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*“My motivation is to protect Copyright and the common interests of Photo Libraries, giving value to the Images Industry in the EU and worldwide.”*

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# SERGI GRIÑO

Sergi Griño the founder of Album in 1993, has been at the helm of the company, steering its financial strategies, overseeing international expansion, and spearheading technological advancements. His professional journey began in the financial analysis department of a multinational corporation before venturing into entrepreneurship with his own agency. Sergi played a pivotal role in Album's transition from physical to digital realms, leading all technological developments and shaping the company's global presence. Today, Album reaches customers worldwide directly and through a network of 48 agents.

With a dynamic presence in the Spanish Association of Image Libraries and Press Agencies (AEAPAF) for two decades, Sergi served as its President for an impressive seven years. Currently, he holds a seat on the board of the CEPIC committee, showcasing his enduring commitment to industry collaboration and advocacy.

Beyond his contributions to image agencies, Sergi has made a mark in technology, leading software projects with the Super-computation Center of Catalonia (CESCA) on a Cray Supercomputer platform.

Sergi Griño's commitment to innovation extends to Album's active participation in EU-funded projects like RDI and ARDITO. Within these initiatives, he directs his focus on workstreams dedicated to innovation, services, and real-world applications.

Sergi's academic journey reflects his commitment to excellence, holding a degree in Economics from the University of Barcelona, an MBA from the University of Chicago, and Business Administration from Fundació les Heures (University of Barcelona). His impactful leadership at Album, coupled with influential roles in industry associations and technology initiatives, underscores Sergi's profound impact on the intersection of business, technology, and innovation.