aseguradora**: "Línea Directa is an innovative company with a unique, technology-driven business model that enables the development and adoption of solutions that truly add value for customers. I'm thrilled to lead this new phase and to develop a technology strategy that addresses the organization's present and future challenges."

### About Línea Directa Aseguradora

Línea Directa Aseguradora is currently one of the leading car insurance companies in Spain, specializing in the direct sale of insurance for cars, motorcycles, businesses and self-employed individuals, home, health, pets, and multi-risk businesses. Línea Directa is among the 100 Spanish companies with the best reputation, according to the MERCO Empresas ranking.

More information: <https://www.lineadirectaaseguradora.com/>

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